Detecting Accounting Fraud: Analysis and Ethics, Global Edition

Cecil W Jackson,

Price: £33.99 €42.95
Format: Limp Binding
Extent: 456pp
Size: 276X219
Pub Date: August 2014
Previous ISBN: 
Imprint: Pearson

Why it will sell

For courses in Accounting Fraud, Forensic Accounting, Financial Statement Fraud, Financial Statement Analysis, Ethics for Accountants, and Auditing. A case-study approach that enables students to identify key signs of fraud in financial statements. Over the last two decades, financial statement fraud has become an increasingly serious issue, resulting in the collapse of ostensibly solid companies and a subsequent lack of confidence in financial markets. Detecting Accounting Fraud: Analysis and Ethics was created in response to the challenges facing accountants in this era. The text provides students a thorough overview of the most frequently used methods of overstating earnings and assets or understating debt in financial statements. It also provides detailed coverage of the main signals indicating possible fictitious reporting in financial statements to help students learn what to look for. And because breakdowns in ethics underlie accounting fraud, the text presents three major theories of ethics, plus applicable ethical decision-making models as well as opportunities for students to apply ethical models to real-world situations.

New to this Edition

1. Introduction to the Problem of Fictitious Financial Reporting
3. The Sizzling Saga of Sunbeam
4. Hocus Pocus
5. WorldCom Wizardry: From WorldCom to WorldCon
6. Abracadabra
7. Enron and the Tale of the Golden Goose
8. Tall Tales
9. Mortgage Mayhem
Beams: Advanced Accounting, Global Edition

12/e

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

Price: £73.99 €92.95
Format: Limp Binding
Extent: 840pp
Size: 276X216
Pub Date: August 2014
Previous ISBN: 9780132830362
Imprint: Pearson

Why it will sell

For undergraduate and graduate courses in advanced accounting. Advanced Accounting, Twelfth Edition is an in-depth guide to accounting that reflects the most up-to-date business developments. This comprehensive textbook addresses practical financial reporting problems while reflecting recent business developments and changes in accounting standards. This edition aligns with the Financial Accounting Standards Board Accounting Standards Codification. Teaching and Learning Experiences: Use a program that presents a better teaching and learning experience for you and your students. Provide a text with real-world context: Students learn how to apply key accounting concepts by learning from real-world examples, reports from popular companies and up-to-date coverage of businesses. Tailor the material to your needs: You have the option to add your own material or third-party content. Offer the latest information: The text has been updated to include the latest U.S. and international reporting standards.

New to this Edition

Tailor the material to your needs NEW! Edits have been made to improve the readability of the text. Offer the latest information UPDATED! The most recent company financial reports have been included to make the material more relevant. UPDATED! Foreign trade stats have been updated. UPDATED! Currency quotations reflect new changes.
Evolutionary Analysis, Global Edition

5/e
Scott Freeman, Jon C. Herron,

Price: £67.99 €85.95
Format: Limp Binding
Extent: 864pp
Size: 276X216
Pub Date: August 2014
Previous ISBN: 9780132397896
Imprint: Pearson

Why it will sell

For undergraduate courses in Evolution By presenting evolutionary biology as a dynamic, ongoing research effort and organizing discussions around questions, this best-selling text helps students think like scientists as they learn about evolution. The authors convey the excitement and logic of evolutionary science by introducing principles through recent and classical studies, and by emphasizing real-world applications. In the Fifth Edition, co-author Jon Herron takes the lead in streamlining and updating content to reflect key changes in the field. The design and art program have also been updated for enhanced clarity.

New to this Edition

The book’s traditional emphasis on scientific reasoning has been maintained and enhanced. For example, every chapter begins with a one-page case study, typically including both a photo and dataset, that presents a research question and a study that answers it. These cases serve to introduce the kinds of problems and research programs that will be covered in the chapter. Streamlined and updated content in every chapter reflects key changes in the field and incorporates new research and examples. A few key highlights are listed below. Heavily revised Chapter 1 (Understanding HIV) includes updated statistics on the status of the pandemic, newer thinking on how HIV causes AIDS, new data on the origin of HIV, and new ideas and evidence on why HIV is lethal. Reorganized Chapter 2 (Evidence for Evolution) features sections on evidence for microevolution, speciation, macroevolution, and common ancestry. New examples of mechanisms of isolation. Completely revised Chapter 19 (Evolution and Development) includes revised coverage of Hox genes, deep homology, developmental constraints and trade-offs, and the evolution of novel traits. The art and design program has been updated to reflect an increasing emphasis on evolutionary genetics and on macroevolution. Computing Consequences boxes offer mathematical elaborations of quantitative topics. An updated media program features chapter quizzes, simulations, activities, and case studies.
Microbiology with Diseases by Body System, Global Edition
4/e
Robert W. Bauman,

Price: £64.99 €81.95
Format: Limp Binding
Extent: 936pp
Size: 276x216
Pub Date: August 2014
Previous ISBN: 9780321771636
Imprint: Pearson

Why it will sell

For pre-nursing and allied health students (including mixed-majors courses). Encourage your students to explore the invisible Robert Bauman’s Microbiology with Diseases by Body System, Fourth Edition 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 6 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. A more robust optional MasteringMicrobiology® program works with the text to provide an interactive and personalized learning experience that ensures students learn microbiology both in and out of the classroom. Microbiology with Diseases by Body System Plus MasteringMicrobiology (optional) provides an enhanced teaching and learning experience for instructors and students.

New to this Edition

Focus on critical thinking Numbered Learning Outcomes, found throughout the book, are used to tag Test Bank questions and all Mastering assets. Tell Me Why critical-thinking questions end each section in the text and strengthen the pedagogy and organization of each chapter, consistently providing stop-and-think opportunities for students as they read. Updates in every chapter reflect the latest in microbiology research and technology. Teach topics with superior art Disease in Depth 2-page spreads feature important and representative diseases. These highly visual spreads contain illustrations and info-graphics, providing more in-depth coverage of the selected disease for comprehensive student study. Visualize It! questions appear at the end of each chapter and are built around illustrations or photos. UPDATED! Interior design keeps the book modern, streamlined, and refreshed. Think outside the classroom 18 Video Tutors walk students through key concepts in microbiology, helping them visualize, understand, and apply important microbial processes. Video Tutors are accessible via QR codes in the text and provide a perfect bridge between the textbook and MasteringMicrobiology’s animations, case studies, MicroCareers coaching activities, and additional resources. Each 2-page Disease in Depth spread includes an Investigate It! research question and an assignable Mastering coaching activity. A QR code links students to major health websites, such as the World Health Organization and the Centers for Disease Control and Prevention, prompting further exploration and critical thinking on the featured disease.
Experiments in Physiology

11/e
David A. Woodman, Gerald D. Tharp,

Price: £76.99 €96.95
Format: Spiralbound Book
Extent: 288pp
Size: 276x216
Pub Date: August 2014
Previous ISBN: 9780321652195
Imprint: Pearson

Why it will sell

For laboratory courses in Human/Animal Physiology Noted for its clear language, logical information flow, and emphasis on developing critical skills, this versatile manual covers all of the material needed for a one-semester human or animal physiology laboratory course. Over 90 exercises are organized into 22 chapters that are suitable for a two- to four-hour lab period. The Eleventh Edition incorporates inquiry-based components, including an “Explain This” feature, which asks students to thoughtfully consider the aim of each exercise that they perform, and also contains a new scientific inquiry and graphing Appendix – making this a perfect complement to any book. Instructors may pair the lab manual with other technologies such as PhysioEx 9.1, PowerLab, Vernier, and BIOPAC to effectively engage students. This impressive collaboration between Woodman and Tharp gives instructors the opportunity to truly foster critical thinking skills and add a dynamic element to their laboratory courses.

New to this Edition

Inquiry-based components have been added to encourage lab students to think scientifically. The Eleventh Edition now includes “Explain This” questions that focus on interpretation and analysis throughout a procedure. The New Scientific Method Appendix provides information on interpreting graphs and using computers to graph. The Eleventh Edition is now integrated with PhysioEx 9.1. PhysioEx 9.1 lab simulations are new free-form experiments that interact with students on a deeper level within the scientific process. The integrated technology accompanying the text utilizes PowerLab, Vernier, and BIOPAC data acquisition systems. More Clinical Application feature boxes show students the relevance of what they’re learning and how it relates to clinical situations, diseases, and medical devices. Frequent “Stop and Think” features prompt students to consider key questions before moving on to the next step in an exercise. “Stop and Think” encourages critical thinking and observation skills, which are essential for successfully completing the lab report.
Appropriate for all introductory-to-intermediate courses in computer networking, the Internet, or Internet applications; students need no background in networking, operating systems, or advanced mathematics. Leading networking authority Douglas Comer presents a wide-ranging, self-contained tour of the concepts, principles, and technologies that enable today's Internet to support applications ranging from web browsing to telephony and multimedia. Comer begins by illuminating the applications and facilities offered by today’s Internet. Next, he systematically introduces the underlying network technologies and protocols that make them possible. With these concepts and technologies established, he introduces several of the most important contemporary issues faced by network implementers and managers, including quality of service, Internet telephony, multimedia, network security, and network management. Comer has carefully designed this book to support both top-down and bottom-up teaching approaches. Students need no background in operating systems, and no sophisticated math: Comer relies throughout on figures, drawings, examples, and analogies, not mathematical proofs. Teaching and Learning Experience.

Keep Your Course Current In response to suggestions from readers and recent changes in networking, the new edition has been completely revised and updated. The significant changes include: Updates throughout each chapter Additional figures to enhance explanations Integration of IPv4 and IPv6 in all chapters Improved coverage of MPLS and tunneling New chapter on Software Defined Networking and OpenFlow New chapter on the Internet of Things and Zigbee.

7/e
Edward Angel, Dave Shreiner

Price: £68.99 €86.95
Format: Limp Binding
Extent: 736pp
Size: 254X203
Pub Date: August 2014
Previous ISBN: 9780273752264
Imprint: Pearson Education

Why it will sell

For the introduction to Computer Science course Fluency with Information Technology: Skills, Concepts, and Capabilities 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. Teaching and Learning Experience This program presents a better teaching and learning experience—for you and your students. Skills, Concepts, and Capabilities Promote Lifelong Learning: Three types of content prepare students to adapt to an ever-changing computing environment. Engaging Features Encourage Students to become Fluent with Information Technology (FIT): Interesting hints, tips, exercises, and backgrounds are located throughout the text. Student and Instructor Resources Enhance Learning: Supplements are available to expand on the topics presented in the text.

New to this Edition

Introduce Computer Graphics Programming with WebGL and JavaScript WebGL is used throughout the Seventh Edition, as opposed to OpenGL in the Sixth Edition. WebGL is not only fully shader-based—each application must provide at least a vertex shader and a fragment shader—but also a version that works within the latest web browsers. WebGL’s extensive capabilities and well-defined architecture lead to a strong foundation for teaching both theoretical and practical aspects of the field and for teaching advanced concepts, including texture mapping, compositing, and programmable shaders. All code is written in JavaScript, the language of the web. Over the past few years, JavaScript has become increasingly more powerful and the authors’ experience is that students who are comfortable with Java, C, or C++ will have little trouble programming in JavaScript. All code runs in recent web browsers. A new chapter on interaction emphasizes the ease and flexibility with which event-driven input can be integrated with WebGL through HTML5. Additional material on render-to-texture has been added. These techniques have become fundamental to using GPUs for a variety of compute-intensive applications such as image processing and simulation. Additional material on displaying meshes has been added. An introduction to agent-based modeling has been added.
Intended for use in the Java programming course, the Deitels’ groundbreaking How to Program series offers unparalleled breadth and depth of object-oriented programming concepts and intermediate-level topics for further study. Java How to Program (Early Objects), Tenth Edition, teaches programming by presenting the concepts in the context of full working programs and takes an early-objects approach. MyProgrammingLab for Java How to Program (Early Objects) is a total learning package. MyProgrammingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course and provides educators a dynamic set of tools for gauging individual and class progress. This program presents a better teaching and learning experience for you and your students. MyProgrammingLab: Through the power of practice and immediate personalized feedback, MyProgrammingLab helps students fully grasp the logic, semantics, and syntax of programming. Teach Programming with the Deitels’ Signature Live Code Approach: Java language features are introduced with thousands of lines of code in hundreds of complete working programs. Introduce Objects Early: Presenting objects and classes early gets students “thinking about objects” immediately and mastering these concepts more thoroughly.

Introduce Objects Early Features an Early Classes and Objects Presentation. The pivotal introductory chapter, Chapter 3, is now shorter and friendlier. Updated OO case studies. The early classes and objects presentation features new Bank Account, Student and Automobile Insurance Policy class case studies that weave their way through multiple sections and chapters, gradually introducing deeper OO concepts. Keep Your Course Current Easy to use as a Java SE 7 or Java SE 8 Book. This edition can be used with Java SE 7 or Java SE 8 (latest Java release) Coverage of Java SE 8 Features. Lambdas, streams, default methods and related library capabilities, are covered modularly in easy-to-include-or-omit sections. Updated Coverage. Updated treatments of interfaces, collections, concurrent programming, database, JSF, web services and more. Updated GUI Coverage. Instructors can choose to present Swing GUI, the newer JavaFX GUI, or both. New Multimedia Coverage. New coverage of JavaFX graphics and multimedia is included. Secure Java Coding. There is an increased emphasis on secure Java coding practices.
Java: An Introduction to Problem Solving and Programming, 7e, is ideal for introductory Computer Science courses using Java, and other introductory programming courses in departments of Computer Science, Computer Engineering, CIS, MIS, IT, and Business. Students are introduced to object-oriented programming and important concepts such as design, testing and debugging, programming style, interfaces inheritance, and exception handling. The Java coverage is a concise, accessible introduction that covers key language features. Objects are covered thoroughly and early in the text, with an emphasis on application programs over applets.
Microeconomics

Edition
Daron Acemoglu, David Laibson, John List,

Price: £73.99 €92.95
Format: Limp Binding
Extent: 600pp
Size: 254X216
Pub Date: August 2014
Previous ISBN: 
Imprint: Prentice Hall

Why it will sell

For courses in Principles of Microeconomics Acemoglu, Laibson, List: An Evidence-based Approach to Economics
This fresh approach to the Principles of Microeconomics course uses real data to tackle real issues, helping students to take economics beyond the classroom. The author team of Daron Acemoglu, David Laibson, and John List is committed to showing students how economic concepts are personally relevant to them. Through practical content, including Evidence-based Economics features in each chapter that explore real-world scenarios, the authors give students the knowledge they need to apply economic principles to guide the decisions they make in their own lives. This program provides a better teaching and learning experience for you and your students. It will help you to:
• Personalize learning with MyEconLab: This online homework, tutorial, and assessment program fosters learning and provides tools that help instructors to keep students on track.
• Explain economics through a unified conceptual framework: The text’s structure makes economics approachable, while demonstrating how course material is relevant to students.
• Enable students to think like economists: An applied approach engages students in course material and encourages them to use economic reasoning in their own lives.

New to this Edition
Languages and Children
Making the Match: World Language Instruction in K-8 Classrooms and Beyond
5/e
Helena I. Curtain, Carol Ann Pesola Dahlberg,

A classic in the field! Packed with a wealth of strategies and activities ready to use in the K-8 foreign language classroom, this guide is an ideal resource for teachers, supervisors, and planners. The ideal reference tool for every language teacher: The book’s extensive, comprehensive

Price: £57.99 €72.95
Format: Limp Binding
Extent: 528pp
Size: 232X187
Pub Date: August 2014
Previous ISBN: 9780205535484
Imprint: Pearson

Why it will sell
A classic in the field! Packed with a wealth of strategies and activities ready to use in the K-8 foreign language classroom, this guide is an ideal resource for teachers, supervisors, and planners. Both a methods text and a practical guide for schools and teachers, Languages and Children: Making the Match, New Languages for Young Learners, Grades K-8, 5/e is designed to help those preparing to teach languages, especially at the elementary and middle school levels; practitioners already involved with language teaching; and teachers, parents, and administrators engaged in the planning or evaluation process. In it the authors include the theoretical and practical elements that have been important in their own classroom practice. Intended as an entry level resource to help new teachers get oriented to what is important and available in the profession; the book is based on scholarship, yet written by practitioners with practitioners in mind.

New to this Edition
NEW! Organization around the TELL (Teaching Effectiveness for Language Learning) Framework. The TELL Project delineates characteristics of effective foreign language teachers, all of which are anchored in professional literature recommending their use. It catalogs teacher effectiveness into seven domains, each providing specific guidance as to what research tells us effective teachers do within that domain. NEW! Can do statements at the beginning of each chapter set the stage for the chapter content. NEW! New examples and illustrations of the concepts presented in the previous edition give readers the most up-to-date look at the topics. NEW! Insights from guest contributors provide invaluable opinions, ideas, and suggestions. NEW! Examples of student-created work give real-life meaning to the concepts. NEW! In addition to a new technology chapter, technology is integrated throughout many of the chapters. NEW! A new assessment chapter has been added. NEW! Additional thematic unit templates and completed unit plans are included. NEW! Sample lesson plans can be used as is or adapted to fit readers' particular needs. NEW! Examples of differentiated instruction activities have been added. NEW! An expanded section looks at teaching in the target language and providing comprehensible input. NEW! A new section on teaching grammar has been added. NEW! Revised guidelines for small group and partner activities are included. NEW! An additional section on the Common Core State Standards helps readers comply. NEW! A matrix of activity types has been added to the activities chapter, with each activity numbered according to the matrix.
Digital Fundamentals

11/e

Thomas L. Floyd,

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**Why it will sell**

For courses in digital circuits, digital systems (including design and analysis), digital fundamentals, digital logic, and introduction to computers 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. Teaching and Learning Experience: Provides a strong foundation in the core fundamentals of digital technology. Covers basic concepts reinforced by plentiful illustrations, examples, exercises, and applications. Offers a full-color design, effective chapter organization, and clear writing that help students grasp complex concepts.

**New to this Edition**

Provides a strong foundation in the core fundamentals of digital technology: Revised and Improved! Coverage of key topics has been revised and improved, while obsolete devices have been deleted. New! A new boxed feature, Implementation, shows how various logic functions can be implemented using fixed-function devices or by writing a VHDL program for PLD implementation. Added! Boolean simplification coverage now includes the Quine-McClusky method, and the Expresso method is introduced. Added! A discussion of Moore and Mealy state machines has been added. Improved! The chapter on programmable logic has been modified and improved. Added! A discussion of memory hierarchy has been added. New! A new chapter on data transmission has been added and includes extensive coverage of standard busses. Revised! The chapter on computers has been completely revised and is now entitled Data Processing. Covers basic concepts reinforced by plentiful illustrations, examples, exercises, and applications: Revised and Updated! The Applied Logic features (formerly System Applications) have been revised and new topics added. Also, VHDL code for PLD implementation is shown. Updated! All the Multisim circuit files have been updated to the latest version. Offers a full-color design, effective chapter organization, and clear writing that help students grasp complex concepts: New! A new page layout and design provides better visual appearance and ease of use.
Hybrid and Alternative Fuel Vehicles

4/e
James D. Halderman,

| Price: | £76.99 €96.95 |
| Format: | Limp Binding |
| Extent: | 408pp |
| Size: | 276X216 |
| Pub Date: | June 2015 |
| Previous ISBN: | 9780132784849 |
| Imprint: | Prentice Hall |

**Why it will sell**
For courses in automotive fuel and emissions; engine performance; hybrid electric vehicles; automotive technology; alternative fuel systems; and emerging technologies. This fully updated text brings covers all topics needed to teach a modern service technician’s course on hybrid electric vehicles. HYBRID AND ALTERNATIVE FUEL VEHICLES combines all essential background information, as well as up-to-date vehicle specific information on the latest makes. Now in full color throughout, this edition offers over 140 new color line drawings and photographs. It adds new coverage of the Chevrolet Volt, Tesla, and Nissan Leaf; the Buick LaCrosse mild hybrid; two-mode operation and transmission operation; high-voltage and auxiliary battery locations; the SAE J1772 electric vehicle plug; Level 1, 2 and 3 charging stations; and the latest alternative fuels. It also covers both engine performance (ASE A8 content) and advanced engine performance (ASE L1 content), enabling instructors to teach both ASE areas without requiring separate texts.

**New to this Edition**
Based on comments and suggestions from instructors throughout the country, the following changes have been made to the new edition: Many new full color line drawings and photos All chapters updated with the latest technology including one motor, two motor and three motor systems (Chapter 2). Two new appendixes. Sample ASE certification test (Appendix 1) and NATEF correlation chart (Appendix 2).
For a first course on nonlinear control that can be taught in one semester, this book emerges from the award-winning book, Nonlinear Systems, but has a distinctly different mission and organization. While Nonlinear Systems was intended as a reference and a text on nonlinear system analysis and its application to control, this streamlined book is intended as a text for a first course on nonlinear control. In Nonlinear Control, author Hassan K. Khalil employs a writing style that is intended to make the book accessible to a wider audience without compromising the rigor of the presentation. Teaching and Learning Experience: This program will provide a better teaching and learning experience—for you and your students. It will help: Provide an Accessible Approach to Nonlinear Control: This streamlined book is intended as a text for a first course on nonlinear control that can be taught in one semester. Support Learning: Over 250 end-of-chapter exercises give students plenty of opportunities to put theory into action.
Financial Markets and Institutions: Global Edition

8/e
Frederic S Mishkin, Stanley Eakins,

Price: £59.99 €75.95
Format: Limp Binding
Extent: 704pp
Size: 254X203
Pub Date: August 2014
Previous ISBN:
Imprint: Pearson

Why it will sell

For all undergraduate and graduate students of Financial Markets. A practical and current look into today’s financial markets and institutions. In Financial Markets and Institutions, bestselling authors Frederic S. Mishkin and Stanley G. Eakins provide a practical introduction to prepare students for today’s changing landscape of financial markets and institutions. A unifying framework uses core principles to organize students’ thinking then examines the models as real-world scenarios from a practitioner’s perspective. By analyzing these applications, students develop the critical-thinking and problem-solving skills necessary to respond to challenging situations in their future careers. Although this text has undergone a major revision, the Eighth Edition retains Mishkin/Eakins’ hallmark pedagogy that make it the best-selling textbook on financial markets and institutions. This program will provide a better teaching and learning experience-for you and your students. Here’s how: Organize Learning with a Unifying Analytic Framework: Core principles organize students’ thinking and then examine the models as real-world scenarios from a practitioner’s perspective. Help Students Transition from Classroom to Career with Real-Life Business Scenarios: Cases increase students’ interest by applying theory to real-world data and examples. Emphasis Critical Thinking with Key Features: Examples and exercises allow students to put into practice the concepts that they are learning. Keep Your Course Current and Relevant: New material on financial markets and institutions and monetary policy appear throughout the text.

New to this Edition

Keep Your Course Current and Relevant: NEW! Material on Financial Markets and Institutions. In light of ongoing research and changes in financial markets and institutions, we have added the following material to keep the text current: A new Mini-Case box on the Raj Rajaratnam and the Galleon insider trading scandal (Chapter 6) A new section on why the efficient markets hypothesis does not imply that financial markets are efficient (Chapter 6) A new Mini-Case on collateralized debt obligations (CDOs) (Chapter 8) A new Global box on the European Sovereign Debt Crisis (Chapter 8) A new section on macroprudential versus microprudential supervision (Chapter 18) A new section on too-big-to-fail and future regulation (Chapter 18) A new web chapter on financial crises in emerging market economies that provides a much more extensive treatment of financial crises in these countries NEW! Material on Monetary Policy. In the aftermath of the global financial crisis, there have been major changes in the way central banks conduct monetary policy. This has involved a substantial rewriting of Chapter 10, along with the following new material. A discussion of the new monetary policy tool, changing the interest paid on reserves, and a new “Inside the Fed” box on why the Fed pays interest on reserves (Chapter 10).
Fundamentals of Corporate Finance, Global Edition

3/e
Jonathan Berk, Peter DeMarzo, Jarrad Harford

Price: £49.99 €62.95
Format: Limp Binding
Extent: 784pp
Size: 254X203
Pub Date: August 2014
Previous ISBN: 9780273756033
Imprint: Pearson Education

Why it will sell

For corporate finance or financial management courses at the undergraduate level. Fundamentals of Corporate Finance's applied perspective cements students' understanding of the modern-day core principles, giving them a problem-solving methodology and profiling real-life financial management practices—all within a clear valuation framework. MyFinanceLab for Fundamentals of Corporate Finance creates learning experiences that are truly personalized and continuously adaptive. MyFinanceLab reacts to how students are actually performing, offering data-driven guidance that helps them better absorb course material and understand difficult concepts—resulting in better performance in the course. A dynamic set of tools for gauging individual and class progress means educators can spend less time grading and more time teaching. This program will provide a better teaching and learning experience—for you and your students. Here's how: Improve Results with MyFinanceLab: MyFinanceLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Help Students Review and Apply Concepts: Examples and exercises help students practice and connect to real-world decisions being made today in today's firms and policy debates. Keep Your Course Current and Relevant: New examples, exercises, and statistics appear throughout the text.

New to this Edition

NEW! All text discussions and figures, tables, and facts have been updated to accurately reflect exciting developments in the field of finance in the last three years. NEW! Expanded discussion of the Global Financial Crisis. Special boxes throughout tie the material to aspects of the 2007-2009 financial crisis. These boxes highlight the connection between what the students are learning and the Dodd-Frank Act, Bernie Madoff’s Ponzi scheme, teaser rates and subprime loans, yield spreads, hot and cold IPO markets, capital structure, bailouts, and more. Also included: a new interview with Kevin Warsh, a former Federal Reserve Governor. NEW! Real-world examples have been updated to reflect data through 2013. NEW! Using Excel boxes have been expanded and provide hands-on instruction of how to use Excel to solve financial problems and include screenshots to serve as a guide for students. NEW! Time value of money chapters have been reorganized to quickly build the fundamental concepts and then apply them to both annual and more frequent cash flows. NEW! New centralized coverage of financial ratios in a specific section in Chapter 2 provides students with the tools to analyze financial statements.
Principles of Managerial Finance, Global Edition

14/e
Gitman, Chad J Zutter,

Why it will sell

For Introduction to Managerial Finance courses. Guide students through complex material with a proven learning goal system. This system—a hallmark feature of Principles of Managerial Finance—weaves pedagogy into concepts and practice, giving students a roadmap to follow through the text and supplementary tools. MyFinanceLab for Principles of Managerial Finance creates learning experiences that are truly personalized and continuously adaptive. MyFinanceLab reacts to how students are actually performing, offering data-driven guidance that helps them better absorb course material and understand difficult concepts—resulting in better performance in the course. A dynamic set of tools for gauging individual and class progress means educators can spend less time grading and more time teaching. This program will provide a better teaching and learning experience—for you and your students. Here’s how: Improve Results with MyFinanceLab: MyFinanceLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Guide Students with a Proven Learning Goal System: Integrating pedagogy with concepts and practical applications, this system presents the material students need to make effective financial decisions in a competitive business environment. Provide Real, Hands-on Examples and Connections: Personal finance connections, international considerations, and Excel® spreadsheet practice help students identify and apply concepts in their daily lives.

New to this Edition


NEW Matter of Fact box topics, including: Firms Accelerate Dividends so Shareholders Save on Taxes (chapter 1) Bond Yields Hit Record Lows (chapter 6) Did Tax Cuts Stimulate Dividends? (chapter 7) The Value of Speed (chapter 7) Payback in Europe (chapter 10) Europeans Squeeze Working Capital (chapter 11) USPS Problems Create Opportunities for Banks (chapter 15) Receivables Trading (chapter 16) NEW Focus on Ethics box topics, including: Critics See Ethical Dilemmas in Google Glass? (chapter 1) NEW end-of-section MyFinanceLab Excel Review Questions ask readers to complete problems using a simulated Excel spreadsheet in MyFinanceLab which resembles examples demonstrated in the corresponding section. NEW TVM Tables Supplement is a self-contained online supplement which explains how the reader should use the interest rate factors and documents how the in-chapter examples can be solved using the interest rate factors. An IRF icon appears to indicate which examples can be solved using the interest rate factors.
Why it will sell

For Introductory Physical Geology Courses From the renowned Lutgens/Tarbuck/Tasa team, the Twelfth Edition of Essentials of Geology continues to elevate its readability, art program, focus on basic principles and instructor flexibility. This revision incorporates what has historically made the text a best seller with a new active learning approach throughout each chapter, which offers students a structured learning path and provides a reliable, consistent framework for mastering the chapter concepts. It also includes new additions to its learning path, mobile field trips, and visual program. This edition can be supported by (optional) MasteringGeology™—used by over 1.5 million science students, the Mastering platform is the most effective and widely used online tutorial, homework, and assessment system for the sciences. This program will provide an interactive and engaging learning experience for your students. Here’s how: Personalize learning with MasteringGeology: MasteringGeology provides students with engaging and interactive experiences that coach them through introductory physical geography with specific wrong-answer feedback, hints, and a wide variety of educationally effective content. Teach with an active learning path that emphasizes learning objectives, tie questions back to objectives, ask students to analyze, synthesize, and critically think about core concepts, and break down chapter content.

New to this Edition

NEW! Expanded active learning path that consists of four main parts: Focus on Concepts, Concept Checks, Give It Some Thought and Examining Earth Systems. By breaking up chapters into smaller modules, the text changes the way that students learn and retain information. Rather than passively read through long passages of exposition, they can absorb manageable bits of information, assess their knowledge of it, and go back and review the material if needed. Focus on Concepts is anumbered learning objective feature that corresponds to each major section of the chapter and identifies the knowledge and skills that students should master by the end of the chapter. This feature helps students prioritize key concepts. Concepts Checks: Within each chapter, every major section concludes with “Concept Checks” that allow students to monitor their understanding and comprehension of significant facts and ideas. Concepts in Review are end-of-chapter features that coordinate with Focus on Concepts, beginning chapter features. This feature provides a concise overview of key ideas by using photos, diagrams and questions that test students’ understanding of core concepts. Give It Some Thought (GIST) These questions and problems are found at the end of each chapter and challenge learners by involving them in activities that require higher order thinking skills that include the synthesis, analysis, and application of material in the chapter. Note: You are purchasing a standalone product; My_Lab/Mastering does not come packaged with this content. My_Lab/Mastering is not a self-paced technology and should only be purchased when required by an instructor.
Environment: The Science behind the Stories: Global Edition

5/e
Jay H. Withgott, Matthew Laposata,

Why it will sell

Environment: The Science behind the Stories continues to revolutionize the environmental science course with integrated central case studies and real-life stories that provide students with a concrete and engaging framework for understanding and applying the scientific process to environmental concerns. The newly revised Fifth Edition offers a highly effective integration between text and media and an emphasis on scientific literacy and data analysis skills to encourage students to critically evaluate information about environmental issues.

New to this Edition

NEW! FAQs feature common misperceptions students often hold about environmental issues. Each FAQ captures a moment to correct these widely held student misperceptions are integrated throughout each chapter. Examples include: “But isn’t positive feedback ‘good’ and negative feedback ‘bad?’” (ch 5); “How big is a billion?” (ch. 8); and “Is it safe to eat genetically modified foods?” (ch. 10). NEW! Data Q’s are data analysis questions paired with figures in each chapter to help students develop their scientific literacy skills. With 2-3 Data Q’s per chapter, students can check their own understanding as they read the chapter, or complete a similar activity in MasteringEnvironmentalScience for credit. NEW! Revised Central Case Studies offer a wealth of fresh stories. 30% of the Case Studies are new to this edition and feature topics like the Tohoku Earthquake in Japan, Hawaii’s Native Forest Birds, Hydrofracking in the United States, and Transgenic Maize in Southern Mexico. NEW! Revised Science behind the Story features give you a more current and exciting selection of scientific studies to highlight. New topics include Tracking Fukushima’s nuclear legacy, Did Soap Operas Reduce Fertility in Brazil?, and Does Fracking Contaminate Drinking Water? UPDATED! Current Events articles from the New York Times are updated twice yearly with almost 50 new articles.
Law Express: Jurisprudence

Julia J.A. Shaw,

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# Marketing Channels, Global Edition

8/e
Anne Coughlan, Erin Anderson, Louis W. Stern, Adel El-Ansary,

| Price:   | £66.99 €83.95 |
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| Extent:  | 496pp |
| Size:    | 232X178 |
| Pub Date:| August 2014 |
| Previous ISBN: | 9780131275553 |
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### Why it will sell

For advanced undergraduate and/or graduate-level courses in Distribution Channels, Marketing Channels or Marketing Systems. Marketing Channels shows students how to design, develop, maintain and manage effective relationships among worldwide marketing channels to achieve sustainable competitive advantage by using strategic and managerial frames of reference. This program will provide a better teaching and learning experience—for you and your students. Here’s how: Bring Concepts to Life with a Global Perspective: Varied topics are covered, bringing in findings, practice, and viewpoints from multiple disciplines. Teach Marketing Channels in a More Flexible Manner: Chapters are organized in a modular format, may be read in any order, and re-organized. Keep your Course Current and Relevant: New examples, exercises, and research findings appear throughout the text.

### New to this Edition

A new channel strategy framework, introduced in Chapter 1, defines the structure of the rest of this book, providing a structured approach that guides managers through the steps necessary for evaluating an existing marketing channel strategy or for developing and implementing a new one. A new figure offers a visual representation of this approach (see Figure 1-3). To provide a foundation for developing channel strategies, three newly formulated chapters each support a specific stand-alone analysis that is critical for designing an effective channel strategy: End-user analysis in Chapter 2 Channel analysis and audits in Chapter 3 Make-or-buy analysis in Chapter 4 A completely revised Chapter 5, on designing channel structures and strategies, integrates material from multiple chapters in the previous edition together with new material, to walk readers through three key channel design decisions. The revised chapter also offers a new perspective on the eight factors that influence the intensity versus selectivity trade-off and its effects on channel strategy. Chapter 9 is completely new. It focuses on the emerging channel structures and strategies that result from dramatic changes in the business environment, such as the shift from products to services, the globalization of firms and industries, and increases in e-commerce. These changes are causing new channel systems to emerge, with the potential of disrupting many tradition channel institutions.

6/e

Jeffrey O. Bennett, William L. Briggs,

Price: £69.99 €87.95
Format: Limp Binding
Extent: 768pp
Size: 276X216
Pub Date: August 2014
Previous ISBN: 9780131688354
Imprint: Pearson

Why it will sell

Using and Understanding Mathematics: A Quantitative Reasoning Approach prepares students for the mathematics they will encounter in college courses, their future career, and life in general. Its quantitative reasoning approach helps students to build the skills needed to understand major issues in everyday life, and compels students to acquire the problem-solving tools that they will need to think critically about quantitative issues in contemporary society. This program will provide a better teaching and learning experience—for you and your students. Here’s how: Improved results with MyMathLab®, which is designed to work hand-in-hand with the book and offers additional practice and learning aids that improve student learning in measurable ways. The real-world focus turns students’ attention to the math they will need for college, career, and life. A wide range of exercises and problem types end each unit, making it easy for instructors to create assignments to fit their course goals. Study and review features in every chapter are designed to help students use their time effectively.

New to this Edition

New and Updated Features Each chapter now opens with an infographic and multiple-choice question designed to illustrate an important way in which the chapter content connects with the book themes of college, careers, and life. Because of the emphasis on quantitative reasoning in the real world, exercises have been updated to reflect the very latest in current data and trends. Many new exercises have been added along with significant revisions to the In Your World exercises. In all chapters, there are increased examples and exercises pertaining to vocational careers, taking into consideration the students who take this course. Students appreciate this relevancy and are more tuned in when they can see how the content relates to their future.

Content Updates Chapter 1 includes several significantly revised units. In particular, Unit 1A has been expanded to include a focus on evaluation of media information, and the authors rewrote portions of Units 1C and 1D to help students better understand and interpret Venn diagrams and tests of validity. Chapter 2 has been rewritten, so that basic ideas of units and systems of standardized units are now all covered in Unit 2A, while Unit 2B focuses on more sophisticated problem solving with units. Chapters 3 and 4 contain several units that revolve around economic data—such as Census data, the consumer price index, interest rates, taxes, and the federal budget—which required major updates given the changes in the United States economy in the four years since the previous edition was published.

8/e
Joseph J. Martocchio,

| Price:    | £61.99 €77.95 |
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| Extent:   | 408pp |
| Size:     | 254X203 |
| Pub Date: | August 2014 |
| Previous ISBN: | 9780132975209 |
| Imprint:  | Pearson |

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For graduate and undergraduate courses in compensation, staffing, and human resources. The art and science of compensation practice. Strategic Compensation: A Human Resource Management Approach illustrates the art and science of compensation practice and its role in promoting a company’s competitive advantage. MyManagementLab for Strategic Compensation is a total learning package. MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning.

### New to this Edition

Chapter 16, titled “Challenges Facing Compensation Professionals,” covers more pertinent issues than included in the seventh edition. This chapter informs students that there is much more to consider besides the fundamentals of compensation design that are detailed in Chapters 1 through 15. Chapter 16 also addresses seven key issues among many that will shape the work of compensation and benefits professionals in the future: Fallout from the “Great Recession” Underemployment: Implications for compensation Executive compensation Rising wages in China Challenges in health care reform Workforce demographic shifts Marriage between same-sex individuals and the U.S. Supreme Court ruling on the Defense of Marriage Act Chapter 7 adds a section on pay policy mix, which is a key element that compensation professionals must consider when designing market competitive pay systems. Chapter 2 describes the main provisions of the Patient Protection and Affordable Care Act of 2010. All chapters have been thoroughly revised to describe current statistics and issues of importance for compensation professionals. The Building Strategic Compensation Systems case is now available online in MyManagementLab and includes the CompAnalysis Software necessary to complete sections of the project. The software is compatible with Windows and Mac platforms.
For undergraduate and graduate courses in leadership, Nahavandi’s text has an application emphasis with a cross-cultural perspective on leadership. This program will provide a better teaching and learning experience for you and your students. Here’s how: Encourage Students to Apply Theory to Their Own Development. All of the chapters now include Leadership Question and What Do You Do? pedagogical features that encourage active learning. Each chapter starts with a “The Leadership Question” that focuses the student on the theoretical or practical issues covered in the chapter. The question is specifically addressed at some point in the chapter in “The Leadership Question–Revisited” segment. Each chapter includes a “What Do You Do?” feature that presents a brief action-oriented scenario to help students connect the material with hands-on applications. Keep your Course Current and Relevant. Close to two hundred new references have been added throughout the chapters, almost all dating from 2010 forward. Close to 150 references were removed either because newer more current research was available, the examples no longer fit, or leaders had left or retired. The learning outcomes for each chapter are updated or revised. In addition to general updates of research and examples in all the chapters, six of the ten chapters have been substantially revised. Changes include: In Chapter 2: A substantial revision of the presentation of the GLOBE research. Substantial revision and of the material on gender and diversity. New exercise added—World Map Cultural Mindset self-assessment revised.
Maternal & Child Nursing Care, Global Edition

4/e
Marcia L. London, Patricia W. Ladewig, Michele C. Davidson, Jane W. Ball, Ruth C. Bindler, Kay J. Cowen,

**Price:** £62.99 €78.95
**ISBN13:** 978-1-292-06201-3
**Format:** Limp Binding
**Extent:** 1920pp
**Size:** 276X216
**Pub Date:** August 2014
**Previous ISBN:** 9780135078464
**Imprint:** Pearson

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<td>For all courses in maternal and child nursing care in any nursing program. This dynamic, up-to-date text offers an integrated framework and philosophy for teaching the nursing of childbearing families and nursing of children together. Accurate, readable, and concise, Maternal &amp; Child Nursing Care supports faster and more efficient learning in briefer, more compressed courses; while helping students develop essential skills for fast-changing healthcare environments. Core themes in this edition include family-centered and community-based care; health promotion (including Healthy People 2020); patient and family education; clinical reasoning; evidence-based practice, and developing cultural competence. This edition adds new Safety Alerts; more coverage of pain as the fifth vital sign; greater focus on care of families where a child is dying; and updated content on assessment, nutrition, communication, and many other key topics. Multiple pedagogical tools help students focus both learning and review, including intuitive Pathophysiology Illustrated visuals; Family Quotes presenting the family’s perspective; Learning Outcomes and Critical Concept Review Features; Key Terms, and an online audio glossary.</td>
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<td>This edition has been updated throughout to support more rapid learning, and more effectively reflect important key trends in the field, including family-centered and community-based care; health promotion and education; and evidence-based practice; and to help students build their skills in clinical reasoning and cultural competence. New! Healthy People 2020 health promotion and maintenance—supporting national public health efforts to improve outcomes, and helping nurses and nursing students integrate health care policy into practice Expanded! Improved assessment coverage—including detailed guidance on performing assessments during the pregnancy continuum, of the fetus and newborn, and later through the stages of childhood Expanded! Extensive coverage of communication with other caregivers and the family—integrating communication skills throughout, and in many Clinical Tip and Teaching Highlights boxes Updated! Current nutritional information—helping nurses ensure appropriate nutrition during pregnancy, the newborn period, infancy, and childhood New! Safety Alerts throughout—including many of them based on the work of the Joint Commission and the Quality and Safety Education for Nurses (QSEN) project Expanded!</td>
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Clinical Laboratory Hematology

3/e
Shirlyn B. McKenzie, Lynne Williams,

Why it will sell
For courses in beginning and advanced hematology for MLS and MLT students. Clinical Laboratory Hematology, Third Edition, continues its stellar reputation as a comprehensive, yet reader-friendly, resource for all levels of hematology laboratory education, offering a visually engaging design and effective learning features that help students master the content. The text’s teaching and learning package includes an Instructor’s Manual, PowerPoint presentation slides, a test bank, image bank, and a companion website with resources for both instructor and students. Teaching and Learning Experience: Designed for both MLT and MLS students, the text provides a beneficial and economical resource for laboratory science programs that offer both levels of instruction and includes a wealth of learning features. Each chapter features a consistent format with a striking visual design, making it easy for the reader to find information on each topic. Complemented by a variety of ancillary materials designed to help instructors be more efficient and effective and students more successful.

New to this Edition
Designed for both MLT and MLS students, the text provides a beneficial and economical resource for laboratory science programs that offer both levels of instruction and includes multiple unique learning tools within each chapter that allow the reader to analyze, synthesize, understand and evaluate the information: New! This edition is thoroughly updated to include the latest in advances in laboratory medicine. New! New chapters added on evaluation of blood cells: “The CBC and Peripheral Smear Examination” and “The Platelet”. This presents some basic information early in the book that will help the student understand material in other chapters. Revised! Substantially revised chapters include: “Molecular Analysis of Hematopoietic Diseases” and “Body Fluids”. Revised! The “Intro to Hemolytic Anemia” and “Intro to Anemia” chapters have been combined to provide students with a solid introduction to the subject of anemia before they get to the specifics of hemolytic anemia. Updated! The “Leukocyte” chapter has been divided into two chapters: “The Leukocyte: Granulocytes and Monocytes” and “The Leukocyte: Lymphocytes”, making the information more accessible, and manageable. Updated! Chapter 3 is now “Structure and Function of Hematopoietic Organs” and Chapter 4 is “Hematopoiesis”, creating a more logical flow of content for the reader. Updated! The chapter on “Body Fluids” has been updated and reorganized with more information on performing body fluid analyses. Semen and amniotic fluid have been added.
Health Promotion in Nursing Practice

7/e

Nola J. Pender, Carolyn L. Murdaugh, Mary Ann Parsons,

| Price:     | £31.99 €40.95          |
| Format:    | Cased Binding          |
| Extent:    | 368pp                  |
| Size:      | 232X178                |
| Pub Date:  | August 2014            |
| Previous ISBN: | 9780135097212   |
| Imprint:   | Prentice Hall          |

Why it will sell

For BSN and MSN courses in health promotion, and as a supplement to community nursing courses Health Promotion in Nursing Practice, Seventh Edition, provides a solid, up-to-date foundation for understanding and building the science and practice of health promotion. Teaching and Learning Experience: Introduces the major individual and community models and theories that guide health promotion interventions. Offers evidence-based strategies to implement and evaluate health promotion programs for diverse populations across the lifespan. Fosters critical thinking on the most effective interventions and methods for health promotion practice.

New to this Edition

Introduces the major individual and community models and theories that guide health promotion interventions: Updated! Updated individual- and community-level models and theories provide students with an overview of the most commonly used theoretical models, their role in health promotion, and examples of their use to provide evidence of their effectiveness. The overview enables the student to choose which model to pursue in more depth for practice or research. Offers evidence-based strategies to implement and evaluate health promotion programs for diverse populations across the lifespan. Updated! Updated evidence-based information for all of the major health promotion components, including physical activity, nutrition, stress management, social support. Students have available evidence (research and guidelines) showing the effectiveness of the various health promotion strategies as well as information needed to guide clients in implementing new health promotion behaviors. Updated! The 2008 Physical Activity Guidelines across the lifespan are included in Chapter 8, and the new USDA's MYPLATE and Dietary Guidelines for Americans, 2010, with evidence on which these are included in Chapter 7. Updated! Socio-ecological approaches receive greater emphasis, addressing the need to consider the individual as well as the individual's socio-economic and environmental context when it comes to promoting health.
For courses in Foundations of Occupational Therapy, Intro to Occupational Therapy Practice, Occupational Therapy Practice Skills, and Occupational Therapy Management. A comprehensive guide to creating effective documentation in occupational therapy. Documenting Occupational Therapy Practice, 3/e is the most comprehensive text on occupational therapy documentation currently on the market, covering general documentation principles, clinical documentation, electronic documentation, school system documentation, and documentation of administrative tasks. More than just a how-to manual, the text explores important ethical, legal, and language issues related to documentation in addition to presenting step-by-step strategies for creating successful SOAP notes, communications, and documentation. The Third Edition has been fully updated to reflect current AOTA official documents and new electronic documentation tools, and has been reorganized to improve readability. Effective review tools help readers truly master documentation techniques and strategies, while the text’s accompanying website provides additional learning resources that can be accessed on the go. Teaching and Learning Experience This text offers a comprehensive guide to creating effective documentation for occupational therapy.

The Third Edition has been extensively updated to incorporate new forms and best practices and recent trends in the occupational therapy field. Overview Comprehensive coverage of all areas of practice: NEW! Chapters have been reorganized to improve consistency across chapters. For example, the sequence of chapter topics has been standardized to help readers locate information quickly. NEW! New chapters have been added to introduce each section of the book. These chapters help prepare readers for the topics to come and facilitate learning by providing context for the content in each section. NEW! Creating intervention plans is now explored in a dedicated chapter. NEW! Updates have been made throughout the text to reflect changes to Medicare. Appendix B also outlines several of the new Medicare standards. Practical techniques and strategies that prepare students for the workplace: NEW! Discussion of the SBAR technique for organizing one’s thoughts for verbal and written communication with physicians has been added. NEW! Forms in Appendix E have been updated to reflect current practices. UPDATED! Chapters have been updated to reflect recent revisions to core AOTA official documents. Exploration of ethical and legal issues: NEW! Guidelines for correcting errors in documentation have been added to Section 3.
Intended for non-science majors Physics CoursesSince defining this course 30 years ago, Paul Hewitt’s best-selling text continues as the benchmark by which all others are judged. In Conceptual Physics Twelfth Edition Paul Hewitt makes physics interesting, understandable, and relevant for non-science majors. The Twelfth Edition will delight students with informative and fun Hewitt-Drew-It screencasts, updated content and applications. Hewitt’s text is guided by the principle of “concepts before calculations” and is famous for engaging students with analogies and imagery from the real-world that build a strong conceptual understanding of physical principles ranging from classical mechanics to modern physics. This program presents a better teaching and learning experience for you and your students. Prepare for lecture: NEW! 100 Hewitt-Drew-It screencasts, authored and narrated by Paul Hewitt, explain physics concepts through animation and narration. The exciting new Screencasts, accessed through QR codes in the textbook, will enable students to engage with the physics concepts more actively outside of class. Make physics delightful: Relevant and accessible narrative, analogies from real-world situations, and simple representations of the underlying mathematical relationships make physics more appealing to students. Build a strong conceptual understanding of physics: Students gain a solid understanding of physics through practice and problem solving in the book.
Explores traditional and alternative models in human behavior. Human Behavior and the Social Environment, 6/e challenges students to explore both traditional and non-traditional paradigms in examining human behavior and the social environment. Through this examination, readers will better understand individuals, families, groups, organizations, communities, and globalization. Students will recognize the range of social systems in which people live and the ways these systems promote or deter people in their health and wellbeing. Connecting Core Competencies Series—This title is part of the Connecting Core Competencies Series, designed to guide students in becoming skilled at the Council on Social Work's core competencies. Each chapter reflects and integrates the latest CSWE competency standards (EPAS). End-of-chapter assessment reinforces this integration. This title is available in a variety of formats—digital and print. Pearson offers its titles on the devices students love through CourseSmart, Amazon, and more. To learn more about our programs, pricing options and customization, click the Choices tab.

New to this Edition
Chapter 1: New content on post-postmodernism
Chapter 2: Added "Waves of Feminism" occurring in the women's movement over time
Chapter 3: New content on critical thinking and Evidence-based practice
Chapter 4: Entirely new chapter expanding content on mid-range and alternative theories
Chapter 5: New content on the Multi-system Life Course perspective
Chapter 6: New content on Differential Vulnerability vs "Equality of Oppressions" theory
Chapter 6: New content on Environmental Social Work
Chapter 6: New content on Mindfulness
Chapter 7: Updated "Current Influences on Families" and "Family and Child Poverty"
Chapter 7: Expanded "Alternative Definitions of Families" to include international and UN definitions
Chapter 8: New example of generation "Gen Y/Millennials"
Chapter 9: Updated content on gay families and gay marriage
Chapter 9: New content on Organizational Climate measures
Chapter 10: New content on community development approaches—Smart Growth, New Urbanism, Ecological Cities
Chapter 11: New information on Sustainability
Chapter 11: Updated information on "War, Refugees, and Immigrants"

Reasons to Buy
- Comprehensive coverage of human behavior and social environments
- Updated content on essential knowledge for social work practice
- Part of the Connecting Core Competencies Series
- End-of-chapter assessment reinforces integration
- Available in digital and print formats

Why it will sell
- New content on various important topics
- Updated information on contemporary issues
- Designed to guide students in becoming skilled at the Council on Social Work's core competencies
- Offers flexibility in formats and devices
Thinking About Women
Sociological Perspectives on Sex and Gender
10/e
Margaret L. Andersen,

Price: £45.99 €57.95
Format: Limp Binding
Extent: 496pp
Size: 232X178
Pub Date: July 2014
Previous ISBN: 9780205840953
Imprint: Pearson

Why it will sell
Examines Gender in Society Thinking About Women, 10/e by Margaret L. Andersen and Dana Hysock Witham examines how gender operates in every aspect of society. This title is interdisciplinary in its coverage, yet grounded in sociological theory. The opening chapters introduce readers to the underlying sociological framework and show how research on women and women's studies as a field developed from the feminist movement. MySearchLab is a part of the Andersen / Hysock Witham program. Research and writing tools, including access to academic journals, help students explore demography and population studies in even greater depth. To provide students with flexibility, students can download the eText to a tablet using the free Pearson eText app. This title is available in a variety of formats—digital and print. Pearson offers its titles on the devices students love through Pearson's MyLab products, CourseSmart, Amazon, and more. To learn more about pricing options and customization, click the Choices tab.
Corporate Computer Security, Global Edition

4/e
Randall J. Boyle, Raymond R. Panko,

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Why it will sell

For introductory courses in IT Security. A strong business focus through a solid technical presentation of security tools. Corporate Computer Security provides a strong business focus along with a solid technical understanding of security tools. This text gives students the IT security skills they need for the workplace. This edition is more business focused and contains additional hands-on projects, coverage of wireless and data security, and case studies. This program will provide a better teaching and learning experience for you and your students. Here’s how:

- Encourage Students’ to Apply Concepts: Each chapter now contains new hands-on projects that use contemporary software.
- Business Environment Focus: This edition includes more of a focus on the business applications of the concepts. Emphasis has been placed on securing corporate information systems, rather than just hosts in general. Keep Your Course Current and Relevant: New examples, exercises, and research findings appear throughout the text.

New to this Edition

Opening Case-The opening case in Chapter 1 covers a series of data breaches that resulted in one of the largest known data losses to date. The case looks at the sequence of events surrounding the three data breaches at Sony Corp. It then examines how the attackers were able to steal the data, possible motives behind the attacks, arrests and punishment of the attackers, and the impacts on Sony Corp. This case acts as an illustration of the real-world threat environment corporations face today.

Business Case Studies—This edition has tried to have more of a business focus by adding in a real-world case study at the end of each chapter. The case studies are designed to show how the material presented in the chapter could have a direct impact on an actual corporation. After each case study there are key findings from prominent annual industry reports related to the case and chapter material. Case studies, combined with key findings from relevant industry reports, should provide ample material for classroom discussion. Open-ended case questions are included to help guide case discussions. They also offer students the opportunity to apply, analyze, and synthesize the material presented in the chapter.

New Hands-on Projects—Each chapter has new, or updated, hands-on projects that use contemporary security software.
Processes, Systems, and Information: An Introduction to MIS, Global Edition

2/e
David Kroenke, Earl McKinney,

Price: £52.99 €66.95
Format: Limp Binding
Extent: 480pp
Size: 276X216
Pub Date: August 2014
Previous ISBN: 9780133055443
Imprint: Pearson

Why it will sell
For introductory courses in Management Information Systems Processes, Systems, and Information: An Introduction to MIS, Second Edition provides a concise introduction to MIS with a hands-on approach to business processes. Authored by Earl H. McKinney, Jr. and David M. Kroenke, the text shows students exactly how businesses use information systems and technology to accomplish their goals, objectives, and competitive strategy. Packed with examples of business situations, both real and fictitious, the book helps students understand what business systems actually are and see why they are so important. The text consists of the five SAP-focused chapters from McKinney and Kroenke's Processes, Systems, and Information: An Introduction to MIS. A pair of appendices after chapters four and five contains SAP process exercises that enable students to get hands-on experience applying what they're learning in the course. This clear emphasis on business processes, and SAP in particular, makes Processes, Systems, and Information: An Introduction to MIS, Second Edition the ideal text for courses attended by students not majoring in MIS.

New to this Edition
Use a question-based pedagogy to teach students. A question-based pedagogy helps students manage their reading and study time. Each chapter has been organized as a list of questions. Once students can answer the questions correctly, they'll know they have attained the desired learning objectives. NEW: The flow of the three chapters on dynamic processes (Chapters 9-11) is now a single, reusable sequence of questions. Students will see that a single process-oriented sequence of questions can be applied not only to these three chapters, but also to any dynamic process. SAP tutorial exercises that enable students to learn the SAP keystrokes, and to understand the nature of process-oriented software and its role in organizations. Purposeful yet simple, these exercises may be conducted by teaching assistants and faculty that have not been able to attend the SAP university training. To that end, extensive instructor support materials have been provided. NEW! SAP tutorial on business intelligence (BI) gives students with no IS background a hands-on experience with several of the BI operations discussed in the chapter. BI and Big Data are essential topics in business schools today for all students, not just for IS majors. Active reviews at the end of each chapter help students ensure they have learned the most essential material as a list of potential exam questions that aid in test preparation. Provide a clear learning path. Chapter-opening vignettes present fictitious business situations that illustrate the use of the chapter's content in an applied setting.
An audience-centered approach to public speaking Public Speaking: An Audience-Centered Approach brings theory and practice together. Its distinctive and popular approach emphasizes the importance of analyzing and considering the audience at every point in the speech making process. This model of public speaking is the foundation of the text, and it guides students through the step-by-step process of public speaking, focusing their attention on the dynamics of diverse audiences, and narrowing the gap between the classroom and the real world.

Chapter 1: Speaking with Confidence New comparison of public speaking with conversation helps build confidence by showing students that speechmaking builds on skills they have already mastered. The benefits of public speaking for improving employment and developing empowering critical-thinking skills are reinforced. Expanded summary of the history of public speaking adds discussion of Roman orators and of today's communication technology. Updated research reinforces advice for overcoming speaking anxiety and building confidence.

Chapter 2: Presenting Your First Speech This new chapter provides an overview of the audience-centered speaking process, jump-starting the speechmaking process for students who are assigned to present speeches early in the term. Advice is provided for effectively delivering speeches via videoconferencing and similar communication technology. New sample first speech allows students to see how another student speaker successfully applied the concepts discussed in the chapter.

Chapter 3: Speaking Freely and Ethically A revised and updated discussion of free speech helps students understand the evolution of interpretation of the First Amendment. New discussion and figure emphasize the global nature of free speech in the era of social media. New examples throughout the chapter keep material current and relevant to readers.
Discovering the Lifespan, Global Edition

3/e
Robert S Feldman,

Price: £62.99 €78.95
Format: E book in pdf format
Extent: 576pp
Size: 297X210
Pub Date: August 2014
Previous ISBN: 9780205233885
Imprint: Pearson

Why it will sell

Modular, Manageable, Meaningful—help your students discover the life span. Discovering the Life Span, 3/e by Robert S. Feldman helps students truly connect to the material. Written in an engaging and accessible style and organized in a modular format, this title allows instructors to cover the entire life span without having to sacrifice content throughout their course. Students will get a better sense of the entire process of development and understand how the domains of development work together. Discovering the Life Span is a meaningful learning experience that prepares readers to apply content to their personal and future professional lives.

New to this Edition
For introductory courses in communication sciences and disorders. A clear, comprehensive introduction to communication sciences and disorders, with an evidence-based, lifespan perspective. This text provides a thorough introduction to communication sciences and disorders designed for undergraduate-level students. The new Fifth Edition continues the evidence-based, lifespan perspective. It reviews and explains the most recent research evidence pertaining to the assessment and treatment of communication disorders from birth through the end of life in a clear, comprehensible fashion. Each chapter is concise, yet provides comprehensive information appropriate for an introductory-level text. Students gain a basic foundation in the areas of anatomy and physiology of the speech and hearing mechanisms, and an overview of the various disorders that affect voice, fluency, articulation, language, cognition, swallowing, and hearing, along with detailed descriptions of the varying etiologies that cause these impairments. The authors describe specific evaluation procedures and tools for each disorder, and discuss efficacious management approaches and techniques for both child and adult populations. Case studies, evidence-based practice summary boxes, video examples, and technical and photographic illustrations are featured in each chapter as a means to maximize the student’s learning experience. In addition, Check Your Understanding and thought questions are also provided in each chapter to ensure student comprehension of information. The new Fifth Edition is also updated to align with ASHA’s new 2014 standards pertaining to voice and resonance disorders.
A Short Course in Photography

Digital
3/e
Jim Stone, Barbara London,

Why it will sell

Demonstrates basic techniques in digital photography Modeled after the widely used A Short Course in Photography: Film and Darkroom, the third edition of A Short Course in Photography: Digital presents photography entirely in its current, electronic form. This brief title demonstrates greater emphasis on the most up-to-date learning techniques, allowing students to keep up with modern technology. A Short Course in Photography: Digital teaches readers to emphasize their choices in picture making by presenting in depth basic techniques of photography. In addition to covering the basic techniques of photography, this title covers the impact of computers on this important art form. MyArtsLab is an integral part of the London / Stone program. Engaging activities and assessment are part of a teaching and learning system that helps students gain a broader understanding of photography. With MyArtsLab, students can explore in-depth analyses of relevant artwork, architecture, artistic techniques, and more. This title is available in a variety of print and digital formats. Pearson offers its titles on the devices students love through Pearson's MyLab products, CourseSmart, Amazon, and more. To learn more about pricing options and customization, click the Choices tab.

New to this Edition

In this Section: 1. Overview of Changes 2. Chapter-by-Chapter Changes 1. Overview of Changes All chapters now have student learning objectives at the start of every chapter. 2. Chapter-by-Chapter Changes Chapter 1 New photograph by Annie Leibovitz New 2-page spread on types and characteristics of digital cameras New chart of intermediate shutter speeds Chapter 2 Updated lens illustration Angle-of-view comparisons for APS-C lenses New photographs by Rebecca Cummins, Alison Carey, Javier Manzano, Laurisa Galvan Chapter 3 Expanded coverage of color systems, added categories of “color characteristics” New illustrations for white balance, new graphics for color temperature, and new discussion of light bulb qualities New photographs by Maria Robledo, Gueorgui Pinkhassov, and Deborah Willis Chapter 4 Two expanded sections New photographs by Martha Rosler, Meggan Gould, Carrie Mae Weems, and David Taylor Expanded coverage of workflow programs Chapter 6 New installation photographs from Ron Jude and the Family of Man, with a discussion of having an exhibition#173; Chapter 7 Updated information on workflow programs and sidecar files Chapter 8 Introduces judging flash exposure with the histogram display and manual exposure mode Chapter 9 New photographs by Christopher Killip, Arnold Newman, and Roe Ethridge A new two-page spread on “Assembled to be Photographed” with photographs by Lori Nix and Jeff Wall Chapter 10 New two-page spread on the new acceptance of color photography in the 1970s New photographs by Nancy Burson, Ashley Gilbertson, William Eggleston, and Stephen Shore
The Pearson Guide to Critical and Creative Thinking

Robert DiYanni,

Price: £62.99 €78.95
Format: Limp Binding
Extent: 526pp
Size: 276X216
Pub Date: August 2014
Previous ISBN: 
Imprint: Pearson

Why it will sell
Critical and creative thinking for life experience and career success The first edition of The Pearson Guide to Critical and Creative Thinking provides students with the tools, techniques, and strategies for thinking both critically and creatively. A toolbox for higher-order analytical and imaginative thinking, readers practice critical and creative thinking by applying learned theories to examples, demonstrations, and exercises. Exercises involve both individual and collaborative critical and creative thinking applications across academic disciplines, as well as in personal and professional career contexts. The clear and easy to follow writing style makes concepts and theories accessible to all students, especially in the foundational chapters. Later chapters enable students to exercise their reasoning skills and judgment by generating ideas and applying what they’ve learned. MyThinkingLab is an integral part of the DiYanni program. Engaging activities and assessment are part of a teaching and learning system that helps students foster their critical and creative thinking skills. With MyThinkingLab, students can access The Pearson Guide to Critical and Creative Thinking ebook, with highlighting and note taking capabilities, as well as view videos, simulations, and writing assignments with the all new Writing Space. This title is available in a variety of print and digital formats. Pearson offers its titles on the devices students love through Pearson’s MyLab products, CourseSmart, Amazon, and more. To learn more about pricing options and customization, click the Choices tab.

New to this Edition
Cost Accounting, Global Edition

15/e
Madhav Rajan, Srikant M. Datar, Charles T. Horngren,

Price: £66.99 €83.95
Format: Limp Binding
Extent: 960pp
Size: 276X216
Pub Date: July 2014
Imprint: Pearson Education

Why it will sell
For undergraduate and MBA Cost or Management Accounting courses The text that defined the cost accounting market. Horngren’s Cost Accounting, defined the cost accounting market and continues to innovate today by consistently integrating the most current practice and theory into the text. This acclaimed, market-leading text emphasizes the basic theme of “different costs for different purposes,” and reaches beyond cost accounting procedures to consider concepts, analyses, and management. This edition incorporates the latest research and most up-to-date thinking into all relevant chapters and more MyAccountingLab® coverage! MyAccountingLab is web-based tutorial and assessment software for accounting that not only gives students more “I Get It” moments, but gives instructors the flexibility to make technology an integral part of their course, or a supplementary resource for students.

New to this Edition
Deeper consideration of global issues in many chapters: The special challenges of budgeting in multinational companies (Chapter 6) The challenges of evaluating the performance of divisions located in different countries (Chapter 23) The differences in the way process flows are accounted for under U.S. and international accounting rules, and the impact of these differences on companies’ margins and after-tax income (Chapter 17 opener) The importance of transfer pricing in minimizing the tax burden faced by multinational companies (Chapter 22) Additionally, several new examples of management accounting applications in companies are drawn from international settings. Increased focus on merchandising and service sectors, with corresponding de-emphasis of traditional manufacturing settings: Chapter 10 illustrates linear cost functions in the context of payments for cloud computing services. Chapter 20 highlights inventory management in retail organizations and has a revised example based on a seller of sunglasses. Chapter 21 now incorporates a new running example that looks at capital budgeting in the context of a transportation company. Several Concepts in Action boxes focus on the merchandising and service sectors, including the use of activity-based costing to reduce the costs of health care delivery (Chapter 5), the structure of SGA costs at Nordstrom (Chapter 2), and an analysis of the operating income performance of Best Buy (Chapter 12).
Accounting Information Systems, Global Edition

13/e

Marshall B Romney, Paul J Steinbart,

Price: £66.99 €83.95
Format: Limp Binding
Extent: 744pp
Size: 276X216
Pub Date: July 2014
Previous ISBN: 9780273754374
Imprint: Pearson

Why it will sell

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

Teaching and Learning Experience
This texts presents a better teaching and learning experience—for you and your students. Here's how: Students see the concepts in action
Up-to-date information covers critical topics Students get numerous opportunities to practice and hone their skills
Instructors get the flexibility to tailor the material to fit their individual course needs

New to this Edition

Always Learning
PEARSON
For courses in Principles of Accounting

Redefining tradition in the accounting course. The tenth edition of Horngren’s Accounting presents the core content of the accounting course in a fresh format designed to help today’s learners succeed. Built upon the foundation of the Horngren franchise, this new edition was created by an all-new author team who sought to bridge the gap between textbook content and classroom instruction techniques. New pedagogical features such as Instructor Tips & Tricks and Common Questions, Answered walk students through the material as a great instructor would, fostering deeper understanding of accounting theory and practice. The table of contents for the tenth edition has been significantly overhauled to match the way the contemporary course is often taught. Additionally, the whole text has been put through a rigorous accuracy check, so instructors can be confident that it is up-to-date and error-free. And thorough integration between the text and MyAccountingLab places practice opportunities just a few clicks away—and provides a truly interactive learning experience. See Lead author Tracie Nobles share the newly revised and revamped edition of Horngren’s Accounting: http://bit.ly/14Gn3Be

Take a tour of Horngren’s Accounting: http://bit.ly/horngrensaccounting

The text has been fully redesigned to appeal to today’s students and help them succeed. An open page layout engages students in learning, and new connection arrows help students more easily follow the transaction process. New Chapter Openers present relatable stories that set up the concepts to be covered in the chapter. The implications of those concepts on a company’s reporting and decision-making processes are then discussed. New Effects on the Accounting Equation illustrations help students see connections between transactions, as well as how transactions fit into the big picture. Located next to every journal entry, they reinforce the connections between recording a transaction and the effect those transactions have on the accounting equation. Two new key pedagogical features mirror how the accounting course is often taught, illuminating concepts and aiding student understanding. • New Instructor Tips & Tricks throughout the text mimic the experience of having an experienced teacher walk a student through concepts on the board. Many include mnemonic devices or examples to help students remember the rules of accounting.

Why it will sell

New to this Edition

Price: £59.99 €75.95
Format: Limp Binding
Extent: 1800pp
Size: 276X216
Pub Date: July 2014
Previous ISBN: 
Imprint: Pearson Education
Why it will sell

For courses in 1- and 2-semester Anatomy & Physiology As an incredibly engaging study guide that can be used either independently or in conjunction with any A&P book, the Anatomy and Physiology Coloring Workbook helps students get the most out of their A&P classes. Dr. Elaine Marieb thoughtfully crafted the text to include a wide range of coloring activities and self-assessments. Students benefit from updated “At the Clinic” questions, a new major tissue figure, and updated terminology. Moreover, the text’s “Incredible Journey” visualization exercises take students on an exciting adventure through the human body. Each step they take leads them into an amazing world where they can learn more about anatomical structures and physiological

New to this Edition

NEW! Updated terminology has been integrated throughout the text. NEW! Brand-new “At the Clinic” questions have been included to help students apply what they have learned to real-life clinical settings. NEW! Reworked multiple-choice questions foster critical thinking. NEW! Major tissue figure has been added to the text. NEW! Chapter openers have been redesigned.
Human Anatomy with MyLab, Global Edition

8/e
Frederic H. Martini, Michael J. Timmons, Robert B. Tallitsch

Why it will sell
For the one-semester Human Anatomy course Praised for its atlas-style format, appropriately detailed anatomical illustrations, and exceptionally clear photographs of tissues and cadavers, Human Anatomy is now more visual and interactive. The Eighth Edition includes new one- and two-page Spotlight Figures that seamlessly integrate text and visuals to guide students through complex topics. New QR codes let students use their smart phones to link directly from figures in the book to figures in the Practice Anatomy Lab (PAL) virtual anatomy program, giving them additional views to help them learn bones and muscles. The end-of-chapter Study Outlines now have memory-triggering visuals to help students remember chapter content. This program presents a better teaching and learning experience and provides: Text-art integration: New one- and two-page Spotlight Figures seamlessly integrate text and visuals to guide students through complex topics. Students study the Spotlight Figures in the book, and then instructors can assign them in MasteringA&P. Text-media integration: New QR codes in the chapters on the skeletal and muscular systems let students use their smart phones to link directly from figures in the book to figures in the Practice Anatomy Lab (PAL) virtual anatomy program, giving them additional views to help them learn bones and muscles.

New to this Edition
Text-art integration: 22 Spotlight Figures provide highly visual one- and two-page presentations of complex topics. The explanatory text is integrated into the visuals so students can find everything they need to understand a topic in one place. Text-media integration: QR codes in the chapters on the skeletal and muscular systems let students use their smart phones to link directly from figures in the book to figures in the Practice Anatomy Lab (PAL) virtual anatomy program, giving them additional views to help them learn bones (Chapters 6 and 7) and muscles (Chapters 10 and 11). Time-saving navigation and study tools Learning Outcomes on each chapter-opening page indicate to students what they should be able to do after studying the chapter. These Learning Outcomes are coordinated by number to the main chapter headings, allowing students to check their understanding by both Learning Outcomes and chapter topics. Additionally, the assessments in MasteringA&P are organized by these Learning Outcomes, allowing instructors to assign homework, assess understanding, and demonstrate teaching results by Learning Outcomes. Visual Study Outlines at the end of the chapter now have memory-triggering visuals to help students remember chapter content.
Bauman: Microbiology with Diseases by Body System with MasteringBiology, Global Edition

4/e
Robert W. Bauman,

| Price:       | £74.00 €84.95 |
| Format:      | Pks incldes items of mxed format, but not |
| Extent:      | all books |
| Pub Date:    | July 2014 |
| Previous ISBN:| |
| Imprint:     | Pearson |

**Why it will sell**
For pre-nursing and allied health students (including mixed-majors courses). Encourage your students to explore the invisible Robert Bauman’s Microbiology with Diseases by Body System, Fourth Edition 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 6 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. A more robust optional MasteringMicrobiology® program works with the text to provide an interactive and personalized learning experience that ensures students learn microbiology both in and out of the classroom. Microbiology with Diseases by Body System Plus MasteringMicrobiology (optional) provides an enhanced teaching and learning experience for instructors and students. This program provides the ability to: Personalize learning with MasteringMicrobiology: MasteringMicrobiology coaches students through the toughest microbiology topics. Engaging tools help students visualize, practice, and understand crucial content. Think outside the classroom: QR codes in the text and provide a perfect bridge between the textbook and MasteringMicrobiology’s animations, case studies, MicroCareers coaching activities, and additional resources. Each 2-page Disease in Depth spread includes an Investigate It! research question and an assignable Mastering coaching activity. A QR code links students to major health websites, such as the World Health Organization and the Centers for Disease Control and Prevention, prompting further exploration and critical thinking on the featured disease.

**New to this Edition**
Focus on critical thinking Numbered Learning Outcomes, found throughout the book, are used to tag Test Bank questions and all Mastering assets. Tell Me Why critical-thinking questions end each section in the text and strengthen the pedagogy and organization of each chapter, consistently providing stop-and-think opportunities for students as they read. Updates in every chapter reflect the latest in microbiology research and technology. Teach topics with superior art Disease in Depth 2-page spreads feature important and representative diseases. These highly visual spreads contain illustrations and info-graphics, providing more in-depth coverage of the selected disease for comprehensive student study. Visualize It! questions appear at the end of each chapter and are built around illustrations or photos. UPDATED! Interior design keeps the book modern, streamlined, and refreshed. Think outside the classroom: 18 Video Tutors walk students through key concepts in microbiology, helping them visualize, understand, and apply important microbial processes. Video Tutors are accessible via QR codes in the text and provide a perfect bridge between the textbook and MasteringMicrobiology’s animations, case studies, MicroCareers coaching activities, and additional resources. Each 2-page Disease in Depth spread includes an Investigate It! research question and an assignable Mastering coaching activity. A QR code links students to major health websites, such as the World Health Organization and the Centers for Disease Control and Prevention, prompting further exploration and critical thinking on the featured disease.
NEW! Now in full color! 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. The sequence of the lab topics has been reorganized to reflect the closer relationship of the fungi and animal kingdoms. A new lab topic, “Fungi,” has been added, providing expanded coverage of the major fungi groups. The “Protists” lab topic has been revised and expanded with additional examples of all the major clades. Both lab topics include suggestions and exercises for open-inquiry investigations. In the new edition, population genetics is covered in one lab topic with new problems and examples that connect ecology, evolution, and genetics.
For two-semester general chemistry courses, bestselling author Nivaldo Tro has always believed “the behavior of matter is determined by the properties of molecules and atoms” to be the most important discovery in scientific knowledge. This idea is the entire factor for his seminal new text—Chemistry: Structure and Properties. Dr. Tro emphasizes the relationship between structure and properties, establishes a unique approach to teaching chemistry by presenting atomic and bonding theories early in the text, and stresses key themes throughout. The book is organized to present chemistry as a logical, cohesive story from the microscopic to the macroscopic, so students can fully grasp the theories and framework behind the chemical facts. Every topic has been carefully crafted to convey to students that the relationship between structure and properties is the thread that weaves all of chemistry together. While developed independently of other Tro texts, Chemistry: Structure and Properties incorporates the author’s vivid writing style, chemical rigor, dynamic multi-level images, and tested features. His consistent conceptual focus and step-by-step problem-solving framework encourages students to think through processes rather than simply memorize content. This program presents a better teaching and learning experience for you and your students. Developed with a central theme and by a teaching community: As part of a community that teaches with the understanding that matter is composed of particles and the structure of those particles determines the properties of matter, Dr. Tro took great lengths in the text to ensure that everything from organization, art, and pedagogy reinforce this theme.
Chemistry: An Introduction to General, Organic, and Biological Chemistry, Global Edition

12/e
Karen C. Timberlake,

Price: £61.99 €77.95
Format: Limp Binding
Extent: 744pp
Size: 276X216
Pub Date: July 2014
Previous ISBN: 9780321727824
Imprint: Pearson

Why it will sell
For one-semester courses in General, Organic, and Biological Chemistry, Show the importance of chemistry in the real world. Chemistry: An Introduction to General, Organic, and Biological Chemistry, Twelfth Edition is the ideal resource for today's allied health students. Assuming no prior knowledge of chemistry, author Karen Timberlake engages students through her friendly presentation style and reveals connections between the structure and behavior of matter and its role in health and the environment. With a renewed focus on problem-solving skills, the Twelfth Edition encourages active learning through the new, interactive Pearson eText enhanced with media within MasteringChemistry (optional). New Interactive Videos, Sample Calculations, 'Problem Solving in Allied Health' Tutorials, and Dynamic Study Modules bring chemistry to life and walk students through different approaches to problem solving, providing remediation where needed. This program provides a better teaching and learning experience for you and your students. It will help you to: Personalize learning with optional MasteringChemistry®. This online homework, tutorial, and assessment program helps students master core concepts and problem-solving skills, thus freeing up time in the classroom for instructors to focus on complex topics.

New to this Edition
NEW! Chapter-opening profiles show students how professionals working in diverse careers—such as nursing, physical therapy, dentistry, agriculture, and food science—use chemistry every day. These engaging articles draw students into each chapter while helping them understand the applications of chemistry to a variety of future professions. Foster development of problem-solving skills! Core Chemistry Skills identify the key chemical principles in each chapter that are required to successfully learn chemistry. A new Core Chemistry Skill Review at the end of each chapter reinforces the material and helps students study. NEW! Chapter Readiness sections at the beginning of each chapter list the Key Math Skills and Core Chemistry Skills from the previous chapters, which provide the foundation for new chemistry principles in the current chapter. Help students visualize and understand concepts! NEW! The twelfth edition has been thoroughly updated to reflect the latest conventions in the discipline and to provide a better teaching and learning experience. • Coverage of organic chemistry topics has been streamlined. • Coverage of biochemistry has been integrated earlier in the text when appropriate allowing students to see how the general chemistry they are learning relates to biological systems and health immediately. • Additional health-related problems have been integrated throughout. • Additional content—including coverage of radioactivity, significant figures, Avogadro's number, conversion guides, and the scientific method—has been included in response to comments from instructors.
Introductory Chemistry with NEW MasteringChemistry

5/e
Nivaldo J. Tro,

Why it will sell
For one-semester courses in Preparatory Chemistry
Make chemistry relevant to students
Now in its fifth edition, Introductory Chemistry continues to foster deep engagement in the course 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 a captivating writing style. This program provides a better teaching and learning experience—f or you and your students. It will help you to: • Enable deep conceptual understanding: Several new Conceptual Checkpoints and Self-Assessment Quizzes help students better grasp key concepts. • Foster development of problem-solving skills: A step-by-step framework encourages students to think logically rather than simply memorize formulas. Additional worked examples, enhanced with audio and video, reinforce challenging problems. • Encourage interest in chemistry: The inclusion of concrete examples of key ideas throughout the program keeps students engaged in the material. Personalize learning with (optional) MasteringChemistry*: This data-validated online homework, tutorial, and assessment program helps students quickly master concepts, and enables instructors to provide timely intervention when necessary.

New to this Edition

Price: £55.99 €64.95
Format: Pks includes items of mixed format, but not all books
Extent: 000x000
Pub Date: July 2014
Previous ISBN:
Imprint: Pearson
Modern Operating Systems: Global Edition

4/e
Andrew S Tanenbaum,

Price: £58.99 €73.95
Format: Limp Binding
Extent: 1136pp
Size: 232X178
Pub Date: July 2014
Previous ISBN: 9780273774389
Imprint: Pearson Education

Why it will sell
Modern Operating Systems, Fourth Edition, is intended for introductory courses in Operating Systems in Computer Science, Computer Engineering, and Electrical Engineering programs. The widely anticipated revision of this worldwide best-seller incorporates the latest developments in operating systems (OS) technologies. The Fourth Edition includes up-to-date materials on relevant OS. Tanenbaum also provides information on current research based on his experience as an operating systems researcher. Modern Operating Systems, Third Edition was the recipient of the 2010 McGuffey Longevity Award. The McGuffey Longevity Award recognizes textbooks whose excellence has been demonstrated over time. http://taaonline.net/index.html Teaching and Learning Experience This program will provide a better teaching and learning experience—for you and your students. It will help:
Provide Practical Detail on the Big Picture Concepts: A clear and entertaining writing style outlines the concepts every OS designer needs to master. Keep Your Course Current: This edition includes information on the latest OS technologies and developments Enhance Learning with Student and Instructor Resources: Students will gain hands-on experience using the simulation exercises and lab experiments.

New to this Edition
Keep Your Course Current Chapter 1 has been heavily modified and updated in many places but with the exception of a new section on mobile computers, no major sections have been added or deleted. Chapters 2-6 have been updated, with older material removed and some new material added. Chapter 2: Added information on the futex synchronization primitive, and a section about how to avoid locking altogether with Read-Copy-Update. Chapter 3: More focus on modern hardware and less emphasis on segmentation and Multics. Chapter 4: CD-Roms are removed, as they are no longer very common, and replaced with more modern solutions (like flash drives). Also, we added RAID level 6 to the section on RAID. Chapter 5: Older devices like CRT and CD-ROMs have been removed, while new technology, like touch screens have been added. The sections on current research in these chapters have been rewritten from scratch. New problems and programming exercises have been added. Chapter 7 is completely new. It covers the important topics of virtualization and the cloud. Chapter 8 is an updated version of the previous material on multiprocessor systems. There is more emphasis on multicore systems now, which have become so important in the past few years. A long section on VMware has been added.
For the introduction to Computer Science course Fluency with Information Technology: Skills, Concepts, and Capabilities 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. Teaching and Learning Experience

Why it will sell

New to this Edition

Topics are Explained in Contemporary Terms Consistent with Student Experience

The Sixth Edition of Fluency maintains the core "fluency vision," while positioning the presentation squarely in the second decade of the 21st century. Much of the text has been rewritten to accommodate how students encounter computation: advances in smartphones, HTML5, CSS3, and on and on. These affect how students use and perceive the fundamentals. Topics like crowd sourcing, privacy, security, phishing, AI, netiquette, copyright, and so forth evolve, and so they must be explained in contemporary terms consistent with student experience. As “ambient knowledge” changes—for example, unlike the past today’s students have at least heard a term like algorithm-concepts need to be explained with a new, more intuitive approach that promotes understanding. Other newly familiar terms have been similarly treated.

Part 1 has undergone a complete makeover. Chapter 1 “Defining IT,” Chapter 3 “Networking,” and Chapter 5 “Web” are (again) new. Chapter 4 “HTML” is redeveloped to teach HTML5 and CSS3. Chapter 2 “Human-Computer Interface” and Chapter 6 “Debugging” have been substantially revised. In Part 2, the “bits part” of Chapter 7 “Digital Information” has been redeveloped, Chapter 9 “Computer Organization” has been completely rewritten to be more intuitive, and Chapter 10 “Algorithms” is new and much simplified.
Problem Solving with C++: Global Edition

9/e
Walter Savitch,

Why it will sell

For the C++ introductory programming course Problem Solving with C++ continues to be the most widely used textbook by students and instructors in the introduction to programming and C++ language course. Through each edition, hundreds and thousands of students have valued Walt Savitch’s approach to programming, which emphasizes active reading through the use of well-placed examples and self-test examples. Created for the beginner, this book focuses on cultivating strong problem-solving and programming techniques while introducing students to the C++ programming language.

New to this Edition
Microeconomics

7/e
Jeffrey Perloff,

Why it will sell
For all Intermediate Microeconomics courses at the undergraduate or graduate level. 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. The Seventh Edition is substantially updated and modified based on the extremely helpful suggestions of faculty and students who used the first six editions. Every chapter is thoroughly revised and includes new or updated examples and applications. MyEconLab for Microeconomics is a total learning package for the intermediate microeconomics course. MyEconLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams-resulting in better performance in the course-and provides educators a dynamic set of tools for gauging individual and class progress. This program will provide a better teaching and learning experience-for you and your students. Here's how: Improve Results with MyEconLab: MyEconLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Help Students Review and Apply Concepts: Examples and exercises help students practice and connect to real-world decisions being made today in today's firms and policy debates. Keep Your Course Current and Relevant: New examples, exercises, and statistics appear throughout the text.

New to this Edition
Keep Your Course Current and Relevant Every chapter is revised-including most sections. Virtually every chapter has updated examples and statistics. Some of the larger changes include: NEW! Chapters 2 and 3 use two new empirical studies (avocados and corn) to illustrate the basic supply and demand model. They have four new and a number of revised Solved Problems. NEW! Chapters 4 and 5 have three new Solved Problems and extensive updating of data. Chapter 5 has a new section on compensating and equivalent variations. NEW! Chapter 6 adds many new estimated production functions and a new discussion of returns to scale as a function of firm size. NEW! Chapter 7 has substantially revised sections on effects of taxes on costs, long-run costs, and learning by doing. It uses a new Japanese beer empirical example to illustrate theory, and has a new Solved Problem. NEW! Chapter 8 has new statistics and a new Solved Problem. Several sections are substantially revised, including an extended treatment of the shutdown decision. NEW! Chapter 9 updates many statistics and has substantially revised sections on rents, price effects on consumer surplus, and trade, and the Challenge Solution. The trade section uses a new empirical oil example. NEW! Chapter 10 has a revised Challenge Solution and a new Solved Problem. Chapter 11 is reorganized, revised, and updated, particularly the sections on market failure and the causes of monopoly. The chapter has three new Solved Problems, two of which now address the iPad.
Modern Labor Economics: Theory and Public Policy, Global Edition

12/e
Ronald G. Ehrenberg, Robert S. Smith,

Price: £68.99 €86.95
Format: Limp Binding
Extent: 672pp
Size: 232X188
Pub Date: July 2014
Previous ISBN: 9780132727655
Imprint: Pearson

Why it will sell
For one-semester courses in labor economics at the undergraduate and graduate levels. An overview of labor market behavior that emphasizes how theory drives public policy. Modern Labor Economics: Theory and Public Policy, Twelfth Edition gives students a thorough overview of the modern theory of labor market behavior, and reveals how this theory is used to analyze public policy. Designed for students who may not have extensive backgrounds in economics, the text balances theoretical coverage with examples of practical applications that allow students to see concepts in action. Experienced educators for nearly four decades, co-authors Ronald Ehrenberg and Robert Smith believe that showing students the social implications of the concepts discussed in the course will enhance their motivation to learn. As such, the text presents numerous examples of policy decisions that have been affected by the ever-shifting labor market. This text provides a better teaching and learning experience—for you and your students. It will help you to:

- Demonstrate concepts through relevant, contemporary examples: Concepts are brought to life through analysis of hot-button issues such as immigration and return on investment in education.
- Address the Great Recession of 2008: Coverage of the current economic climate helps students place course material in a relevant context.
- Help students understand scientific methodology: The text introduces basic methodological techniques and problems, which are essential to understanding the field.
- Provide tools for review and further study: A series of helpful in-text features highlights important concepts and helps students review what they’ve learned.

New to this Edition
Demonstrate concepts through relevant, contemporary examples:

NEW! Eight new Boxed Examples in the Twelfth Edition address engaging topics such as the “Big Mac” real-wage index, how housing subsidies affect labor supply, the effects of linguistics on personal discount rates, and the effects of race on called strikes in baseball.

NEW! The Twelfth Edition has been thoroughly updated to include the latest descriptive data pertaining to the labor market and the latest references to professional literature. These updates ensure that students receive the most up-to-date information possible.

NEW! An expanded treatment of the labor-market effects of immigration in Chapter 10 ties into the growing debate on unauthorized immigration, one of today’s hot-button issues. The chapter now includes analysis of the elasticity of the labor demand curve and the economic effects of low-skilled immigration on higher-skilled workers.

NEW! An enhanced discussion of human capital investments in Chapter 9 offers a more detailed analysis of how “behavioral skills,” psychic costs of learning, and personal discount rates affect the returns to education. These issues are highly relevant to students as they look ahead to their future careers.

Address the Great Recession of 2008:
NEW! Fresh coverage in the Twelfth Edition analyzes the effects of the Great Recession of 2008 upon a number of key topics:

- Retirement ages (Chapter 7)
- Immigration (Chapter 10)
- International differences in unemployment (Chapter 14)
- Earnings inequality (Chapter 15)

NEW! A newly created section in chapter 3 analyzes the efficacy of cutting payroll taxes as a means of stimulating employment during a recession.
For Principles of Macroeconomics courses A practice-oriented learning system that breaks the traditional textbook mold to help students focus on the most important concepts and effectively practice application of those concepts. Foundations of Macroeconomics is structured around a Checklist/Checkpoint system. The result is a patient, confidence-building program that prepares students to use economics in their everyday lives, regardless of what their future career will be. This program provides a better teaching and learning experience for you and your students. It will help you to: • Personalize learning with MyEconLab: This online homework, tutorial, and assessment program engages students in learning and provides instructors tools to keep students on track. • Encourage students to learn by doing: A Checklist/Checkpoint system provides a practice-oriented framework that enables active learning. • Command student attention and foster interest in the course: Engaging features draw students into the material, and keep them focused throughout the course. • Provide engaging, fully updated content: New and updated material on contemporary topics better motivates students to discover the economic way of thinking.

NEW! The new enhanced Pearson eText extends the functionality of the current eText to integrate it with MyEconLab’s Study Plan, now powered by Knewton Adaptive Learning, and with MyEconLab’s Gradebook. The new eText also offers students an enriched set of tools that aid comprehension and foster those moments of discovery that stick in the memory. New tools include: • A “Big Picture” video that summarizes each chapter and provides an outline answer to the chapter’s motivating question. • A series of “Snapshot” videos that illustrate and explain the key ideas in each section of a chapter. These also contain animations and explanations of each figure, which can be played separately. • A series of “Solutions” videos that walk the student through the solutions to the Practice Problems and In the News exercises in each Checkpoint. • “Study Plan” links that provide opportunities for more practice with problems that give targeted feedback to guide students. • “Key Terms Quiz” links that enable students to check their knowledge of the definitions and uses of the key terms. • Automatic real-time updating from the St. Louis Federal Reserve database (FRED) of all time-series figures.

Provide engaging, fully updated content! The content of the revised Seventh Edition has been driven by the drama of the extraordinary period of economic history in which we are living.
Foundations of Macroeconomics with MyLab: Global Edition

Robin Bade, Michael Parkin,

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Foundations of Economics, Global Edition
7/e
Robin Bade, Michael Parkin,

Price: £69.99 €87.95
Format: Limp Binding
Extent: 984pp
Size: 276X216
Pub Date: July 2014
Previous ISBN: 9780132984874
Imprint: Pearson

Why it will sell
For two-semester Principles of Economics courses at two- and four-year colleges and universitiesA practice-oriented learning system that breaks the traditional textbook moldTo help students focus on the most important concepts-and effectively practice application of those concepts-
Foundations of Economics is structured around a Checklist/Checkpoint system. The result is a patient, confidence-building program that prepares students to use economics in their everyday lives, regardless of what their future career will be. This program provides a better teaching and learning experience-for you and your students. It will help you to:- Personalize learning with MyEconLab: This online homework, tutorial, and assessment program engages students in learning and provides instructors tools to keep students on track.- Encourage students to learn by doing: A Checklist/Checkpoint system provides a practice-oriented framework that enables active learning.- Command student attention and foster interest in the course: Engaging features draw students into the material, and keep them focused throughout the course.- Provide engaging, fully updated content: New and updated material on contemporary topics better motivates students to discover the economic way of thinking.

New to this Edition
NEW! The content of the revised Seventh Edition has been driven by the drama of the extraordinary period of economic history in which we are living. New and updated material on the following contemporary topics better motivates students to discover the economic way of thinking:- Persistent unemployment and slow growth• Headwinds from Europe’s unresolved debt crisis• Ongoing tensions arising from offshore outsourcing• A slowing pace of China’s expansion• Enhanced concern about climate change• Falling U.S. energy imports as fracking boosts domestic production• Relentless pressure on the federal budget from the demands of an aging population and a sometimes dysfunctional Congress• The dilemma posed by slow recovery and rising government debt• The question of when and how fast to exit an era of extreme monetary stimulus• A fluctuating dollar NEW! The section in Chapter 1, Getting Started, on “The Economic Way of Thinking” has been reorganized to provide a clearer sequencing of the key ideas.NEW! In Chapter 2, The U.S. and Global Economies, the new example of the complex production of the Dreamliner is used to motivate and illustrate what, how, and for whom in the U.S. and global economies.
Foundations of Microeconomics, Global Edition

7/e
Robin Bade, Michael Parkin,

Price: £49.99 €62.95
Format: Limp Binding
Extent: 600pp
Size: 276X216
Pub Date: July 2014
Previous ISBN: 9780132830881
Imprint: Pearson

Why it will sell
For Principles of Microeconomics courses at two- and four-year colleges and universities
A practice-oriented learning system that breaks the traditional textbook mold
To help students focus on the most important concepts and effectively practice application of those concepts
Foundations of Microeconomics is structured around a Checklist/Checkpoint system. The result is a patient, confidence-building program that prepares students to use economics in their everyday lives, regardless of what their future career will be. This program provides a better teaching and learning experience for you and your students.
It will help you to:
• Personalize learning with MyEconLab:
  This online homework, tutorial, and assessment program engages students in learning and provides instructors tools to keep students on track. • Encourage students to learn by doing: A Checklist/Checkpoint system provides a practice-oriented framework that enables active learning. • Command student attention and foster interest in the course: Engaging features draw students into the material, and keep them focused throughout the course. • Provide engaging, fully updated content: New and updated material on contemporary topics better motivates students to discover the economic way of thinking.

New to this Edition
Provide engaging, fully updated content! The content of the revised Seventh Edition has been driven by the drama of the extraordinary period of economic history in which we are living. New and updated material on the following contemporary topics better motivates students to discover the economic way of thinking:
• Persistent unemployment and slow growth
• Headwinds from Europe’s unresolved debt crisis
• Ongoing tensions arising from offshore outsourcing
• A slowing pace of China’s expansion
• Enhanced concern about climate change
• Falling U.S. energy imports as fracking boosts domestic production
• Relentless pressure on the federal budget from the demands of an aging population and a sometimes dysfunctional Congress
• The dilemma posed by slow recovery and rising government debt
• The question of when and how fast to exit an era of extreme monetary stimulus
• A fluctuating dollar

NEW! The section in Chapter 1, Getting Started, on “The Economic Way of Thinking” has been reorganized to provide a clearer sequencing of the key ideas. NEW! In Chapter 2, The U.S. and Global Economies, the new example of the complex production of the Dreamliner is used to motivate and illustrate what, how, and for whom in the U.S. and global economies. A new Eye on the Past looks at the dramatic changes in manufacturing in the U.S. economy through the example of the domestic production of shoes.
For Principles of Macroeconomics courses at two- and four-year colleges and universities, 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, Fifth Edition makes economics relevant by demonstrating how real businesses use economics to make decisions every day. Regardless of their future career path—opening an art studio, trading on Wall Street, or bartending at the local pub—students will benefit from understanding the economic forces behind their work. This program provides a better teaching and learning experience—for you and your students. It will help you to:• Personalize learning with MyEconLab: This online homework, tutorial, and assessment program fosters learning and provides tools that help instructors to keep students on track. • Show students how economics is relevant: Relatable features ground course material in the real world, showing students how these ideas are relevant and facilitating understanding. • Foster thorough understanding via a flexible, student-focused approach: An engaging, captivating writing style and student-friendly learning aids motivate and engage students.
# Microeconomics with MyLab, Global Edition

5/e
R. Glenn Hubbard, Anthony Patrick O’Brien,

| Price: | £73.99 €84.95 |
| Format: | Pks incldes items of mxed format, but not all books |
| Extent: | 000x000 |
| Size: | 000x000 |
| Pub Date: | July 2014 |
| Previous ISBN: | 000x000 |
| Imprint: | Pearson |

## Why it will sell

For Principles of Microeconomics courses at two- and four-year colleges and universities, Reveal the relevance of economics through real-world business examples. One of the challenges of teaching Principles of Microeconomics is fostering interest in concepts that may not seem applicable to students' lives. Microeconomics, Fifth Edition makes economics relevant by demonstrating how real businesses use economics to make decisions every day. Regardless of their future career path—opening an art studio, trading on Wall Street, or bartending at the local pub—students will benefit from understanding the economic forces behind their work. This program provides a better teaching and learning experience—for you and your students. It will help you to:

- Personalize learning with MyEconLab: This online homework, tutorial, and assessment program fosters learning and provides tools that help instructors to keep students on track.
- Show students how economics is relevant: Relatable features ground course material in the real world, showing students how these ideas are relevant and facilitating understanding.
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## New to this Edition
### Why it will sell

For one-semester Principles of Economics courses at two- and four-year colleges and universities:

Reveal the relevance of economics through real-world business examples.

One of the challenges of teaching Principles of Economics is fostering interest in concepts that may not seem applicable to students' lives. Essentials of Economics, Fourth Edition makes economics relevant by demonstrating how real businesses use economics to make decisions every day. Regardless of their future career path—opening an art studio, trading on Wall Street, or bartending at the local pub—students will benefit from understanding the economic forces behind their work. This program provides a better teaching and learning experience for you and your students. It will help you to:

- Personalize learning with MyEconLab: This online homework, tutorial, and assessment program fosters learning and provides tools that help instructors to keep students on track.
- Show students how economics is relevant: Relatable features ground course material in the real world, showing students how these ideas are relevant and facilitating understanding.
- Foster thorough understanding via a flexible, student-focused approach: An engaging, captivating writing style and student-friendly learning aids motivate and engage students.
Macroeconomics: Global Edition

By R. Glenn Hubbard, Anthony Patrick O'Brien

Price: £49.99 €62.95
Format: Limp Binding
Extent: 728 pp
Size: 276x216
Pub Date: July 2014
Imprint: Pearson

Why it will sell
For Principles of Macroeconomics courses at two- and four-year colleges and universities. 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, Fifth Edition makes economics relevant by demonstrating how real businesses use economics to make decisions every day. Regardless of their future career path-opening an art studio, trading on Wall Street, or bartending at the local pub-students will benefit from understanding the economic forces behind their work. This program provides a better teaching and learning experience-for you and your students. It will help you to:• Personalize learning with MyEconLab: This online homework, tutorial, and assessment program fosters learning and provides tools that help instructors to keep students on track. • Show students how economics is relevant: Relatable features ground course material in the real world, showing students how these ideas are relevant and facilitating understanding. • Foster thorough understanding via a flexible, student-focused approach: An engaging, captivating writing style and student-friendly learning aids motivate and engage students.

New to this Edition
Microeconomics, Global Edition
5/e
R. Glenn Hubbard, Anthony Patrick O’Brien,

| Price:       | £64.99 €81.95 |
| Format:      | Limp Binding |
| Extent:      | 672pp |
| Size:        | 276x216 |
| Pub Date:    | August 2014 |
| Previous ISBN:|         |
| Imprint:     | Pearson |

Why it will sell
For Principles of Microeconomics courses at two- and four-year colleges and universities, Reveal the relevance of economics through real-world business examples. One of the challenges of teaching Principles of Microeconomics is fostering interest in concepts that may not seem applicable to students' lives. Microeconomics, Fifth Edition makes economics relevant by demonstrating how real businesses use economics to make decisions every day. Regardless of their future career path—opening an art studio, trading on Wall Street, or bartending at the local pub—students will benefit from understanding the economic forces behind their work. This program provides a better teaching and learning experience—for you and your students. It will help you to:

- Personalize learning with MyEconLab: This online homework, tutorial, and assessment program fosters learning and provides tools that help instructors to keep students on track.
- Show students how economics is relevant: Relatable features ground course material in the real world, showing students how these ideas are relevant and facilitating understanding.
- Foster thorough understanding via a flexible, student-focused approach: An engaging, captivating writing style and student-friendly learning aids motivate and engage students.
Foundations of Economics with MyEconLab, Global Edition

7/e
Robin Bade, Michael Parkin,

Price: £77.00 €88.95
Format: Pks incldes items of mxed format, but not
Extent: all books
Size: 000x000
Pub Date: July 2014
Previous ISBN: 000000000000
Imprint: Pearson

Why it will sell
For two-semester Principles of Economics courses at two- and four-year colleges and universities A practice-oriented learning system that breaks the traditional textbook mold To help students focus on the most important concepts and effectively practice application of those concepts Foundations of Economics is structured around a Checklist/Checkpoint system. The result is a patient, confidence-building program that prepares students to use economics in their everyday lives, regardless of what their future career will be. This program provides a better teaching and learning experience—for you and your students. It will help you to:• Personalize learning with MyEconLab: This online homework, tutorial, and assessment program engages students in learning and provides instructors tools to keep students on track. • Encourage students to learn by doing: A Checklist/Checkpoint system provides a practice-oriented framework that enables active learning. • Command student attention and foster interest in the course: Engaging features draw students into the material, and keep them focused throughout the course. • Provide engaging, fully updated content: New and updated material on contemporary topics better motivates students to discover the economic way of thinking.

New to this Edition
NEW! The content of the revised Seventh Edition has been driven by the drama of the extraordinary period of economic history in which we are living. New and updated material on the following contemporary topics better motivates students to discover the economic way of thinking:• Persistent unemployment and slow growth • Headwinds from Europe's unresolved debt crisis• Ongoing tensions arising from offshore outsourcing• A slowing pace of China's expansion• Enhanced concern about climate change• Falling U.S. energy imports as fracking boosts domestic production• Relentless pressure on the federal budget from the demands of an aging population and a sometimes dysfunctional Congress• The dilemma posed by slow recovery and rising government debt• The question of when and how fast to exit an era of extreme monetary stimulus• A fluctuating dollar NEW! The section in Chapter 1, Getting Started, on “The Economic Way of Thinking” has been reorganized to provide a clearer sequencing of the key ideas. NEW! In Chapter 2, The U.S. and Global Economies, the new example of the complex production of the Dreamliner is used to motivate and illustrate what, how, and for whom in the U.S. and global economies. A new Eye on the Past looks at the dramatic changes in manufacturing in the U.S. economy through the example of the domestic production of shoes.
For one-semester Principles of Economics courses. A practice-oriented learning system that breaks the traditional textbook mold To help students focus on the most important concepts and effectively practice application of those concepts. Essential Foundations of Economics is structured around a Checklist/Checkpoint system. The result is a patient, confidence-building program that prepares students to use economics in their everyday lives, regardless of what their future career will be. This program provides a better teaching and learning experience—for you and your students. It will help you to: • Personalize learning with MyEconLab: This online homework, tutorial, and assessment program engages students in learning and provides instructors tools to keep students on track. • Encourage students to learn by doing: A Checklist/Checkpoint system provides a practice-oriented framework that enables active learning. • Command student attention and foster interest in the course: Engaging features draw students into the material, and keep them focused throughout the course. • Provide engaging, fully updated content: New and updated material on contemporary topics better motivates students to discover the economic way of thinking.

Why it will sell

New to this Edition

Provide engaging, fully updated content NEW! The content of the revised Seventh Edition has been driven by the drama of the extraordinary period of economic history in which we are living. New and updated material on the following contemporary topics better motivates students to discover the economic way of thinking: • Persistent unemployment and slow growth • Headwinds from Europe's unresolved debt crisis • Ongoing tensions arising from offshore outsourcing • A slowing pace of China's expansion • Enhanced concern about climate change • Falling U.S. energy imports as fracking boosts domestic production • Relentless pressure on the federal budget from the demands of an aging population and a sometimes dysfunctional Congress • The dilemma posed by slow recovery and rising government debt • The question of when and how fast to exit an era of extreme monetary stimulus • A fluctuating dollar NEW! The section in Chapter 1, Getting Started, on "The Economic Way of Thinking" has been reorganized to provide a clearer sequencing of the key ideas. NEW! In Chapter 2, The U.S. and Global Economies, the new example of the complex production of the Dreamliner is used to motivate and illustrate what, how, and for whom in the U.S. and global economies. A new Eye on the Past looks at the dramatic changes in manufacturing in the U.S. economy through the example of the domestic production of shoes. A new photo essay highlights global differences in how goods and services.

Price: £42.99 €53.95
Format: Limp Binding
Extent: 624pp
Size: 276X216
Pub Date: July 2014
Previous ISBN: 9780273768319
Imprint: Pearson Education

7/e
Robin Bade, Michael Parkin,

Price: £56.99 €64.95
Format: Pks incldes items of mxed format, but not all books
Extent: 000x000
Size: 000x000
Pub Date: July 2014
Previous ISBN: 000000000000
Imprint: Pearson Education

Why it will sell
For one-semester Principles of Economics courses, a practice-oriented learning system that breaks the traditional textbook mold to help students focus on the most important concepts and effectively practice application of those concepts. Essential Foundations of Economics is structured around a Checklist/Checkpoint system. The result is a patient, confidence-building program that prepares students to use economics in their everyday lives, regardless of what their future career will be. This program provides a better teaching and learning experience for you and your students. It will help you to:

- Personalize learning with MyEconLab: This online homework, tutorial, and assessment program engages students in learning and provides instructors tools to keep students on track.
- Encourage students to learn by doing: A Checklist/Checkpoint system provides a practice-oriented framework that enables active learning.
- Command student attention and foster interest in the course: Engaging features draw students into the material, and keep them focused throughout the course.
- Provide engaging, fully updated content: New and updated material on contemporary topics better motivates students to discover the economic way of thinking.

New to this Edition
Provide engaging, fully updated content! The content of the revised Seventh Edition has been driven by the drama of the extraordinary period of economic history in which we are living. New and updated material on the following contemporary topics better motivates students to discover the economic way of thinking:

- Persistent unemployment and slow growth
- Headwinds from Europe’s unresolved debt crisis
- Ongoing tensions arising from offshore outsourcing
- A slowing pace of China’s expansion
- Enhanced concern about climate change
- Falling U.S. energy imports as fracking boosts domestic production
- Relentless pressure on the federal budget from the demands of an aging population and a sometimes dysfunctional Congress
- The dilemma posed by slow recovery and rising government debt
- The question of when and how fast to exit an era of extreme monetary stimulus
- A fluctuating dollar

NEW! The section in Chapter 1, Getting Started, on “The Economic Way of Thinking” has been reorganized to provide a clearer sequencing of the key ideas. NEW! In Chapter 2, The U.S. and Global Economies, the new example of the complex production of the Dreamliner is used to motivate and illustrate what, how, and for whom in the U.S. and global economies. A new Eye on the Past looks at the dramatic changes in manufacturing in the U.S. economy through the example of the domestic production of shoes. A new photo essay highlights global differences in how goods and services are produced.
Using MIS: Global Edition

7/e
David Kroenke,

Price: £52.99 €66.95
Format: Limp Binding
Extent: 576pp
Size: 276X216
Pub Date: July 2014
Previous ISBN: 978129001401
Imprint: Pearson Education

Why it will sell
For undergraduate Introductory Management Information Systems courses This engaging introduction to how people use IS to solve business problems explains why MIS is the most important course in the business school by showing students how businesses use information systems and technology to accomplish their goals, objectives, and competitive strategy. Included are three unique Guides per chapter focusing on the themes of ethics, security, and other timely topics; plus a number of illustrative cases, exercises, projects, and other aids to ensure that students connect the knowledge in the text to everyday life. With a new edition now publishing each year, Using MIS, contains fresh, new, and current material to help keep your students up to date.

New to this Edition
Focus on important themes of ethics, security, and other timely topics through the text’s Guides. In order to provide a deeper and richer discussion of ethical considerations, every Ethics Guide asks students to apply Immanuel Kant’s categorical imperative, utilitarianism, or both to the business situation described in the guide. The categorical imperative is introduced in the Ethics Guide in Chapter 1 and utilitarianism is introduced in the Ethics Guide in Chapter 2. Connect classroom knowledge to everyday life with illustrative cases and a number of exercises and other interactive features: Chapter Introduction Business Examples demonstrate how information is relevant in the real world and include: NEW! AllRoad Parts case vignettes introduce chapters and are integrated throughout. AllRoad Parts is an online vendor of off-road parts that is considering 3D printing and ultimately rejects that idea because of the effect it would have on business processes and IS. Instead, the company offers 3D printing designs as a product as revealed in Chapters 1-6. Keep content current to help keep your students up to date with the most recent events. Every sentence and industry reference is checked for obsolescence in an attempt to keep each chapter current. Events move fast, and to keep the text current, the Seventh Edition includes changes and updates in every chapter.
Economics: Global Edition

5/e
R. Glenn Hubbard, Anthony Patrick O’Brien,

Price: £52.99 £66.95
Format: Limp Binding
Extent: 1128pp
Size: 276X216
Pub Date: July 2014
Previous ISBN: 
Imprint: Pearson Education

Why it will sell

For two-semester Principles of Economics courses at universities
Reveal the relevance of economics through real-world business examples
One of the challenges of teaching Principles of Economics is fostering interest in concepts
that may not seem applicable to students’ lives. Economics, Fifth Edition makes economics relevant by demonstrating
how real businesses use economics to make decisions every day. Regardless of their future career path—opening an art
studio, trading on Wall Street, or bartending at the local pub—students will benefit from understanding the economic
forces behind their work. This program provides a better teaching and learning experience—for you and your students.
It will help you to:
• Personalize learning with MyEconLab: This online homework, tutorial, and assessment program fosters learning and provides tools that help instructors to keep students on track.
• Show students how economics is relevant: Relatable features ground course material in the real world, showing students how these ideas are relevant and facilitating understanding.
• Foster thorough understanding via a flexible, student-focused approach: An engaging, captivating writing style and student-friendly learning aids motivate and engage students.

New to this Edition
**Occupational Safety and Health for Technologists, Engineers, and Managers, Global Edition**

**Sub Title**
8/e

| Price: | £69.99 €87.95 |
| Format: | Limp Binding |
| Extent: | 720pp |
| Size: | 276X216 |
| Pub Date: | July 2014 |
| Previous ISBN: | 9780132547086 |
| Imprint: | Pearson |

**Why it will sell**
For all Occupational Safety, Safety and Health Management, and related courses in any safety management, engineering, industrial/manufacturing technology, or other program, in universities, colleges, community colleges, and corporate training settings. This comprehensive, extensively updated text covers all aspects of occupational safety and health in today’s global workplace. A major revision, Occupational Safety and Health for Technologists, Engineers, and Managers, 8e, presents new and revised regulations, emerging approaches and trends, updated statistics, and other new material of significant importance to students and practitioners in the field. Among the dozens of new topics covered: ROI for safety/health investments; Heinrich’s theory; Worker’s Compensation lawsuits; fall protection; hard hat ratings; PPE for cold work environments; indoor air quality investigations; fungal growth assessment; nanoscale materials; and noise reduction ratings. Clear, up-to-date, and logically sequenced, this text begins with historical perspective and overview, then covers laws and regulations; human elements; hazard assessment, prevention, and control; and key management issues. Each chapter contains case studies to promote classroom discussion; at least one safety fact or myth designed to engage students; and review questions to

**New to this Edition**
The most comprehensive coverage available, fully reflecting the field’s latest trends: NEW! Updated coverage of new OSHA, EPA, NFPA, ANSI/NFSI, and other standards, wherever they have been established or revised—preparing students to comply with the latest regulations and best practices NEW! Coverage of global harmonization of OSHA’s Hazard Communication Standard—helping students operate more successfully in global organizations NEW! Explanation of MRSA in the workplace, and prevention techniques—preparing students to defend against the growing risk of serious workplace infection associated with MRSA NEW! Coverage of nanoscale materials in industrial hygiene—helps students anticipate the growing use of nanotechnology and any possible opportunities and risks that may be identified in connection with it Supported with exceptional pedagogical features: NEW! Updated Instructor’s Resources, including PowerPoint lecture notes for all chapters; an Instructor’s Guide containing a test bank and answers to review questions for all chapters, and selected illustrations from the text—making it easier for instructors to organize courses and teach effectively Combines theory and principles in realistic settings: NEW! Updated coverage of the emerging roles of safety professionals, including their roles in product recalls, establishing a safety-first corporate culture, and maximizing the ROI of safety and health management—preparing students to operate effectively as safety/health professionals, and move into management roles.
Solid State Electronic Devices: Global Edition

7/e
Ben Streetman, Sanjay Banerjee,

Price: £69.99 €87.95
Format: Limp Binding
Extent: 624pp
Size: 232X178
Pub Date: July 2014

Why it will sell
For undergraduate electrical engineering students or for practicing engineers and scientists interested in updating their understanding of modern electronics One of the most widely used introductory books on semiconductor materials, physics, devices and technology, Solid State Electronic Devices aims to: 1) develop basic semiconductor physics concepts, so students can better understand current and future devices; and 2) provide a sound understanding of current semiconductor devices and technology, so that their applications to electronic and optoelectronic circuits and systems can be appreciated. Students are brought to a level of understanding that will enable them to read much of the current literature on new devices and applications. Teaching and Learning Experience This program will provide a better teaching and learning experience for you and your students. It will help: Provide a Sound Understanding of Current Semiconductor Devices: With this background, students will be able to see how their applications to electronic and optoelectronic circuits and systems are meaningful. Incorporate the Basics of Semiconductor Materials and Conduction Processes in Solids: Most of the commonly used semiconductor terms and concepts are introduced and related to a broad range of devices. Develop Basic Semiconductor Physics Concepts: With this background, students will be better able to understand current and future devices.

New to this Edition
Provide a Sound Understanding of Current Semiconductor Devices The authors have chosen devices to discuss that are broadly illustrative of important principles at the undergraduate level. The discussion of MOS devices is updated, both in the underlying theory of ballistic FETs as well as discussion of advanced MOSFETs such as FinFETs, strained Si devices, metal gate/high-k devices, III-V high channel mobility devices. The treatment of optoelectronic devices is updated, including high bandgap nitride semiconductors and quantum cascade lasers. A brand new section on nanoelectronics introduces students to exciting concepts such as 2D materials including graphene and topological insulators, 1D nanowires and nanotubes, and 0D quantum dots. A new discussion highlights spintronics and novel resistive and phase change memories. Develop Basic Semiconductor Physics Concepts This edition features about 100 new problems and updated references that extend concepts in the text.
Elementary Surveying: Global Edition

14/e
Charles D. Ghilani, Paul Wolf,

| Price:        | £59.99 / €73.95 |
| Format:       | Book paper + pin |
| Extent:       | 960pp |
| Size:         | 232X188 |
| Pub Date:     | July 2014 |
| Previous ISBN:| 9780273751441 |
| Imprint:      | Pearson Education |

Why it will sell

For Surveying courses offered in Civil Engineering departments This highly readable, best-selling text presents basic concepts and practical material in each of the areas fundamental to modern surveying (geomatics) practice. Its depth and breadth are ideal for self-study. Elementary Surveying, Fourteenth Edition, is updated throughout to reflect the latest advances and technology. Teaching and Learning Experience: This program will provide a better teaching and learning experience for you and your students. It will help: Emphasize the Theory of Errors in Surveying Work: Common errors and mistakes are listed to remind students to exercise caution in their work. Use Strong Pedagogy Tools to Teach: Numerous worked example problems, figures, illustrations, and end-of-chapter problems help students apply concepts. Reflect the Latest Advances in Technology: To keep your course current and relevant, this edition covers the latest advancements in surveying technology.

New to this Edition

Reflect the Latest Advances in Technology: An emphasis on total stations as the instruments for making angle and distance observations provides an up-to-date presentation of surveying equipment and procedures. NEW: Images of new instruments and field book pages that match today’s instruments. UPDATED: Increased discussions on the changes in reference systems. NEW: Discussion on planning a ground-based laser-scanning survey. NEW: Discussion on the landxml format to exchange mapping files. REVISED: Discussion on point codes in field-to-finish surveying. EXTENDED: Coverage on errors present in electronic distance measurements. NEW: Introduction to mobile mapping systems. Several sections on machine control, localization of GPS surveys, and construction staking using GPS are included. Coverage of both automatic and digital levels for elevation determination. An appendix on Introduction to Matrices.
Digital Control System Analysis & Design: Global Edition

4/e
Charles L. Phillips, Troy Nagle, James Brickley, Aranya Chakrabortty,

<table>
<thead>
<tr>
<th>Price:</th>
<th>£70.99 €88.95</th>
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<tr>
<td>Format:</td>
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<tr>
<td>Extent:</td>
<td>704pp</td>
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<td>Pearson Education</td>
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Why it will sell

Appropriate for a one semester/two-quarter senior-level course in digital or discrete-time controls. 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. Provide MATLAB programs to students: Short MATLAB programs have been included in many of the examples, which allow students to experiment and learn more skills. Motivate students with running applications that are featured throughout the book: Simple physical systems are introduced in one chapter and then used again later to illuminate more advanced material. Reinforce core concepts with examples and problems: Over 400 problems and 130 worked examples help students grasp the text’s concepts.

New to this Edition

-
**Principles of Managerial Finance: Brief, Global Edition**

7/e  
Lawrence J. Gitman, Chad J Zutter,


### Why it will sell

For Introduction to Managerial Finance courses. Guide students through complex material with a proven learning goal system. This system—a hallmark feature of Principles of Managerial Finance, Brief—weaves pedagogy into concepts and practice, giving students a roadmap to follow through the text and supplementary tools. MyFinanceLab for Principles of Managerial Finance: Brief, Seventh Edition creates learning experiences that are truly personalized and continuously adaptive. MyFinanceLab reacts to how students are actually performing, offering data-driven guidance that helps them better absorb course material and understand difficult concepts—resulting in better performance in the course. A dynamic set of tools for gauging individual and class progress means educators can spend less time grading and more time teaching. This program will provide a better teaching and learning experience for you and your students. Here’s how: Improve Results with MyFinanceLab: MyFinanceLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Guide Students with a Proven Learning Goal System: Integrating pedagogy with concepts and practical applications, this system presents the material students need to make effective financial decisions in a competitive business environment. Provide Real, Hands-on Examples and Connections: Personal finance connections, international considerations, and Excel® spreadsheet practice help students identify and apply concepts in their daily lives.

### New to this Edition

Provide Real, Hands-on Examples and Connections: NEW end-of-section MyFinanceLab Excel Review Questions ask readers to complete problems using a simulated Excel spreadsheet in MyFinanceLab which resembles examples demonstrated in the corresponding section. NEW Matter of Fact box topics, including: Firms Accelerate Dividends so Shareholders Save on Taxes (chapter 1) Bond Yields Hit Record Lows (chapter 6) Did Tax Cuts Stimulate Dividends? (chapter 7) The Value of Speed (chapter 7) Payback in Europe (chapter 10) Europeans Squeeze Working Capital (chapter 11) USPS Problems Create Opportunities for Banks (chapter 15) Receivables Trading (chapter 16) NEW Focus on Ethics box topics, including: Critics See Ethical Dilemmas in Google Glass? (chapter 1) NEW TVM Tables Supplement is a self-contained online supplement which explains how the reader should use the interest rate factors and documents how the in-chapter examples can be solved using the interest rate factors. An IRF icon appears to indicate which examples can be solved using the interest rate factors.
Excel Modeling in Corporate Finance: Global Edition

5/e
Stewart Venit, Elizabeth Drake,

Price: £35.99 €45.95
Format: Limp Binding
Extent: 240pp
Size: 276X219
Pub Date: July 2014
Previous ISBN:
Imprint: Pearson

Why it will sell
For courses in corporate finance or financial management at the undergraduate and graduate level. Excel Modeling in Corporate Finance approaches building and estimating models with Microsoft® Excel®. Students are shown the steps involved in building models, rather than already-completed spreadsheets.

New to this Edition
The Fifth Edition adds great new corporate finance content: NEW. Real options, including the valuation of abandonment options, expansion options, contraction options, options to defer, and options to extend. NEW. Lease vs. buy decisions, including corporate, house, and car applications. UPDATED. All of the real world data, including financial statements, bond prices, the yield curve, asset returns, exchange rates, and options prices, have been updated to the present.
Earth Science, Global Edition

14/e
Edward J. Tarbuck, Frederick K Lutgens, Dennis G. Tasa,

Price: £64.99 €81.95
Format: Limp Binding
Extent: 792pp
Size: 276X216
Pub Date: July 2014
Previous ISBN: 9780321709967
Imprint: Pearson

Why it will sell
For Introductory Earth Science Courses Ideal for undergraduates with little or no science background, Earth Science provides a student-friendly overview of our physical environment that offers balanced, up-to-date coverage of geology, oceanography, astronomy, and meteorology. The authors' texts have always been recognized for their readability, currency, dynamic art program, delivery of basic principles and instructor flexibility. This program will provide an interactive and engaging learning experience for your students. Here's how: Teach with an active learning path: Chapters have been broken up into small manageable sections that help students actively analyze information, assess their progress and think about Earth science. Use art that teaches. Each chapter contains 5-7 SmartFigures. SmartFigures are illustrations that use Quick Response (QR) codes to link students to lecture-style videos. Also found in each chapter and accessed by QR codes are Mobile Field Trips, where students virtually accompany Michael Collier on adventures to explore different landscapes. Cultivate an active learning environment that helps students achieve a deeper understanding of the text.
For Introductory Physical Geography Courses

Among the most highly regarded in physical geography, Robert Christopherson's bestselling texts are known for their meticulous attention to detail, currency, accuracy, and rich integration of climate change science. Geosystems: An Introduction to Physical Geography, Ninth Edition is uniquely organized to present Earth systems topics as they naturally occur: atmosphere, hydrosphere, lithosphere and biosphere. This interconnected and organic systems-based approach is highlighted in the strong pedagogical tools, structured learning path, and up-to-date information found in the text. This new edition presents bold new features that cultivate an active learning environment both in and outside the classroom. The Ninth Edition can be made available with MasteringGeography™, the most effective and widely used online tutorial, homework, and assessment system for the sciences. Note: You are purchasing a standalone product; MasteringGeography does not come packaged with this content. MasteringGeography is not a self-paced technology and should only be purchased when required by an instructor. MasteringGeography will provide an interactive and engaging learning experience for your students.
Introduction to Geography: People, Places, and Environment, Global Edition

6/e
Carl H. Dahlman, William H. Renwick, Edward Bergman,

Price: £52.99 €66.95
Format: Limp Binding
Extent: 568pp
Size: 276X216
Pub Date: July 2014
Previous ISBN: 9780321745774
Imprint: Pearson

Why it will sell
Introduction to Geography: People, Places, & Environment, Sixth Edition introduces students to the major tools, techniques, and methodological approaches of the discipline through new applied and visual features that engage students and reinforce real-world connections. The authors emphasize the integration of various aspects of geographic processes and systems by discussing what happens in one set of geographic processes and how that affects others. For example, what happens in economic systems affects environmental conditions; what happens to climate affects political dynamics.

New to this Edition
Data and Computer Communications, Global Edition

10/e
William Stallings,

Why it will sell
Two-time winner of the best Computer Science and Engineering textbook of the year award from the Textbook and Academic Authors Association For a one/two-semester courses in Computer Networks, Data Communications, and Communications Networks in CS, CIS, and Electrical Engineering departments. With a focus on the most current technology and a convenient modular format, this best-selling text offers a clear and comprehensive survey of the entire data and computer communications field. Emphasizing both the fundamental principles as well as the critical role of performance in driving protocol and network design, it explores in detail all the critical technical areas in data communications, wide-area networking, local area networking, and protocol design.

New to this Edition
The chapter organization has been changed somewhat so that now the material is organized into two Units, with Unit Two containing more advanced material and an expansion of the material related to the Internet. Beyond this organizational revision, the most noteworthy changes include the following: Sockets Programming: A new section introduces sockets programming. Plus a number of sockets programming assignments, with sample solutions, are available for instructors. Software defined networks: A new section covers this widely used technology. Wireless transmission technology: The book provides a unified treatment of important transmission technologies for wireless networks, including FDD, TDD, FDMA, TDMA, CDMA, OFDM, OFDMA, SC-FDMA, and MIMO. 4G cellular networks: A new section covers 4G networks and the LTE-Advanced specification. Gigabit Wi-Fi: A new section covers the two new Wi-Fi standards, IEEE 802.11ac and 802.11ad, which provide Wi-Fi in the Gbps range. Fixed broadband wireless access: New sections cover fixed broadband wireless access to the Internet and the related WiMAX standard. Forward error correction: Forward error correction techniques are essential in wireless networks. This new edition contains substantially expanded coverage of this important topic. Personal area networks: New sections cover personal area networks and the Bluetooth standard Dynamic Host Configuration Protocol (DHCP): DHCP is a widely used protocol that enables dynamic IP address assignment. A new section covers this protocol.
Law Express: Environmental Law (Revision Guide)

2/e
Simon Sneddon,

Understand quickly. Revise effectively. Take exams with confidence.

Price: £12.99 €16.95
Format: Limp Binding
Extent: 216pp
Size: 210x145
Pub Date: July 2014
Previous ISBN: 
Imprint: Pearson

Why it will sell
The Law Express series is designed to help you revise effectively. This book is your guide to understanding essential concepts, remembering and applying key legislation and making your answers stand out!

New to this Edition
Contemporary Business and Online Commerce Law, Global Edition

8/e

Henry R. Cheeseman,

| Price:       | £59.99 €75.95 |
| Format:      | Limp Binding |
| Extent:      | 848pp |
| Size:        | 276X219 |
| Pub Date:    | July 2014 |
| Previous ISBN: | 9780132664370 |
| Imprint:     | Pearson |

**Why it will sell**
For one- or two-semester undergraduate courses in Business Law Take students beyond rote memorization and into true understanding of the concepts and their implications. This motivating, up-to-date text presents business law, ethics, and the legal environment in a way that intrigues students, spurs them to ask questions, and takes them beyond rote memorization as they learn the issues and concepts. With its emphasis on covering online law and e-commerce as key parts of the legal environment-as well as today’s social, ethical, and international issues that are important to the study of business law—it’s the ideal text for your one- or two-semester undergraduate course in Business Law. This text provides a better teaching and learning experience for you and your students. Here’s how: Tailor the material to your specific course with the Custom Database option. Draw students into the material with a rich selection of cases. Address issues critical to the field of business law today.

**New to this Edition**
Address issues critical to the field of business law today. Included is the latest information on such important topics as: NEW U.S. Supreme Court Cases. More than 12 new U.S. Supreme Court cases, including: Shelby County, Texas v. Holder (Voting Rights Act) United States v. Windsor (federal Defense of Marriage Act violates equal protection clause) Maryland v. King (taking DNA of person at time of booking is reasonable search) Kiobel v. Royal Dutch Petroleum Company (Alien Tort Statute does not permit lawsuit in federal court for alleged crimes against humanity committed in another country) Thompson v. North American Stainless, LP (employer retaliation violates Title VII) Mutual Pharmaceutical Company, Inc. v. Bartlett (federal drug labeling law preempts state law) Brown v. Entertainment Merchants Association (state law regulating violent video games violates free speech) Walmart Stores, Inc. v. Dukes (certification of a class denied) Snyder v. Phelps (picketing near veteran’s funeral is protected free speech) Association for Molecular Pathology v. Myriad Genetics, Inc. (naturally occurring segments of DNA is a product of nature and is not patentable)
Corrections
An Introduction Plus MyCJLab with Pearson eText — Access Card Package
4/e
Richard P. Seiter,

Price: £143.99 €176.95
Format: Book paper + pin
Extent: 608pp
Size: 000x000
Pub Date: July 2014
Previous ISBN: 9780135060827
Imprint: Prentice Hall

Why it will sell
For courses in Introduction to Corrections. A practical, inside look at the world of corrections. Corrections: An Introduction, Fourth Edition, provides a practical approach to the world of corrections. The text focuses on what people do in corrections and why, as well as the challenges that face contemporary correctional staff and administrators. This unique approach integrates the author’s practical experience with the theory, history and policy that students need to know. The text demonstrates both the realities of and reasons behind correctional practices at the local, state, and federal levels. Chapters also present case studies, information on careers, and real examples of situations to provide students with an understanding of the practical aspects of working in corrections. MyCJLab with CJ Search This text is accompanied by MyCJLab with Pearson eText, a dynamic course management program with personalized assessment and remediation, groundbreaking simulations and interactivities, and rich media organized and traceable by textbook learning objective. To learn more about MyCJLab, watch a brief introduction: http://www.youtube.com/watch?v=FhP1F9naJXY. To purchase access or redeem your access code, please visit www.mycjlab.com.

New to this Edition
The fourth edition of Corrections: An Introduction has been updated to provide state-of-the-art information on the operations of the various elements of corrections and the issues faced by correctional policymakers and practitioners. New! Video interviews with people involved in the corrections system—including professionals in correctional agencies, judges, elected officials, and individuals within the corrections system—accompany the text on MyCJLab. Insightful interviews help students experience the world of corrections from the inside. Call-outs in each chapter direct students and instructors to relevant videos. Revised! Prison Custody and Treatment—now have dedicated chapters to do better justice to these complicated and critical aspects of prison operations. New! New discussions have been added on current topics—coverage of many important issues has been expanded and improved. New and expanded material includes: budgetary challenges to correctional agencies new sentencing and community alternatives problem-solving courts (mental health) evidence-based practices staff recruitment and retention issues “adultification” of the juvenile justice system prisoner reentry and more Updated! Policy and legal decisions—important to corrections have been updated throughout.
Public Relations: Strategies and Tactics, Global Edition

11/e
Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber,

Price: £59.99 €75.95
Format: Limp Binding
Extent: 624pp
Size: 254X203
Pub Date: July 2014
Previous ISBN: 9780205099160
Imprint: Pearson

Why it will sell
Clearly explains the basic concepts, strategies, and tactics of today’s public relations practice. 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.

New to this Edition
Chapter 1: What is Public Relations? Updates on the size and scope of the global industry. New cases on campaigns conducted by Apple, Facebook, and other organizations such as a Cuban restaurant in Miami. The requirements of an internship at a major PR firm. Updated stats on entry-level jobs in the public relations and communications field. Results of 2013 salary survey by PRWeek for median salaries in the field. Chapter 2: Evolution of Public Relations. Martin Luther’s use of “social media” to advance the Reformation. A new perspective on Ivy Lee’s tactics and honesty. An update on the influx of women into the field and an infographic showing that the typical VP is now a female. A new photo gallery of outstanding female executives in the field. A global study identifying the major issues facing PR executives today.
Consumer Behavior, Global Edition

11/e
Michael R. Solomon,

Price: £59.99 €75.95
Format: Limp Binding
Extent: 608pp
Size: 276X216
Pub Date: July 2014
Previous ISBN: 9780273767312
Imprint: Pearson Education

Why it will sell
For undergraduate and MBA courses in consumer behavior. Solomon goes beyond the discussion of why people buy things and explores how products, services, and consumption activities contribute to shape people’s social experiences. This program will provide a better teaching and learning experience—for you and your students. Here’s how:

Digital Consumer Focus: This text continues to highlight and celebrate the brave new world of digital consumer behavior.

Help Students Apply the Case to the Chapter’s Contents: A case study has been added to the end of each chapter along with discussion questions to help students apply the case to the chapter’s contents. Keep your Course Current and Relevant: New examples, exercises, and research findings appear throughout the text.

New to this Edition
The eleventh edition of Consumer Behavior has been extensively revised and updated to reflect the major trends and changes in marketing that impact the study of consumer behavior. The most significant changes to the edition are highlighted below: A totally reorganized Table of Contents that now presents a comprehensive overview of the field in 12 chapters. The new structure organizes material into three sections of four chapters each, so that instructors can easily cover one chapter per week in a typical semester. The first section presents a framework of consumer decision-making that incorporates both micro and macro influences on how people choose products and services. The second section dives deeper into micro influences such as perception and learning, and the third section examines macro variables such as group dynamics and lifestyles. Six new end-of-chapter cases and six updated end-of-chapter cases. A strong focus on social media platforms and how they change consumer behavior. A new chapter on Consumer and Social Well-Being that highlights pressing ethical issues relevant to consumer behavior such as privacy, sustainability, and addiction. Significant coverage of major emerging topics including Big Data, the Digital Self, gamification, and contextual influences on decision-making such as priming and nudging. New content added to every chapter.
Ratti and McWaters have combined years of lecture notes and classroom experience to bring you a series that connects concepts and maintains course rigor. An extensive array of exercises and learning aids further complements your instruction, which ultimately helps to improve student mathematical understanding and results in the course. This program will provide a better teaching and learning experience for you and your students. Here’s how: Improve Results with MyMathLab®: MyMathLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Guide Students to Become Active Learners with student-friendly support features that are designed to help students see not only what they are going to learn, but also why, so that every concept is placed into the proper context. Encourage Students to Practice with three levels of exercises designed to help students practice the math and apply their understanding. Help Students Review and Study with Integrated Study Aids that address some of the most frequent issues and questions.

Why it will sell

Content Changes: Chapter 1 Applications of linear equations have been relocated in Section 1. A separate section “Complex Numbers: Quadratic Equations with Complex Solutions” introduces complex numbers and discusses complex roots of quadratic equations. Polynomial and rational inequalities are now discussed in Section 5. Chapter 2 Expanded discussion of the domain of composite functions with more examples. Chapter 3 New examples of quadratic functions. The procedure for graphing rational functions has been rewritten to identify the relation of the graph to horizontal and oblique asymptotes. Chapter 4 The number e is now introduced in Section 1. A new section on logarithmic scales has been added. Chapter 5 Partial-Fraction Decomposition has been moved to immediately follow Section 2 “Systems of Linear Equations in Three Variables”.

New to this Edition
Precalculus: Concepts Through Functions, A Unit Circle Approach to Trigonometry, Global Edition

3/e
Michael J. Sullivan,

Price: £68.99 €86.95
Format: Limp Binding
Extent: 1200pp
Size: 276X216
Pub Date: July 2014
Previous ISBN: 9780321644879
Imprint: Pearson

Why it will sell
Precalculus: Concepts Through Functions, A Unit Circle Approach to Trigonometry, Third Edition focuses on the fundamentals: preparation for class, practice with homework, and reviewing of key concepts. With the Concepts Through Functions series, the Sullivans expose students to functions in the first chapter and maintain a continuous theme of functions throughout the text. This approach ensures students master basic skills and develop the conceptual understanding they need for the course, ultimately preparing students for future math courses as well. This program will provide a better teaching and learning experience for you and your students. Here’s how: Improve Results: MyMathLab® delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Help students prepare for class with just-in-time review for topics ahead. Reinforce key concepts with practicing skills exercises that allow students to practice immediately after learning a new skill. Review for exams and quizzes with comprehensive practice problems matched to learning objectives for each section.

New to this Edition
Calculus for Business, Economics, Life Sciences and Social Sciences, Global Edition

13/e
Raymond A. Barnett, Michael R. Ziegler, Karl E. Byleen,

Price: £70.99 €88.95
Format: Limp Binding
Extent: 656pp
Size: 276X216
Pub Date: July 2014
Previous ISBN: 9780321711007
Imprint: Pearson

Why it will sell
For 1-2 semester or 1-3 quarter courses covering calculus for students in business, economics, social sciences, or life sciences. Barnett/Ziegler/Byleen is designed to help students help themselves succeed in the course. This text offers more built-in guidance than any other on the market—with special emphasis on prerequisites skills—and a host of student-friendly features to help students catch up or learn on their own. This program provides a better teaching and learning experience. Here’s how: Personalized learning with MyMathLab®: the accompanying MyMathLab course provides online homework and learning tools that help students help themselves succeed. More than 4,400 exercises in the text help you craft the perfect assignments for your students, with plenty of support for prerequisite skills. Built-in guidance helps students help themselves learn course content. Flexible coverage allows instructors to use this text in a way that suits their syllabus and teaching style.

New to this Edition
For a three-semester or four-quarter calculus course covering single variable and multivariable calculus for mathematics, engineering, and science majors. This much anticipated second edition of the most successful new calculus text published in the last two decades retains the best of the first edition while introducing important advances and refinements. Authors Briggs, Cochran, and Gillett build from a foundation of meticulously crafted exercise sets, then draw students into the narrative through writing that reflects the voice of the instructor, examples that are stepped out and thoughtfully annotated, and figures that are designed to teach rather than simply supplement the narrative. The authors appeal to students' geometric intuition to introduce fundamental concepts, laying a foundation for the development that follows. The groundbreaking eBook contains over 650 Interactive Figures that can be manipulated to shed light on key concepts. This text offers a superior teaching and learning experience. Here's how: A robust MyMathLab® course contains more than 7,000 assignable exercises, an eBook with 650 Interactive Figures, and built-in tutorials so students can get help when they need it. Reflects how students use a textbook—they start with the exercises and flip back for help if they need it. Organization and presentation of content facilitates learning of key concepts, skills, and applications.

20% more exercises, including more mid-level exercises to enhance the pace of the book and give students more of a computational footing for the exercises that follow. A thorough, cover-to-cover polishing of the narrative in the second edition makes the presentation of material even more concise and lucid. New topics—several topics that were addressed in Guided Projects in the first edition are now, at the urging of users, included in the main text. We now have complete sections with a full complement of exercises on: Newton's method Surface area of solids of revolution Hyperbolic functions A new introductory section to the standard chapter on integration techniques. An expanded section on tangent and principal normal vectors for vector curves now includes material on binormal vectors and TNB frames. Online chapters on both first- and second-order differential equations have been added for schools requiring more expansive coverage of the topics. These new chapters can also be produced in printed format. As in the first edition, the second edition contains a single robust survey section on first-order differential equations (section 7.9). More fine-tuning of the content includes: The long introductory section in chapter 3 on derivatives is divided into two more digestible sections. Numerous new applied examples and exercises. Updating of all examples and exercises using real data to the most recent available values.
Calculus with Applications for the Life Sciences: Global Edition

2/e
Raymond N. Greenwell, Nathan P. Ritchey, Margaret Lial,

Price: £69.99 €87.95
Format: Limp Binding
Extent: 740pp
Size: 276X216
Pub Date: July 2014
Previous ISBN: 9780201745825
Imprint: Pearson

Why it will sell
Calculus for the Life Sciences features interesting, relevant applications that motivate students and highlight the utility of mathematics for the life sciences. This edition also features new ways to engage students with the material, such as Your Turn exercises. The MyMathLab® course for the text provides online homework supported by learning resources such as video tutorials, algebra help, and step-by-step examples. Teaching and Learning Experience This program will provide a better teaching and learning experience. Here's how: Personalized help with MyMathLab: MyMathLab delivers proven results by personalizing the learning process. Motivation: Students constantly see the math applied to the life sciences. Built for student success: Proven pedagogy, robust exercise sets, and comprehensive end-of-chapter material help students succeed in the course.

New to this Edition
New and Revised Content Chapter 1 Changes in the presentation were made throughout to increase clarity, including adding some examples and rewriting others. In Section 1.1, a new example has been added which models the prevalence of cigarette smoking in the U.S., and then uses the model to make predictions. Section 1.2 has been revised, giving the formulas for the least squares line explicitly and making them more consistent with the formula for the correlation coefficient. In Section 1.4, an example on vaccination coverage, which illustrates how to derive a quadratic model, both by hand and with technology, has been added. In Section 1.5, material on identifying the degree of a polynomial has been rewritten as an example to better highlight the concept. An example on tuberculosis in the U.S., which illustrates how to derive a cubic model, has also been added. Throughout the chapter, real life exercises have been updated and new exercises on topics such as cancer, diabetes, gender ratio, energy consumption, meat consumption, the demand for nurses, organic farming, and ideal partner height have been added. Chapter 2 In Section 2.1, a new example has been added, which covers the surplus of food, illustrating how to derive an exponential model, both by hand and with technology. In Section 2.4, an example using a trigonometric function to model the pressure on the eardrum has been included.
### Essentials of Statistics, Global Edition

5/e  
Mario F. Triola,

| Price: | £59.99 €75.95 |
| Format: | Limp Binding |
| Extent: | 696pp |
| Size: | 276x216 |
| Pub Date: | July 2014 |
| Previous ISBN: | 9780321721693 |
| Imprint: | Pearson |

### Why it will sell

From SAT scores to job search methods, statistics influences and shapes the world around us. Marty Triola’s text continues to be the bestseller because it helps students understand the relationship between statistics and the world, bringing life to the theory and methods. Essentials of Statistics (a briefer version of Elementary Statistics—see below for the full series) raises the bar with every edition by incorporating an unprecedented amount of real and interesting data that will help instructors connect with students today, and help them connect statistics to their daily lives. The Fifth Edition contains more than 1,585 exercises, 89% of which use real data and 86% of which are new. Hundreds of examples are included, 92% of which use real data and 85% of which are new. This program provides a better teaching and learning experience for you and your students. Here’s how: Personalized learning with MyStatLab®: the accompanying MyStatLab online course provides users with countless opportunities to practice, plus statistics specific resources and tools that enhance their experience and comprehension.

### New to this Edition

Personalized learning with MyStatLab®: The accompanying MyStatLab online course provides users with countless opportunities to practice, plus resources and tools specific to statistics that enhance their experience and comprehension. StatCrunch® instructions and displays (Pearson’s powerful online statistical software) are now integrated into the text as well as the MyStatLab course. A variety of relevant and modern videos are available through MyStatLab. Technology Tutorial videos walk students through using key technologies packages that are covered in the book. Section lecture videos, broken down by example, cover important definitions, procedures, and concepts. Many topics are covered by the author himself. This is an excellent resource for students who have missed class or simply wish to review a topic and for students enrolled in distance learning, individual study, or self-paced learning programs. NEW! Chapter Review Exercise videos cover all the Chapter Review exercises in the text. NEW! StatTalk Videos explain the concepts of statistics in a friendly, easy-to-understand way, and can be enjoyed by students of all levels. Animated flow charts from the book break down complicated problems.
Barnett: College Mathematics for Business, Economics, Life Sciences and Social Sciences, Global Edition

13/e
Raymond A. Barnett, Michael R. Ziegler, Karl E. Byleen

Price: £69.99 €87.95
Format: Limp Binding
Extent: 1040pp
Size: 276X216
Pub Date: July 2014
Previous ISBN: 9780321710826
Imprint: Pearson

Why it will sell

For freshman/sophomore, 2 semester/2-3 quarter courses covering finite mathematics and/or calculus for students in business, economics, social sciences, or life sciences. Barnett/Ziegler/Byleen is designed to help students help themselves succeed in the course. This text offers more built-in guidance than any other on the market—with special emphasis on prerequisites skills—and a host of student-friendly features to help students catch up or learn on their own. The content is organized into three parts: (1) A Library of Elementary Functions (Chapters 1-2), (2) Finite Mathematics (Chapters 3-9), and (3) Calculus (Chapters 10-15). This program provides a better teaching and learning experience. Here’s how: Personalized learning with MyMathLab®: the accompanying MyMathLab course provides online homework and learning tools that help students help themselves succeed. More than 6,900 exercises in the text help you craft the perfect assignments for your students, with plenty of support for prerequisite skills. Built-in guidance helps students help themselves learn course content. Flexible coverage allows instructors to use this text in a way that suits their syllabus and teaching style.

New to this Edition
College Mathematics for Business, Economics, Life Sciences and Social Sciences with My Math Lab, Global Edition
13/e
Raymond A. Barnett, Michael R. Ziegler, Karl E. Byleen,

Price: £74.99 €86.95
Format: Pks incldes items of mxed format, but not all books
Extent: 000x000
Size: 000x000
Pub Date: July 2014
Previous ISBN: 000000000000
Imprint: Pearson

Why it will sell
For freshman/sophomore, 2 semester/2-3 quarter courses covering finite mathematics and/or calculus for students in business, economics, social sciences, or life sciences. Barnett/Ziegler/Byleen is designed to help students help themselves succeed in the course. This text offers more built-in guidance than any other on the market—with special emphasis on prerequisites skills—and a host of student-friendly features to help students catch up or learn on their own. The content is organized into three parts: (1) A Library of Elementary Functions (Chapters 1-2), (2) Finite Mathematics (Chapters 3-9), and (3) Calculus (Chapters 10-15). This program provides a better teaching and learning experience. Here's how:
Personalized learning with MyMathLab®: the accompanying MyMathLab course provides online homework and learning tools that help students help themselves succeed. More than 6,900 exercises in the text help you craft the perfect assignments for your students, with plenty of support for prerequisite skills. Built-in guidance helps students help themselves learn course content. Flexible coverage allows instructors to use this text in a way that suits their syllabus and teaching style.

New to this Edition

Finite Mathematics for Business, Economics, Life Sciences and Social Sciences, Global Edition

13/e
Raymond A. Barnett, Michael R. Ziegler, Karl E. Byleen,

Price: £64.99 €81.95
Format: Limp Binding
Extent: 704pp
Size: 276x216
Pub Date: July 2014
Previous ISBN: 9780321702364
Imprint: Pearson

Why it will sell
For 1-semester or 1-2 quarter courses covering finite mathematics for students in business, economics, social sciences, or life sciences. Barnett/Ziegler/Byleen is designed to help students help themselves succeed in the course. This text offers more built-in guidance than any other on the market—with special emphasis on prerequisites skills—and a host of student-friendly features to help students catch up or learn on their own. This program provides a better teaching and learning experience. Here’s how: Personalized learning with MyMathLab®: the accompanying MyMathLab course provides online homework and learning tools that help students help themselves succeed. More than 4,200 exercises in the text help you craft the perfect assignments for your students, with plenty of support for prerequisite skills. Built-in guidance helps students help themselves learn course content. Flexible coverage allows instructors to use this text in a way that suits their syllabus and teaching style.
Finite Mathematics with Applications, Global Edition

11/e
Margaret Lial, Thomas W. Hungerford, John P. Holcomb,

Why it will sell
For freshman/sophomore, 1 semester or 1-2 quarter courses covering college algebra and/or finite mathematics for students in management, natural, and social sciences. Finite Mathematics with Applications in the Management, Natural, and Social Sciences presents sound mathematics in an understandable manner, proceeding from the familiar to new material and from concrete examples to general rules and formulas. The Eleventh Edition retains its focus on real-world problem solving, but has been refreshed with revised and added content, updated and new applications, fine-tuned and newly-integrated pedagogical devices, and enhanced exercise sets. The new edition supports students with a tightly integrated MyMathLab® course and quality applications and exercises. Teaching and Learning Experience This program will provide a better teaching and learning experience. Here’s how: Personalized help with MyMathLab®: MyMathLab delivers proven results by personalizing the learning process. Strong foundation of algebra: The authors devote the first four chapters to algebra topics that form the foundation for the finite mathematics topics that follow. Built for student success: proven pedagogy, robust exercise sets, and comprehensive end-of-chapter material help students succeed in the course. Motivation: Students constantly see the math applied to their major areas of study.

New to this Edition
New and Revised Content Diagnostic Test-as a way to address the often weak algebra skills that students bring to this course, a diagnostic exam is provided just prior to Chapter 1. Prerequisite Skills Test assesses student understanding of the core skills students should have prior to starting the course. Fully worked-out solutions to the diagnostic tests are provided in the back of the book as a way to help students self-remediate as needed, saving valuable class time. Quadratic functions consolidation—in the previous edition there were two separate sections for quadratic functions and applications of quadratic functions (3.4 and 3.5). These two sections have been consolidated for ease of teaching. Examples have been updated to reflect the latest data and to incorporate feedback received on the previous version of the text. Approximately 22% of the 454 examples in the text are new or updated. Additional figures—an additional six figures were added to Section 2.2 to help illustrate slope as part of writing the equation of a line. Graphing calculator screen shots have been updated to represent the latest TI calculator, the TI-84+C. These visuals often prove valuable even to students not using graphing calculators.
Probability and Statistical Inference, Global Edition

9/e
Robert V. Hogg, Elliot A. Tanis,

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**Why it will sell**

For a one- or two-semester course; calculus background presumed, no previous study of probability or statistics is required. 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.

**New to this Edition**

Dale Zimmerman joins the two leading statistician-authors in this edition. He is The Robert V. Hogg Professor in the Department of Statistics and Actuarial Science at the University of Iowa. Dale has rewritten several parts of the text, making the terminology more consistent and contributing greatly to this substantial revision. The new organization is designed to present concepts in a logical sequence, giving students a strong foundation in probability before moving on to coverage of statistics. Balanced coverage of probability and statistics includes: Five chapters that focus on probability and probability distributions, including discrete data, order statistics, multivariate distributions, and normal distribution. The text’s second half emphasizes statistics and statistical inference, including estimation, Bayesian estimation, tests of statistical hypotheses, and methods for quality improvement. Appendix D, Review of Selected Mathematical Techniques, is now included in the text. Updated exercises and examples have been added throughout the text.
Business Statistics, Global Edition

3/e
Norean R. Sharpe, Richard D. De Veaux, Paul Velleman,

For courses in Business Statistics

Business Statistics, Third Edition, by Sharpe, De Veaux, and Velleman, narrows the gap between theory and practice-relevant statistical methods to empower business students to make effective, data-informed decisions. With their unique blend of teaching, consulting, and entrepreneurial experiences, this dynamic author team brings a modern edge to teaching statistics to business students. Focusing on statistics in the context of real business issues, with an emphasis on analysis and understanding over computation, the text helps students be analytical, prepares them to make better business decisions, and shows them how to effectively communicate results. This program provides a better teaching and learning experience—for you and your students. Here’s how: Grounded in modern business, this text provides a real-world context for statistical concepts, preparing students to be successful in the business world. Practice and support: Study tools throughout the text prepare students to analyze and interpret data. Integrated technology: Optional coverage helps students use real statistics software NEW! Improved organization and a streamlined design make the text more accessible than ever.

Why it will sell

- New and Updated in the Text: Increased focus on core material. Discussions have been tightened to get students into the material as quickly as possible, focusing increasingly on the central ideas and core material. Updated examples reflect the changing world and the marked changes in the U.S. and world economies. NEW! More than half of the Ethics in Action features are updated. Ethically and statistically sound alternative approaches and a link to the American Statistical Association’s Ethical Guidelines are now presented in the Instructor’s Solutions Manual, making the Ethics features suitable for assignment or class discussion. Enhanced Technology Help with expanded Excel® 2013 coverage. We’ve updated Technology Help and added detailed instructions for Excel 2013 to almost every chapter. Increased coverage of Excel includes screenshots and, in Technology Help sections, guidance for using Excel 2010 to demonstrate how to use Excel to perform statistical analysis. Improved organization and a streamlined design make the text more accessible than ever.
Mathematics with Applications in the Management, Natural, and Social Sciences presents sound mathematics in an understandable manner, proceeding from the familiar to new material and from concrete examples to general rules and formulas. The Eleventh Edition retains its focus on real-world problem solving, but has been refreshed with revised and added content, updated and new applications, fine-tuned and newly-integrated pedagogical devices, and enhanced exercise sets. The new edition supports students with a tightly integrated MyMathLab® course and quality applications and exercises. Teaching and Learning Experience This program will provide a better teaching and learning experience. Here's how: Personalized help with MyMathLab®: MyMathLab delivers proven results by personalizing the learning process. Strong foundation of algebra: The authors devote the first four chapters to algebra topics that form the foundation for the finite mathematics and calculus topics that follow. Built for student success: proven pedagogy, robust exercise sets, and comprehensive end-of-chapter material help students succeed in the course. Motivation: Students constantly see the math applied to their major areas of study.

Why it will sell
New to this Edition
Diagnostic Tests-as a way to address the often weak algebra skills that students bring to this course, two diagnostic exams are provided just prior to Chapter 1. Prerequisite Skills Test assesses student understanding of the core skills students should have prior to starting the course. Calculus Readiness Test is designed to diagnose any gaps in algebra skills prior to starting the calculus content in Chapter 11. Fully worked-out solutions to the diagnostic tests are provided in the back of the book as a way to help students self-remediate as needed, saving valuable class time. References to specific sections for remediation are provided with the solutions to the Calculus Readiness Test so that students can take advantage of Chapters 1-4 for self-remediation. Quadratic functions consolidation-in the previous edition there were two separate sections for quadratic functions and applications of quadratic functions (3.4 and 3.5). These two sections have been consolidated for ease of teaching. Implicit differentiation and related rates-by popular demand, these topics have been added to the text (sections 12.4 and 12.5). Examples and exercises in these two new sections include applications to business, such as the rate of change of the number of employees and the revenue of a corporation.
Why it will sell

For graduate and undergraduate courses in compensation, staffing, and human resources. The art and science of compensation practice. Strategic Compensation: A Human Resource Management Approach illustrates the art and science of compensation practice and its role in promoting a company’s competitive advantage. MyManagementLab for Strategic Compensation is a total learning package. MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning.

New to this Edition

Chapter 16, titled “Challenges Facing Compensation Professionals,” covers more pertinent issues than included in the seventh edition. This chapter informs students that there is much more to consider besides the fundamentals of compensation design that are detailed in Chapters 1 through 15. Chapter 16 also addresses seven key issues among many that will shape the work of compensation and benefits professionals in the future: Fallout from the “Great Recession” Underemployment: Implications for compensation Executive compensation Rising wages in China Challenges in health care reform Workforce demographic shifts Marriage between same-sex individuals and the U.S. Supreme Court ruling on the Defense of Marriage Act Chapter 7 adds a section on pay policy mix, which is a key element that compensation professionals must consider when designing market competitive pay systems. Chapter 2 describes the main provisions of the Patient Protection and Affordable Care Act of 2010. All chapters have been thoroughly revised to describe current statistics and issues of importance for compensation professionals. The Building Strategic Compensation Systems case is now available online in MyManagementLab and includes the CompAnalysis Software necessary to complete sections of the project. The software is compatible with Windows and Mac platforms.
Workplace Communication: The Basics, Global Edition

6/e
George J. Searles,

Price: £49.99 €62.95
Format: Limp Binding
Extent: 288pp
Size: 232X188
Pub Date: July 2014
Previous ISBN: 9780205828098
Imprint: Pearson

Why it will sell
Workplace Communications is the first brief, less theory-intensive text that focuses on the fundamentals of workplace communication specifically intended for applied writing courses in community colleges and similar settings. Written in a conversational style and featuring a clean, uncluttered page layout, Workplace Communications is designed to be accessible. The high quantity of examples, illustrations, and exercises emphasize practical applications to ensure the text is user-friendly. Workplace Communications is an ideal text to bridge business communication and technical communication courses.

New to this Edition
What’s New in the Sixth Edition? The sixth edition retains all the essential features of the earlier versions while incorporating much new material: • Updated model documents throughout. • New emphasis on writing as a three-step process: prewriting, drafting, and rewriting. • Streamlined coverage of workplace correspondence, with one comprehensive chapter devoted to memos, e-mail, and business letters. • More-tightly focused treatment of short reports. • Collateral coverage of evaluating-rather than simply delivering-oral presentations. • Additional discussion of finding, evaluating, and using print and electronic sources for research-based writing. • Targeted explanation of summarizing, paraphrasing, and quoting properly to avoid plagiarism. • Fresh examples of MLA and APA documentation styles.
Barringer: Preparing Effective Business Plans: An Entrepreneurial Approach, Global Edition

2/e
Bruce Barringer,

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**Why it will sell**

For undergraduate and graduate courses in entrepreneurship This book is for the future entrepreneur who wants to understand the critical issues and feasibility of developing a business venture, while developing an extensive business plan. Teaching and Learning ExperienceThis text will provide a better teaching and learning experience-for you and your students. Here’s how: Focus on the “Front End” of the Entrepreneurial Process: The entrepreneurial process is discussed and defined as part of the comprehensive business plan process. Give Students a Solid Point of Reference: A business plan, for a fictitious company name Prime Adult Fitness, is built throughout the course of the book. Present Special Insights on Presenting and Writing a Business Plan: The book provides tips and suggesting for presenting a business plan with confidence and pose and includes a 12 slide PowerPoint with suggestions on what to include on each slide.

**New to this Edition**

Fresh material explains the business startup process, from the original inception of an idea to a fully fleshed-out business plan. NEW and updated Business Plan Insight boxed features are included. A revised and updated business plan for Prime Adult Fitness—the fictitious fitness center for clients aged 50+—is completed step by step throughout the course of the book. NEW and updated Application Questions end each chapter. NEW and updated examples are embedded in each chapter, illustrating the issues facing business plan writers. An updated Internet Resource Table (Appendix 2.2) gives students access to online resources that will assist them in completing a First Screen Analysis and a complete business plan.
Effective Small Business Management, Global Edition

11/e
Norman M. Scarborough,

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**Why it will sell**

For undergraduate and graduate courses in entrepreneurship and/or small business management. Discover how to successfully launch and manage a small business. Open your students’ minds to the possibilities, challenges, and rewards of becoming a small business owner with Entrepreneurship and Effective Small Business Management. This text provides students with the tools they need in order to launch and manage a small business. This Eleventh Edition continues to provide students with a practical, hands-on approach to launch a business that has the greatest chance for success. This edition features ten new cases and the most recent statistics, studies, surveys, and research about entrepreneurship and small business management.

**New to this Edition**

Get Students to Think Critically About Concepts NEW! Ten Cases. This edition includes 10 new brief cases that cover a variety of topics (see the Case Matrix that appears on the inside cover). All of the cases are about small companies, and most are real companies that your students can research online. These cases challenge them to think critically about a variety of topics that are covered in the book—managing cash flow in a seasonal business and choosing a location for a restaurant’s second branch to deciding how to deal with the Affordable Care Act and setting prices for a social entrepreneur’s eco-friendly apparel. NEW! In the Entrepreneurial Spotlight. Almost all of the “In the Entrepreneurial Spotlight” features are new to this edition. These inspirational true stories invite students to explore the inner workings of entrepreneurship by advising entrepreneurs who face a variety of real-world business issues. Topics addressed in these “Spotlights” include college students applying the entrepreneurial skills they are learning in their classes by starting businesses while they are still in school, entrepreneurs who discover that for them franchising is the ideal path to entrepreneurship, a television makeup artist who launched her own line of makeup and faces decisions about promoting it, entrepreneurs who are enhancing their companies’ e-commerce efforts with social media, and many others.
For Strategic Management and Business Policy courses. Class-tested approach to Strategy with new focus on environmental sustainability. Wheelen and Hunger’s class-tested approach to teaching Strategy is brought into sharper focus with a new theme: environmental sustainability. By bringing the sustainability theme into focus, this text equips students with the strategic concepts they will need to know as they face issues such as climate change, global warming and energy availability.
A class-tested approach to Strategy for Strategic Management and Business Policy courses Wheelen and Hunger’s class-tested approach to teaching Strategy is brought into sharper focus with a new emphasis on globalization, innovation, and sustainability. This text equips 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. For the first time in 30 years, the 14th edition has added two new authors to the text. Alan Hoffman, a major contributor to the 13th edition, is a former textbook author and world-renowned author of strategy business cases, and Chuck Bamford, who was a student of Tom Wheelen and David Hunger back in 1980 at the University of Virginia (McIntire School of Commerce), has authored four other textbooks. They join J. David Hunger and bring a fresh perspective to this extraordinarily well-researched and practically crafted text.

Focus on Globalization, Innovation, and Sustainability
NEW! Globalization, Innovation, and Sustainability: This edition emphasizes a three-legged approach consisting of globalization, innovation, and sustainability. These three strategic issues comprise the cornerstone that all organizations must build upon to push their businesses forward. NEW! Vignettes on Sustainability (which is widely defined as Business Sustainability), Globalization (which the authors view as an expectation of business), and Innovation (which is the single most important element in achieving competitive advantage) appear in every chapter of the text. NEW! Every example, chapter opening, and story has been updated. This includes chapter opening vignettes examining companies such as: Five Guys, RIM (BlackBerry), HP’s Board of Directors, Tata Motors, Costco, and Pfizer among many others. NEW! Resource-based analysis (Chapter 5) has been added to the toolbox of students’ understanding of competitive advantage. NEW! Extensive additions have been made to the text on strategy research. NEW! Current consulting practices have been added to the topics of strategy formulation and strategy implementation. Help Students Apply Concepts to Real-Life Scenarios.
Health: The Basics, Global Edition

11/e
Rebecca J. Donatelle,

| Price:       | £62.99 €78.95 |
| Format:      | Limp Binding |
| Extent:      | 576pp |
| Size:        | 276X216 |
| Pub Date:    | July 2014 |
| Previous ISBN:| 9780321814548 |
| Imprint:     | Pearson |

**Why it will sell**

For Personal Health Courses Connecting Your Health to Your World-Money and Technology Edition Health: The Basics, Eleventh Edition focuses health coverage on real-world topics that have the greatest impact on students’ lives, bringing health topics to life and keeping students hooked on learning and living well. This text addresses students’ diverse needs and learning styles with new Video Tutors and the new (optional) MasteringHealth. Along with its dynamic new content and technology, this book retains its hallmarks of currency, excellent research, strength in behavior change, attractive design, imaginative art, and unique mini-chapters. This program presents a better teaching and learning experience—for you and your students. Health: The Basics, Eleventh Edition will: Personalize learning with MasteringHealth (optional): MasteringHealth coaches students through the toughest health topics. Engaging tools help students visualize, practice, and understand crucial content, from the basics of health to the fundamentals of behavior change. Cover health topics with a real-world focus: Money and Technology are two of the timeliest issues arising in health today and are addressed through the new Money & Health and Tech & Health boxes. A new mini-chapter targets financial challenges students face every day, such as budgeting, scams, and debt. Make health mobile: Each chapter now includes a Video Tutor presentation that highlights a book figure or point of discussion in an engaging video.

**New to this Edition**

Cover health topics with a real-world focus A new mini-chapter, Focus On: Improving Your Financial Health, covers credit card scams, creating and sticking to a budget, student loans, planning for the future, and other topics related to the practical application of money and finances to health. The chapter follows the first chapter of the book. Money & Health boxes cover elements of the financial or economic world that impact personal health. Topics include tips to maximize healthcare benefits while minimizing costs and guidelines to follow when shopping for fitness facilities to ensure you get a good deal. Tech & Health boxes tackle technology advances that make a difference to students. Topics include reviews of various diet- and exercise-monitoring phone apps, a description of a low-cost diagnostic test that could revolutionize AIDS treatment in Africa, and a look at whether students who go “tech free” for a time go through the same withdrawal symptoms that drugs addicts experience. Focus on: Reducing Risks and Coping with Chronic Diseases and Conditions and Focus on: Understanding Complementary and Alternative Medicine are new mini-chapters. Make health mobile Each chapter now includes a Video Tutor presentation that highlights a book figure or point of discussion in an engaging video (27 total). QR codes placed in the narrative tell students when a video is available. Just scan the QR code with a reader on your smartphone or tablet, and your phone loads up the appropriate Video Tutor. Support instructors Focus-on mini chapters now include Learning Outcomes.
Teaching Strategies for Nurse Educators

Sandra DeYoung,

3/e

Price: £45.99 €57.95
Format: Limp Binding
Extent: 320pp
Size: 232x178
Pub Date: July 2014
Previous ISBN: 9780131790261
Imprint: Prentice Hall

For all courses in nurse education. This student-friendly, easy-to-read text is the best resource for the nurse educator. Teaching Strategies for Nurse Educators, 3e, prepares graduate nursing students to be nurse educators in settings of staff development, patient education, or academia-covering commonalities of teaching that pertain to all three. Based on a strong foundation in educational theory and practical teaching strategies, constructive information and cutting-edge content emphasize the theories and strategies most likely to be used in the field of nursing and health education. References to the most current evidence-based research on effective teaching practices are imbedded throughout the text. This book guides the nurse educator through the entire teaching process, from planning learning to conducting classes, applying traditional teaching methods and innovative technology, both in the classroom and within the context of distance learning platforms. After studying this text, the new (or renewed) nurse educator will be able to teach with a sound understanding of basic learning theory and an excitement about the many approaches she or he can use to achieve desired learning outcomes.

Teaching and Learning Experience
This book offers a current look at teaching strategies for educators in the nursing and health fields. It provides: Overview of teaching and learning processes: Focuses on understanding the learning process and the many variables that affect learning. Teaching strategies: Covers advantages and disadvantages, purposes and uses of the methods, and research on the strategies that are discussed. Superior pedagogical features: Gives students the tools to master key concepts faster and more effectively.

Why it will sell

New to this Edition
College Physics: A Strategic Approach Technology Update, Global Edition

3/e
Randall D. Knight, Brian Jones, Stuart Field,

Intended for algebra-based introductory physics courses. Built from the ground up for optimal learning; refined to help students focus on the big picture. Building on the research-proven instructional techniques introduced in Knight's Physics for Scientists and Engineers, College Physics: A Strategic Approach sets a new standard for algebra-based introductory physics—gaining widespread critical acclaim from professors and students alike. The text, supplements, and optional MasteringPhysics® work together to help students see and understand the big picture, gain crucial problem-solving skills and confidence, and better prepare for lecture and their future. For the Third Edition, Randy Knight, Brian Jones, and Stuart Field have incorporated student feedback and research to strengthen their focus on student learning, and to apply the best results from educational research and extensive user feedback and metadata. This program presents an unparalleled teaching and learning experience, uniquely effective and integrated. Personalize learning with optional MasteringPhysics: MasteringPhysics provides students with engaging experiences that coach them through physics with specific wrong-answer feedback, hints, and a wide variety of educationally effective content. Prepare for lecture: Prepare students for lecture with innovative and engaging media tools, tailored carefully to reinforce the textbook.

Why it will sell

Prepare for lecture NEW! Prelecture Videos, presented by co-author Brian Jones, are assignable through MasteringPhysics and expand on the ideas in the textbook's Chapter Previews, giving context, examples, and a chance for students to practice the concepts they are studying via short multiple-choice questions.

Understand the big picture NEW! Enhanced Chapter Previews are streamlined, focused on the three most important ideas, and tied to specific learning objectives. In addition, they explicitly mention the one or two most important concepts from past chapters, and finish with a new “Stop to Think” question, giving students a chance to build on their knowledge from previous chapters and integrate it with new content they are about to read. NEW! Synthesis Boxes bring together key concepts, principles, and equations in order to highlight connections and differences. More than a summary, they emphasize deeper relations and point out common or contrasting details. NEW! Concept Check Figures encourage students to actively engage with a key or complex figure by asking them to reason with a related “Stop to Think” question. NEW! Expanded “Stop to Think” Questions provide students with more crucial practice and concept checks as they go through the chapters. Approximately 100 of these popular Stop to Think exercises have been added for this edition. NEW! Looking Back Pointers in the body of the text provide “just-in-time” references that encourage students to refer back to relevant material from earlier chapters.

Price: £54.99 €68.95
Format: Limp Binding
Extent: 1088pp
Size: 276X216
Pub Date: July 2014
Previous ISBN: 9780321831842
Imprint: Pearson
### Why it will sell

Intended for non-science majors Physics Courses Since defining this course 30 years ago, Paul Hewitt's best-selling text continues as the benchmark by which all others are judged. In Conceptual Physics Twelfth Edition Paul Hewitt makes physics interesting, understandable, and relevant for non-science majors. The Twelfth Edition will delight students with informative and fun Hewitt-Drew-It screencasts, updated content and applications. Hewitt's text is guided by the principle of "concepts before calculations" and is famous for engaging students with analogies and imagery from the real-world that build a strong conceptual understanding of physical principles ranging from classical mechanics to modern physics. This program presents a better teaching and learning experience for you and your students. Prepare for lecture: NEW! 100 Hewitt-Drew-It screencasts, authored and narrated by Paul Hewitt, explain physics concepts through animation and narration. The exciting new Screencasts, accessed through QR codes in the textbook, will enable students to engage with the physics concepts more actively outside of class. Make physics delightful: Relevant and accessible narrative, analogies from real-world situations, and simple representations of the underlying mathematical relationships make physics more appealing to students. Build a strong conceptual understanding of physics: Students gain a solid understanding of physics through practice and problem solving in the book.

### New to this Edition

- **Price:** £70.00 €79.95
- **ISBN13:** 978-1-292-05756-9
- **Format:** Pks incldes items of mxed format, but not all books
- **Extent:** 000x000
- **Pub Date:** July 2014
- **Imprint:** Pearson

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**Conceptual Physics with MyLab, Global Edition**

12/e

Leslie A. Hewitt,
Health Psychology: An Interdisciplinary Approach to Health: Global Edition

2/e
Deborah Fish Ragin,

A truly interdisciplinary approach to the study of health Health Psychology: An Interdisciplinary Approach uses the social ecological perspective to explore the impact of five systems on individual health outcomes: individual, culture/family, social/physical environment, health systems and health policy. In order to provide readers with an understanding of how health affects the individual on a mental and emotional level, the author has taken an interdisciplinary approach, considering the roles of anthropology, biology, economics, environmental studies, medicine, public health, and sociology.

Price: £69.99 €87.95
Format: Limp Binding
Extent: 576pp
Size: 232X188
Pub Date: July 2014
Previous ISBN: 9780132568579
Imprint: Pearson

Why it will sell

New to this Edition

Chapter-by-Chapter Changes: Chapter 7: New section on short-term versus long-term stress in animals and humans as explored by Sapolsky (Why Zebra’s Don’t Get Ulcers). New discussion of the biological markers of stress with special attention to the role of cortisol as a biological stress measure and the complex role of glucocorticoids on short- and long-term stress. Expanded discussion on the Elaboration of the General Adaptation Syndrome and the relationship between stress and illness. Expanded discussion on the exploration of the role of cognitive and behavioral coping mechanisms to abate or control stress. This section includes a new section on adaptive versus maladaptive coping mechanisms and the temporality of coping mechanisms. Expanded discussion on an examination of the role of religion and spirituality on stress management, and a look at the physiological and psychological effects of humor and laughter on stress abatement. Expanded discussion on the exploration of new research on the relationship between stress and cancer and between stress and autoimmune disorders. A look at Crandall’s Undergraduate Stress Questionnaire to explore the role of life events on stress in a way that may resonate better with college students. Chapter 10: Completely reorganized chapter–The first half of the chapter now focuses on the physiology of pain. The second half uses arthritis, a chronic illness, to illustrate the pain process and demonstrate physiological and psychological treatment approaches for chronic pain.
Establishes a solid foundation of knowledge about psychological testing. Psychological testing impacts virtually every corner of modern life, from education to vocation to remediation. Psychological Testing: History, Principles, and Applications, 7/e, covers all variations of testing and explores social issues testing raises. This program provides readers extensive knowledge about the characteristics, objectives, and wide-ranging effects of psychological testing.

Why it will sell

Chapter-by-Chapter Changes

Chapter 1: New empirical research on role of examiner errors in producing distorted test scores. New evidence of widespread cheating in high-stakes testing (school-system achievement testing, national certification exams).

Chapter 2: Recent developments in evidence-based practice and outcomes assessment. New material on history of personality testing.

Chapter 5: Expanded coverage of PASS theory (Planning, Attention, Simultaneous, Successive). Highlights Cognitive Assessment System-II (Naglieri, Das, & Goldstein, 2012), a major test featuring PASS theory.

Chapter 6: Recent, fascinating findings. Explores whether statistical tests of bias are themselves biased. New research on impact of Head Start, fate of children with Fetal Alcohol Spectrum Disorders, and nature of cognitive decline in advanced age. New Case Exhibit demonstrating impact of cultural background on test results.

Chapter 7: Testing Special Populations; new material includes coverage of the Devereaux Early Childhood Assessment—Clinical Form (DECA-C), and review of scales for screening Autism Spectrum Disorders. Reviews complex issue of screening for school readiness.

Chapter 8: Origins of Personality Testing; Rorschach Performance Assessment System (R-PAS), new scoring system for classic inkblot test. Incorporates well-known State-Trait Anxiety Inventory (STAI). New material on value of ecological momentary assessment.
Social Science: An Introduction to the Study of Society, Global Edition

15/e
Elgin F. Hunt, David C. Colander,

Price: £70.99 €88.95
Format: Limp Binding
Extent: 480pp
Size: 265X195
Pub Date: July 2014
Previous ISBN: 9780205725052
Imprint: Pearson

Provides a strong multidisciplinary approach Social Science, 15/e, approaches social science from a common-sense perspective, rather than from a conventional social science angle. Readers will see how seemingly diverse disciplines intermingle—anthropology and economics, for example. In the end, students will be able to approach social issues with unbiased problem-solving skills.

Why it will sell

New to this Edition

CHAPTER-BY-CHAPTER CHANGES: Chapter 1: Updated boxes and discussion of methodology Chapter 2: Updated discussion of genetics Chapter 3: Updated discussion of modern history Chapter 4: Updated discussion of recent political upheavals Chapter 5: New box on GIS Updated discussion of census issues Chapter 6: Updated discussion on technology to include personal fabrication technology and anthropocene age Chapter 7: New example of negative reinforcement Updated discussion of genetics and nature Chapter 8: Updated discussion of living arrangements in the U.S. and gay marriage Chapter 9: Updated discussion of modern religion Chapter 10: Updated discussion of for-profit education and comprehensive reforms of education Chapter 11: Added discussion of Charles Murray’s book Coming Apart and separation of elite class from normal society Chapter 12: Updated discussion of role of Hispanics and undocumented workers in U.S. Updated discussion of sexual-preference discrimination
# Diversity Amid Globalization: World Religions, Environment, Development, Global Edition

## 6/e

Lester Rowntree, Martin Lewis, Marie Price, William Wyckoff,

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### Why it will sell

For Introductory World Regional Geography/Regional Geography Courses. Students learn to think outside of the map Diversity Amid Globalization takes students on a journey into the connections and diversity between people and places—the contrasting regions of the world—within thematically organized regional chapters. With an arresting visual layout and new and updated content and maps throughout, the text maintains and strengthens its hallmark thematic organization and focus on globalization, while encouraging students to participate in the material using a number of stimulating, interactive learning tools. Available with optional MasteringGeography™, the most effective and widely used online tutorial, homework, and assessment system for the sciences, Diversity Amid Globalization, Sixth edition offers the most complete and integrated world regional program available today. This program presents a better teaching and learning experience for you and your students by providing Students learn how to think outside the map: MasteringGeography and textbook-integrated technology take students outside of the pages of the book, and into the world of distant places and people.

### New to this Edition

Students learn how to think outside the map: Manage student interactions with intelligent grouping and timing. NEW! Google Earth Video Virtual Tours: A few QR codes per chapter allow students to use their mobile devices to link from the print book to online Google Earth video virtual tours, providing just-in-time visualization of places and regions. Also available in the MasteringGeography Study Area and Item Library with assessments. NEW! Author Blogs. Students scan QR codes in the books to access the two author blogs for just-in-time updates on places and regions and additional data and extension material. This feature helps keep the book dynamically updated. Also available in the Study Area of MasteringGeography. NEW! End-of-Chapter Visual Analysis Activities: New, higher-level Bloom’s visual analysis questions associated with each theme/section help students apply and synthesize their understanding—and provide opportunities for collaborative/group activities. An amplified global perspective through NEW and updated content! NEW! Working Towards Sustainability: Students see just how sustainability initiatives apply to people, groups, and settlements across world regions. These new chapter features show the diverse applications of this increasingly important interdisciplinary concept, and highlight positive environmental and social initiatives and outcomes. NEW! Everyday Globalization: explore the global connections and impacts of globalization on the products and commodities that students use in everyday life.
Sociology, 15/e, empowers students to see the world around them through a sociological lens, helping them better understand their own lives. The text is written to help students find and use the science of social behavior in everyday life. John Macionis takes students step-by-step through the theories and research that make up the discipline of sociology. This narrative, along with a global perspective, makes for an accessible and relevant introduction to sociology. MySocLab is an integral part of the Macionis learning program. In concert with the main text, it helps readers build their critical thinking skills while learning the fundamentals of sociology. Engaging activities and reliable assessments provide a digital learning system that helps students succeed in the course. With MySocLab, students can watch the latest entries in the Core Concept Video Series in sociology, explore real-world data through the new Social Explorer, and develop critical thinking skills through facilitated writing activities.

Why it will sell
Sociology, 15/e, empowers students to see the world around them through a sociological lens, helping them better understand their own lives. The text is written to help students find and use the science of social behavior in everyday life. John Macionis takes students step-by-step through the theories and research that make up the discipline of sociology. This narrative, along with a global perspective, makes for an accessible and relevant introduction to sociology. MySocLab is an integral part of the Macionis learning program. In concert with the main text, it helps readers build their critical thinking skills while learning the fundamentals of sociology. Engaging activities and reliable assessments provide a digital learning system that helps students succeed in the course. With MySocLab, students can watch the latest entries in the Core Concept Video Series in sociology, explore real-world data through the new Social Explorer, and develop critical thinking skills through facilitated writing activities.

New to this Edition
Chapter-by-Chapter Changes
Chapter 4: New “Power of Society” figure on social networking. Updates on poverty in the U.S. and computer use around the world. Chapter 5: New “Power of Society” figure on education level and TV watching. Latest data on multiracial people. Recent research on newspapers’ endorsement of candidates for president.
Society: The Basics, Global Edition

13/e
John J. Macionis,

Why it will sell

Seeing Sociology in your Everyday Life With a complete theoretical framework and a global perspective, Society: The Basics, 13/e offers students an accessible and relevant introduction to sociology. Author John J. Macionis empowers students to see the world around them through a sociological lens, helping them to better understand their own lives. This informative, engaging, and entertaining title will change the way readers see the world and open the door to many new opportunities.

New to this Edition

Chapter-by-Chapter Changes

Chapter 1: Updates on states allowing same-sex marriage New “Power of Society” figure on choosing romantic partners New discussion of how income affects odds of going to college Updated childbirth numbers Updated data on nations sorted by income New discussion on race and sports Updated global profile of population and social standing

Chapter 2: New “Power of Society” figure on variations in support for abortion access Updates on income and wealth among major ethnic communities New research on languages as a measure of U.S. cultural diversity New data of global illiteracy Latest data on immigration Updates on English and number of Americans who speak another language at home Latest data on life goals for people entering college Updates on texting language and English on the web New box on origins of hip-hop music New theory section: feminist analysis of gender and culture

Chapter 3: New “Power of Society” figure on education level and TV watching Latest data on multiracial people Recent research on newspapers’ endorsement of candidates for president

Chapter 4: New “Power of Society” figure on social networking Updated discussion of reality building Updated discussion of nonverbal communication Updates on women in clerical or service jobs Expanded discussion of body language and deception New section on social media

Chapter 5: New “Power of Society” figure on joining groups and how groups use computers New section on social media and networking.
Sociology, Global Edition

15/e
John J. Macionis,

Price: £59.99 €75.95
Format: Limp Binding
Extent: 816pp
Size: 276X216
Pub Date: July 2014
Previous ISBN: 9780205196036
Imprint: Pearson

Why it will sell
Seeing Sociology in Everyday Life Sociology, 15/e, empowers students to see the world around them through a sociological lens, helping them better understand their own lives. The text is written to help students find and use the science of social behavior in everyday life. John Macionis takes students step-by-step through the theories and research that make up the discipline of sociology. This narrative, along with a global perspective, makes for an accessible and relevant introduction to sociology. MySocLab is an integral part of the Macionis learning program. In concert with the main text, it helps readers build their critical thinking skills while learning the fundamentals of sociology. Engaging activities and reliable assessments provide a digital learning system that helps students succeed in the course. With MySocLab, students can watch the latest entries in the Core Concept Video Series in sociology, explore real-world data through the new Social Explorer, and develop critical thinking skills through facilitated writing activities.

New to this Edition
Chapter-by-Chapter Changes Chapter 1: Updates on states allowing same-sex marriage New “Power of Society” figure on choosing romantic partners New discussion of how income affects odds of going to college Updated childbirth numbers Updated data on nations sorted by income New discussion on race and sports Updated global profile of population and social standing Chapter 2: New “Power of Society” figure on race, education, and incarceration New data on economic inequality, extramarital relationships, and more Out-of-date information on homelessness replaced with more current research Critical update of original research on Hawthorne effect New map showing response rates to 2010 U.S. Census Chapter 3: New “Power of Society” figure on variations in support for abortion access Updates on income and wealth among major ethnic communities New research on languages as a measure of U.S. cultural diversity New data of global illiteracy Latest data on immigration Updates on English and number of Americans who speak another language at home Latest data on life goals for people entering college Updates on texting language and English on the web New box on origins of hip-hop music New theory section: feminist analysis of gender and culture.
A comprehensive presentation of the major topics in medical sociology. The Sociology of Health, Healing, and Illness, 8/e by Gregory L. Weiss and Lynne E. Lonnquist provides an in-depth overview of the field of medical sociology. The authors provide solid coverage of traditional topics while providing significant coverage of current issues related to health, healing, and illness. Readers will emerge with an understanding of the health care system in the United States as well as the changes that are taking place with the implementation of The Affordable Care Act. MySearchLab is a part of the Goode program. Research and writing tools, including access to academic journals, help students explore the Sociology of Medicine and Health even greater depth.

To provide students with flexibility, students can download the eText to a tablet using the free Pearson eText app. This title is available in a variety of formats—digital and print. Pearson offers its titles on the devices students love through Pearson’s MyLab products, CourseSmart, Amazon, and more. To learn more about pricing options and customization, click the Choices tab.

Why it will sell

Ethics for the Information Age: Global Edition

6/e
Michael J. Quinn,

Price: £47.99 €60.95
Format: Limp Binding
Extent: 576pp
Size: 232X188
Pub Date: July 2014
Previous ISBN: 9780133056693
Imprint: Pearson Education

Why it will sell
This book is appropriate for any standalone Computers and Society or Computer Ethics course offered by a computer science, business, or philosophy department, as well as special modules in any advanced CS course. 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. By presenting provocative issues such as social networking, government surveillance, and intellectual property from all points of view, this market-leading text challenges students to think critically and draw their own conclusions, which ultimately prepares them to become responsible, ethical users of future technologies.

Teaching and Learning Experience
This program presents a better teaching and learning experience—for you and your students. It will help: Encourage Critical Thinking: A balanced, impartial approach to ethical issues avoids biased arguments, encouraging students to consider and analyze issues for themselves. Keep Your Course Current and Relevant: A thoughtful response to information technology requires an awareness of current information-technology-related issues. Support Learning: Resources are available to expand on the topics presented in the text.

New to this Edition
Encourage Critical Thinking: The most significant change in the sixth edition is the new emphasis on virtue ethics. A completely new section on virtue ethics appears in Chapter 2, replacing the description of virtue ethics that formerly appeared in the chapter on professional ethics. In addition, analyses from the perspective of virtue ethics are included in the case studies appearing in Chapters 3, 5, and 7. To increase the relevance and value of the “Further Reading and Viewing” sections, the references to scholarly tomes are replaced with lists of recent magazine and newspaper articles, television interviews, documentaries, and other videos available on the Internet. Most of the videos are only a few minutes long and could fuel interesting classroom discussions. A table in Chapter 7 provides students with practical tips about how to choose good passwords. Keep Your Course Current and Relevant: Facts and figures are updated throughout the book.
Experiencing MIS, Global Edition

5/e
David Kroenke,

| Price:     | £52.99 €66.95 |
| Format:    | Limp Binding |
| Extent:    | 696pp |
| Size:      | 276X216 |
| Pub Date:  | July 2014 |
| Previous ISBN: | 9780133383539 |
| Imprint:   | Pearson |

### Why it will sell
For undergraduate Introduction to Management Information Systems courses. Flexible modules for instructors, real-world lessons for students. Help your students see why MIS is the most important course in the business school with Experiencing MIS. This modular text shows students how businesses use-and need-information systems to accomplish their goals, objectives, and competitive strategy.

### New to this Edition
Focus on important themes of ethics, security, and other timely topics through the text's Guides. In order to provide a deeper and richer discussion of ethical considerations, every Ethics Guide asks students to apply Immanuel Kant's categorical imperative, utilitarianism, or both to the business situation described in the guide. The categorical imperative is introduced in the Ethics Guide in Chapter 1 and utilitarianism is introduced in the Ethics Guide in Chapter 2. Connect classroom knowledge to everyday life with illustrative cases and a number of exercises and other interactive features: Chapter Introduction Business Examples demonstrate how information is relevant in the real world and include: NEW! AllRoad Parts case vignettes introduce chapters and are integrated throughout. AllRoad Parts is an online vendor of off-road parts that is considering 3D printing and ultimately rejects that idea because of the effect it would have on business processes and IS. Instead, the company offers 3D printing designs as a product as revealed in Chapters 1-6. Keep content current to help keep your students up to date with the most recent events.
Experiencing MIS with MyMISLab, Global Edition

5/e
David Kroenke,

Price: £62.98 €71.95
Format: Pks incldes items of mxed format, but not
Extent: all books
Size: 000x000
Pub Date: July 2014
Previous ISBN:
Imprint: Pearson

Why it will sell
For undergraduate Introduction to Management Information Systems courses. Flexible modules for instructors, real-world lessons for students. Help your students see why MIS is the most important course in the business school with Experiencing MIS. This modular text shows students how businesses use-and need-information systems to accomplish their goals, objectives, and competitive strategy.

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For introductory courses in Forensic Science and Crime Scene Investigation. This best-selling text, written for the non-scientist, is appropriate for a wide variety of students, including criminal justice, law enforcement, law, and more! Criminalistics: An Introduction to Forensic Science, 11e, strives to make the technology of the modern crime laboratory clear and comprehensible to the non-scientist. The nature of physical evidence is defined, and the limitations that technology and current knowledge impose on its individualization and characterization are examined. By combining case stories with applicable technology, Criminalistics endeavors to capture the pulse and fervor of forensic science investigations. A major portion of the text centers on discussions of the common items of physical evidence encountered at crime scenes. These chapters include descriptions of forensic analysis, as well as updated techniques for the proper collection and preservation of evidence at crime scenes. Particular attention is paid to the meaning and role of probability in interpreting the evidential significance of scientifically evaluated evidence. Teaching and Learning Written by a well-known authority in forensic science, this text introduces the non-scientific student to the field of forensic science. It provides: Clear and comprehensible writing for the non-scientific student: Makes text appropriate for a wide variety of students, including criminal justice and law enforcement.

Why it will sell

New to this Edition

Clear and comprehensible writing for the non-scientific student: REORGANIZED! Chapters have been arranged to integrate scientific methodology with actual forensic applications REDESIGNED! Chapters have been redesigned to include "Inside the Science" breakouts to allow the reader to focus on technological and scientific aspects of chapter contents Comprehensive, up-to-date coverage of forensics and its role in criminal investigation: REVISED! Chapter 2, Collection of Crime-Scene Evidence-expanded coverage of the collection and preservation of DNA evidence, as well as safety protocols required to ensure the well-being of CSI personnel at crime scenes NEW! Chapter 5, Death Investigation, emphasizes the role of the forensic pathologist in death investigation-paying particular attention to autopsy procedures and time-of-death determinations REORGANIZED! Chapter 18, Computer Forensics-also expanded to include mobile devices NEW! Chapter 19, Mobile Forensics-examines various types of mobile devices and their various generations emphasizing associated strengths and weakness for applying them to a criminal investigation Outstanding pedagogical features: NEW! Critical Thinking questions-added to select chapters
Human Communication: The Basic Course, Global Edition

13/e
Joseph A. DeVito,

Price: £65.99 €82.95
Format: Limp Binding
Extent: 480pp
Size: 276X216
Pub Date: July 2014
Previous ISBN: 9780205101948
Imprint: Pearson

Why it will sell
Provides a thorough foundation in the theory, research, and skills of communication. Human Communication: The Basic Course provides an in-depth look at the concepts and principles of human communication, emphasizing public speaking, interpersonal communication, and small group communication. Designed to allow flexibility in teaching approaches, Human Communication: The Basic Course offers instructors a wide range of topics to discuss and apply to real-world experiences.

New to this Edition
The chapter-opening objectives have been restructured into behavioral terms and highlight knowledge, application, and problem solving. The chapter-opening grid identifies these alongside the chapter's major headings/topics (which are repeated in the summary headings at the end of the chapter). This change helps coordinate the learning objectives and the chapter material and phrases the objectives in behavioral, measurable terms. The sample speeches in the public speaking chapters, formerly in boxes in the chapters, have been moved to a Public Speaking Sample Assistant Appendix. This change makes the text flow more smoothly and makes the speeches available whenever most appropriate. The outlines remain in the text chapter. The self-tests, formerly in boxes, have been integrated into the text narrative. This change was made to make these self-reflections a more integrated and integral part of the text. The Building Communication Skills boxes, from the previous edition, have been moved to the end of the chapters and now preface a variety of exercises and discussion starters. This change increases flexibility, making these features available at any point in the chapter coverage. The videos, formerly presented as chapter openers, now appear as the last item in the chapter. This change was made to emphasize the value of using these videos after the chapter material has been covered. This change also enabled us to brighten up the chapter openers with new photos that illustrate principles of communication from very different perspectives.
Critical Thinking and Communication: The Use of Reason in Argument, Global Edition

7/e
Edward S. Inch, Barbara H. Warnick,

Price: £59.99 €75.95
Format: Limp Binding
Extent: 408pp
Size: 246X189
Pub Date: July 2014
Previous ISBN: 9780205006205
Imprint: Pearson

Why it will sell
Stresses the importance of argumentation in everyday life. Critical Thinking and Communication, 7/e, encourages students to develop skills in constructing and refuting arguments in contexts ranging from informal conversations to structured debates. The authors stress the importance of argumentation in everyday life while building student competence and critical awareness. Through exercises and examples, students learn to create arguments and develop, understand, and interpret extended cases.

New to this Edition
Redesigned chapters in cultural and collaborative argumentation consider how students can adapt arguments to better align with hearers from diverse audiences. Focusing on understanding cultural needs and expectations, the text guides students through ways of designing and framing arguments that are appropriate to specific argument situations and expectations. New chapters and approaches for building and refuting extended argument cases develop a "co-orientational" approach. Using the "co-orientational" model, the text explores strategies for conversational argumentation focusing on critical listening, analysis, and refutation. This edition integrates opportunities to "Apply the Theory" in each chapter. It integrates process-based exercises with chapter discussions to provide students with opportunities to practice argumentation skills and critical thinking processes as they read the theories. New chapters in persuasion and responsibility explore how students can design messages, enhance credibility, and present arguments ethically. These are the final two chapters in the text and serve to focus student argument skills into a framework that stresses the audience and ethical requirements when an advocate seeks to change argument recipients.

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| Size:       | 000x000 |
| Pub Date:   | July 2014 |
| Previous ISBN: | 000x000 |
| Imprint:    | Pearson |

Why it will sell

For courses in strategy and strategic management. Core strategic management concepts without the excess. 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. MyManagementLab for Strategic Management is a total learning package. MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress.

New to this Edition