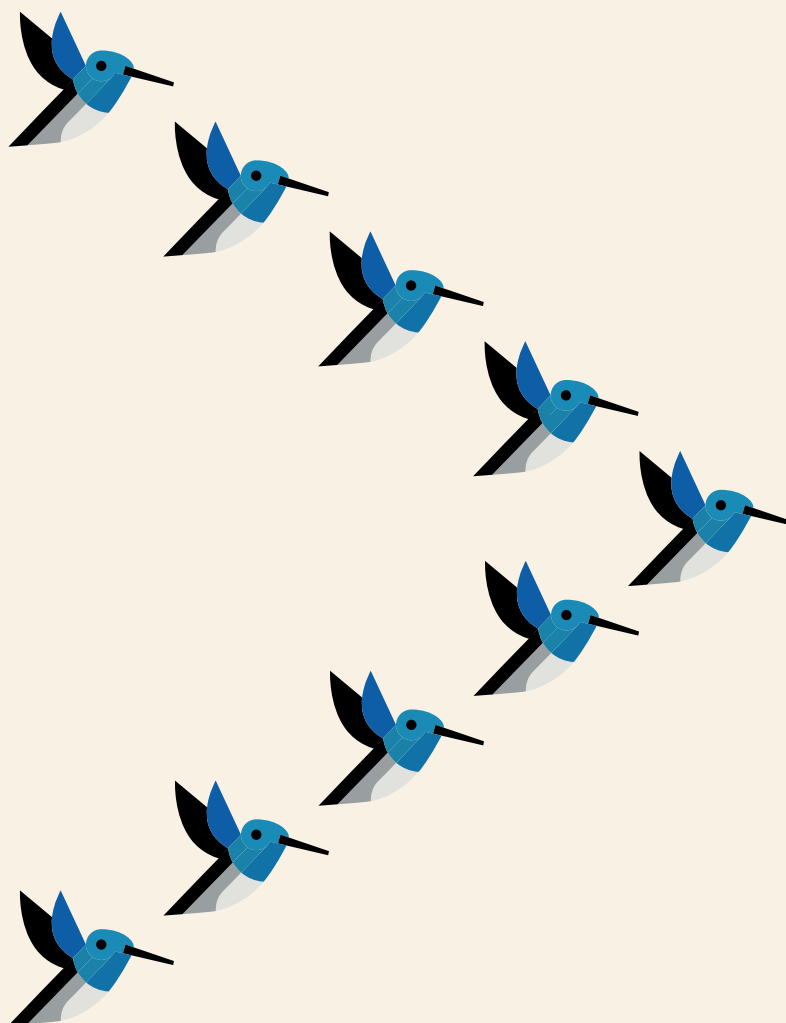


Pearson

November/December

2014



£/€

Macroeconomics

Daron Acemoglu, David Laibson, John List,

Price:	£73.99 €92.95
ISBN13:	978-0-321-38395-2
Format:	Limp Binding
Extent:	600pp
Size:	276X216
Pub Date:	November 2014
Previous ISBN:	
Imprint:	Prentice Hall

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Image

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PEARSON

Why it will sell

For courses in Principles of Macroeconomics Acemoglu, Laibson, List: An Evidence-based Approach to Economics This fresh approach to the Principles of Macroeconomics 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

ALWAYS LEARNING

PEARSON

Basic College Mathematics

5/e

Elayn Martin-Gay,

Price:	£112.99 €141.95
ISBN13:	978-0-321-95097-0
Format:	Limp Binding
Extent:	880pp
Size:	276X210
Pub Date:	December 2014
Previous ISBN:	9780321649409
Imprint:	Pearson

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Why it will sell

Elayn Martin-Gay's developmental math program is motivated by her firm belief that every student can succeed. Martin-Gay's focus on the student shapes her clear, accessible writing, inspires her constant pedagogical innovations, and contributes to the popularity and effectiveness of her video resources. This revision of Martin-Gay's algebra series continues her focus on students and what they need to be successful. This program provides a better teaching and learning experience, for you and your students. Here's how: The new Martin-Gay Student Success Program provides an integrated teaching and learning system—combining the textbook, MyMathLab®, student and video organizers, and the video program—which is designed to help students gain the math and study skills they need for success in developmental math and beyond. Note: You are purchasing a standalone product; MyMathLab does not come packaged with this content. MyMathLab is not a self-paced technology and should only be purchased when required by an instructor. If you would like to purchase both the physical text and MyMathLab, search for: 0321983483 / 9780321983480 Basic College Mathematics Plus NEW MyMathLab with Pearson eText — Access Card Package Package consists of: 0321431308 / 9780321431301 MyMathLab — Glue-in Access Card 0321654064 / 9780321654069 MyMathLab Inside Star Sticker 0321950976 / 9780321950970 Basic College Mathematics

New to this Edition

New and Updated Features Student Success Tips Videos are 3- to -5 minute video segments designed to be a daily reminder to students to continue practicing and maintaining good organizational and study habits. They are organized in three categories and are available in MyMathLab and the Interactive Lecture Series. The categories are: Student Success Tips Videos that apply to any course in college in general, such as Time Management. Student Success Tips Videos that apply to any mathematics course. One example is based on understanding that mathematics is a course that requires homework to be completed in a timely fashion. 3. Section- or Content-specific Student Success Tips Videos to help students avoid common mistakes or to better understand concept that often prove challenging. Vocabulary, Readiness, and Video Check questions have been added to the start of every section's exercise set: The Vocabulary exercises quickly check students' understanding of the new vocabulary words. The Readiness exercises assess a students' understanding of concepts that are necessary to continue with the exercise set. Video Check questions for the Martin-Gay Interactive Lecture videos are now provided for each learning objective. These exercises are all available in MyMathLab and are a great way to ensure students have viewed and understood the key concepts presented in the videos. Each exercise in MyMathLab links students directly to the video for viewing.

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Principles of Pediatric Nursing

Caring for Children

6/e

Jane W. Ball, Ruth C. Bindler, Kay Cowen,

Price:	£69.99 €87.95
ISBN13:	978-0-13-389806-4
Format:	Cased Binding
Extent:	1200pp
Size:	276X216
Pub Date:	November 2014
Previous ISBN:	9780132111751
Imprint:	Prentice Hall

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ALWAYS LEARNING

PEARSON

Why it will sell

For pediatric nursing courses in associate and baccalaureate degree programs Written to prepare today's student for excellence in nursing, Principles of Pediatric Nursing: Caring for Children presents a foundation of core pediatric nursing principles with an emphasis on growth and development, family-centered care, and health promotion and maintenance. The book integrates research, clinical reasoning, and evidence-based practice to help readers make connections between classroom and clinical situations. This edition empowers students to move beyond rote memorization of facts. Clinical reasoning and problem-solving principles help readers develop their clinical judgment so that they can learn to apply information as nursing practice continues to develop. Principles of Pediatric Nursing is available packaged with MyNursingLab®, an online homework, tutorial, and assessment program that engages students in learning. It helps students review, remember, and then apply key concepts—resulting in better performance in the course—and provides educators with a dynamic set of tools for gauging individual and class progress. Students, if interested in purchasing this title with MyNursingLab, ask your instructor for the correct package ISBN. Instructors, contact your Pearson representative for more information. Teaching and Learning Experience To provide a better teaching and learning experience, for both instructors and students, this program will help: Improve Results: MyNursingLab better prepares students for the classroom, and beyond. Develop Clinical Reasoning Skills for Today and Tomorrow: Students are encouraged to think creatively and critically about nursing care.

New to this Edition

Improve Results with MyNursingLab® Principles of Pediatric Nursing is available packaged with MyNursingLab®, an online assessment and learning system that reacts to how students are actually performing, offering data-driven guidance that helps them better absorb course material. New Engaging Case Studies help students improve their clinical judgment. As each of these gradable cases unfolds, students will synthesize information and apply what they've learned to client care scenarios. Even More Alternate Item Format Questions allow students to practice with the question types that they will see on the NCLEX. Develop Clinical Reasoning Skills for Today and Tomorrow As nursing practice continues to develop in response to current health care needs, students must not only learn what helps them to provide safe, effective, and excellent care today—they must also develop and hone their clinical judgment for the future. Clinical Reasoning has become a more prominent focus versus the term critical thinking. This is an important change in focus as nurses must use analytical thinking skills, but also apply the information to the current clinical situation. Updated clinical reasoning and problem-solving principles are integrated in the organization, pedagogy, and writing style to encourage reading and contemplation. Updated Culture features offer diverse perspectives and highlight cultural variations that impact nursing care. Updated Complementary Care boxes present important information about commonly used alternative and complementary measures to treat or provide comfort for various conditions.

ALWAYS LEARNING

PEARSON

Medical-Surgical Nursing

Critical Thinking in Patient Care

6/e

Priscilla LeMone, Karen M. Burke, Gerene Bauldoff, Paula Gubrud,

Price:	£86.99 €108.95
ISBN13:	978-0-13-313943-3
Format:	Cased Binding
Extent:	1944pp
Size:	276X216
Pub Date:	November 2014
Previous ISBN:	9780135075944
Imprint:	Prentice Hall

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Why it will sell

Appropriate for courses in medical-surgical nursing
Improving clinical reasoning; focusing on what a new nurse needs to know Medical-Surgical Nursing: Clinical Reasoning in Patient Care, Sixth Edition provides students with all of the practical knowledge and skills they need to care for adult patients-without overwhelming readers with diseases and disorders that are beyond the beginning nurse's scope of practice. Carefully selected content focuses on the most salient concepts that new nurses will need to know when they first enter practice: how to promote health, facilitate recovery from illness and injury, and provide support when coping with disability or loss. Throughout the text, the authors focus on individualized holistic nursing care as the crucial element in learning and practicing nursing, regardless of the gender, age, race, culture, or socioeconomic background of the patient or practitioner. Rather than a laundry list of diseases and disorders, readers are given the tools they need to develop their clinical reasoning ability so that they can make safe and effective decisions on the job. With its understandable language, visual approach, and consistent teaching and learning format, it's no surprise that students overwhelmingly report that they truly like reading this text. Medical-Surgical Nursing is available packaged with MyNursingLab®, an online homework, tutorial, and assessment program that engages students in learning. It helps students review, remember and apply key concepts and skills-resulting in better performance in the course-and provides educators with a dynamic set of tools for gauging individual and class progress.

New to this Edition

Improve Results with MyNursingLab® Medical-Surgical Nursing is available packaged with MyNursingLab, an online assessment and learning system that reacts to how students are actually performing, offering data-driven guidance that helps them better absorb course material. New Engaging Case Studies help students improve their clinical judgment. As each of these gradable cases unfolds, students will synthesize information and apply what they've learned to client care scenarios. Even More Alternate Item Format Questions allow students to practice with the question types that they will see on the NCLEX. Develop Clinical Reasoning Skills for Today and Tomorrow As nursing practice continues to develop and respond to health care needs, students must not only learn what helps them to provide safe, effective, and excellent care today-they must also develop and hone their clinical judgment for the future. An enhanced focus on clinical reasoning/ judgment. The new edition refers to clinical reasoning. This change in terminology is due in part because the phrase critical thinking has become diluted with less focus, and because clinical reasoning, which implies ways of thinking about patient care issues, is a more accurate description of what nurses are called on to perform. An increased focus is placed on clinical reasoning within nursing practice features and additional discussion questions in case studies and evidence features, as well as the end-of-unit sections.

ALWAYS LEARNING

PEARSON

Educational Research

The Basics

Zeph Davis,

Price:	£34.99 €43.95
ISBN13:	978-0-13-170450-3
Format:	Limp Binding
Extent:	440pp
Size:	254X203
Pub Date:	November 2014
Previous ISBN:	
Imprint:	Pearson

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Why it will sell

New to this Edition

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PEARSON

Sociology: A Down-to-Earth Approach, Global Edition

12/e

James M. Henslin,

Price:	£58.99 €73.95
ISBN13:	978-1-292-01953-6
Format:	Limp Binding
Extent:	768pp
Size:	276X229
Pub Date:	December 2014
Previous ISBN:	
Imprint:	Pearson

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Why it will sell

A Down-to-Earth Approach James Henslin shares the excitement of sociology with his acclaimed down-to-earth approach and personal writing style. *Sociology: A Down-to-Earth Approach*, 12/e, highlights the sociology of everyday life and its relevance to students' lives. Six central themes help students stimulate their sociological imagination: down-to-earth sociology, globalization, cultural diversity, critical thinking, the new technology, and the influence of the mass media on our lives.

New to this Edition

Chapter 1: New statistic on divorce rate among couples who cohabit before marriage—now about the same as those who do not Chapter 2: New "Cultural Diversity around the World" box: "Dancing with the Dead" Chapter 3: New "Down-to-Earth Sociology" box: "Gossip and Ridicule to Enforce Adolescent Norms" New topic on gender messages from homosexual parents New discussion on how babies might have an inborn sense of fairness, indicating that, like language, morality is a capacity hardwired in the brain New research on how sense of identity is related to morality, guilt, and shame New statistic on Americans' exposure to commercials Chapter 4: New finding on U.S. Army applying body language to alert soldiers to danger when interacting with civilians in military zone Added topic on students giving higher ratings to better-looking teachers Added discussion on how some women, to remain or become slender, inject themselves daily with hormone from urine of pregnant women Chapter 5: New chapter-opening vignette New research on use of Facebook to document race-ethnicity of college students' friendships New conversation on using smartphones and face-recognition cameras to facilitate on-the-spot targeted advertising New discussion on bionic mannequins that analyze customers' age, sex, and race-ethnicity.

ALWAYS LEARNING

PEARSON

Family Therapy: History, Theory, and Practice, Global Edition

6/e

Samuel T. Gladding,

Price:	£69.99 €87.95
ISBN13:	978-1-292-05879-5
Format:	Limp Binding
Extent:	528pp
Size:	246X189
Pub Date:	November 2014
Previous ISBN:	
Imprint:	Pearson

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Why it will sell

For courses in Marriage and Family Counseling, Marital Therapy, and Family Therapy. Inviting, well-illustrated, and developmental in approach—a comprehensive look at the theory and practice of working with families. Considered the most thorough, well-written text in the field, Samuel T. Gladding's, *Family Therapy: History, Theory, and Practice*, give readers clear coverage of all aspects of working with couples and families from proven, evidence-based theories. In a user-friendly organization and writing style, it covers important background information on healthy and functional families and different types of families, and includes an overview of how individual and family life cycles intertwine. The basic processes involved in treating couples and families are made clear, before delving into a dozen theoretical ways of treating families. Thoroughly updated, the Sixth Edition of *Family Therapy*, includes an abundance of examples and case studies, new illustrations, more than 175 new references, helpful learning objectives at the beginning of each chapter, a new chart comparing the different therapies, and more. User-friendly and well illustrated, this book is developmental in its approach to working therapeutically with families. The practitioner-oriented focus shows how to work with different types of families. Illustrations, diagrams, summaries, examples, case studies, and a glossary help readers understand and retain the main points in the text. NEW! Realigned chapters put new emphasis on some of the materials in former chapters.

New to this Edition

NEW! Realigned chapters put new emphasis on some of the materials in former chapters, for example: NEW! Earlier introduction of important topics such as, the history of family therapy, general systems theory, cybernetics, the development of family life cycle, types of families and the characteristics of healthy versus dysfunctional families gives students a firm understanding of these critical topics before moving on in the text. NEW! The Chapters on single parent and blended family have been combined. NEW! History of family life now begins the book. NEW! 23 new film clip links located next to the appropriate content in the Pearson eText further illustrate the concepts and techniques in the text. NEW! A dozen new illustrations allow students to see concepts such as negative and positive feedback loops, rather than simply reading about them. NEW! A "Models of Family Therapies" chart summarizes and compares the nine major family therapies covered in the book. NEW! Learning Objectives at the beginning of each chapter help students focus on the key ideas as they move through the chapter. NEW! Over 175 new references introduce students to the latest research in the field.

ALWAYS LEARNING

PEARSON

Strategic Management and Competitive Advantage: Concepts with MML, Global Edition

5/e

Jay B. Barney, William Hesterly,

Price:	£64.99 €73.95
ISBN13:	978-1-292-05840-5
Format:	Pks incldes items of mxed format, but not
Extent:	all books
Size:	000x000
Pub Date:	October 2014
Previous ISBN:	
Imprint:	Pearson

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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: Concepts 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 and Competitive Advantage: Concepts 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. This program will provide a better teaching and learning experience—for you and your students. Here's how: Improve Results with MyManagementLab: MyManagementLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Help Students Develop Critical Thinking Skills: Proven pedagogy geared towards ensuring students grasp the concepts. Present Specific Issues in a Flexible Format: Each chapter has four short sections that present specific issues in more depth, allowing the professor and the student to adapt the text to their particular needs.

New to this Edition

ALWAYS LEARNING

PEARSON

Strategic Management: A Competitive Advantage Approach, Concepts with MyManagementLab, Global Edition

15/e

Fred David, Fred David,

Price:	£63.99 €73.95
ISBN13:	978-1-292-01931-4
Format:	Pks incldes items of mxed format, but not
Extent:	all books
Size:	000x000
Pub Date:	September 2014
Previous ISBN:	
Imprint:	Pearson Education

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ALWAYS LEARNING

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Why it will sell

For undergraduate and graduate courses in strategy. In today's economy, gaining and sustaining a competitive advantage is harder than ever. Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. The Fifteenth Edition has been thoroughly updated and revised with current research and concepts. This edition includes 29 new cases and end-of- chapter material, including added exercises and review questions. 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

Guide Student's LearningThe 15th edition is 40 percent new and improved from the prior edition. NEW! Chapter 11 on "Global/International Issues" is expanded 30 percent with new coverage of cultural and conceptual strategic-management differences across countries. Doing business globally has become a necessity in most industries. Nearly all strategic decisions today are affected by global issues and concerns. NEW! Chapter 10 on "Business Ethics/Social Responsibility/Environmental Sustainability" is expanded 30 percent, providing extensive new coverage of ethics and sustainability. This text emphasizes that "good ethics is good business." Unique to strategic-management texts, the sustainability discussion is strengthened in this edition to promote and encourage firms to conduct operations in an environmentally sound manner. Respect for the natural environment has become an important concern for consumers, companies, society, and AACSB-International.

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PEARSON

Abnormal Psychology with MyPsychLab, Global Edition

8/e

Thomas F. Oltmanns, Robert E. Emery,

Price:	£60.99 €70.95
ISBN13:	978-1-292-05649-4
Format:	Pks incldes items of mxed format, but not
Extent:	all books
Size:	000x000
Pub Date:	June 2014
Previous ISBN:	
Imprint:	Pearson

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Why it will sell

Abnormal Psychology, 8/e brings both the science and personal aspects of abnormal psychology to life with a focus on evidence-based practice and emerging research. Authors Thomas F. Oltmanns and Robert E. Emery present the most cutting edge information on abnormal psychology by covering methods and treatment in context. Organized around the way students learn, this title helps readers understand the biological, psychological, and social perspectives of abnormal psychology. The 8th edition has been updated to include DSM-5 information throughout. The authors have integrated DSM-5 into the fabric of every chapter in a thorough, critical way, helping readers think critically about these changes and discuss the pros and cons of the DSM diagnostic systems. MyPschLab (available as additional purchase, not offered standard with this text) MyPsychLab is an integral part of the Oltmanns / Emery program. Engaging activities and assessments provide a teaching and learning system that helps students think like a explore abnormal psychology. With MyPsychLab, students can develop critical thinking skills through writing, simulate classic experiments and surveys, watch videos on research and applications, and explore the Visual Brain in 3-D.

New to this Edition

Chapter 1: Updated discussion regarding the general definition of mental disorders, as employed in DSM-5, and new estimates regarding the number of mental health professionals delivering services Chapter 2: Enhanced coverage of gene-environment interactions (including "orchids" versus "dandelions") and failures to replicate the effects of specific genes Chapter 3: New evidence on what makes placebos "work," on disseminating evidenced-based treatments, and 3rd wave" CBT Chapter 4: Revised discussion of the reliability of diagnosis, based on new evidence from the DSM-5 field trials Chapter 5: New mention of premenstrual dysphoric disorder (a category added to DSM-5), and new discussion of evidence regarding the increase in military suicides, which have received considerable attention in the popular media Chapter 6: Addition of material on hoarding disorder (another new diagnostic category added to DSM-5) and expanded coverage of the diagnostic features and prevalence of obsessive-compulsive symptoms and spectrum disorders, which are now listed separately from anxiety disorders in DSM-5 Chapter 7: Further consideration of resilience in response to trauma, questions about secondary trauma, and new questions about somatoform and dissociative disorders Chapter 8: New research on cultural differences in social support, religion, and coping, and the daily experience of pain Chapter 9: Careful explanation of the two approaches to classification of personality disorders that are now included in DSM-5as well as the similarities and distinctions between them .

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Fundamentals of Anatomy & Physiology with MasteringA&P, Global Edition

10/e

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

Price:	£59.99 €67.95
ISBN13:	978-1-292-05760-6
Format:	Pks incldes items of mxed format, but not
Extent:	all books
Size:	000x000
Pub Date:	August 2014
Previous ISBN:	
Imprint:	Pearson

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Why it will sell

Fundamentals of Anatomy & Physiology helps students succeed in the challenging A&P course with an easy-to-understand narrative, precise visuals, and steadfast accuracy. Every chapter of the Tenth Edition includes one- and two-page Spotlight Figures that seamlessly integrate text and visuals to guide students through complex topics and processes. These highly visual presentations incorporate, for select topics, the “visual approach” that the same author team created in their Visual Anatomy & Physiology book. New Clinical Cases open every chapter and get students thinking about the chapter content in the context of a personal compelling patient story. This program presents a better teaching and learning experience—for you and your students. It provides:

- Text-art Integration:** The popular one- and two-page Spotlight Figures and other figure types seamlessly integrate text and visuals to guide students through complex topics and processes. Students study the Spotlight Figures in the book, and then instructors can assign them in MasteringA&P.
- Story-based Clinical Content:** Motivate students for their future careers with the new Clinical Cases. Students read the Clinical Cases in the book, and then instructors can assign them, which are also assignable in MasteringA&P.
- Time-saving Navigation and Study Tools:** Enable students to better navigate difficult A&P topics

New to this Edition

ALWAYS LEARNING

PEARSON

Political Science: An Introduction with MyPolSciLab, Global Edition

13/e

Michael G. Roskin, Robert L. Cord, James A. Medeiros, Walter S. Jones,

Price:	£55.99 €65.95
ISBN13:	978-1-292-06007-1
Format:	Pks incldes items of mxed format, but not
Extent:	all books
Size:	000x000
Pub Date:	July 2014
Previous ISBN:	
Imprint:	Pearson

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Why it will sell

Explains the basics of political science Political Science: An Introduction, 13/e, provides a comprehensive and jargon-free introduction to the field's basic concepts and themes. It draws examples from the U.S. and other countries to introduce the entire field of political science to new readers. The authors stress how exciting politics can be, balancing practical and theoretical knowledge.

New to this Edition

Chapter-by-Chapter Changes Chapter 1 2012 U.S. election now opens chapter Chapter 2 Debate over whether Iraq could sustain democracy illustrates relevance of theory Chapter 3 New discussion of 2012 U.S. elections New box on China's "Authoritarian Capitalism" Chapter 4 Somalia, example of a failed state, leads into discussion of nations and states Chapter 5 Chapter now begins with question: Did the 2001 Patriot Act overreach? Chapter 6 Beijing backdown in Hong Kong's 2012 "election" employed to illustrate how democracy is contentious and contagious Chapter 7 2012 French and U.S. elections used to illustrate persistence of political cultures Chapter 8 Adds discussion of the correlation of President Obama's approval ratings and the economy Chapter 9 Explores how social media affect political communications Chapter 10 Discusses 2010 Citizens United Supreme Court decision Chapter 11 Explores ideological polarizing of U.S. political parties Chapter 12 New discussion of voter turnout in 2012 U.S. election Chapter 13 Discusses polarization and paralysis of U.S. Congress Chapter 14 Explores how President Obama worked around political obstruction Chapter 15 Adds discussion of 2012 Supreme Court decision on "Obamacare" Chapter 16 Explores recent economic slump as a "contraction," worse than an ordinary recession Chapter 17 Adds discussion of 2011 and 2012 Arab uprisings Chapter 18 Discusses tough talk about intervention in Iran and the China Seas

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PEARSON

Foundations of MicroEconomics with MyEconLab, Global Edition

7/e

Robin Bade, Michael Parkin,

Price:	£58.99 €68.95
ISBN13:	978-1-292-01927-7
Format:	Pks incldes items of mxed format, but not
Extent:	all books
Size:	000x000
Pub Date:	October 2014
Previous ISBN:	
Imprint:	Pearson

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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. 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 are produced. And, the section on government has been compressed and simplified.

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Computer Science: An Overview: Global Edition

12/e

Glenn Brookshear, Dennis Brylow,

Price:	£53.99 €67.95
ISBN13:	978-1-292-06116-0
Format:	Limp Binding
Extent:	640pp
Size:	254X203
Pub Date:	October 2014
Previous ISBN:	
Imprint:	Pearson Education

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Why it will sell

For the Introduction to Computer Science course Computer Science: An Overview uses broad coverage and clear exposition to present a complete picture of the dynamic computer science field. Accessible to students from all backgrounds, Glenn Brookshear uses a language-independent context to encourage the development of a practical, realistic understanding of the field. An overview of each of the important areas of Computer Science provides students with a general level of proficiency for future courses. Teaching and Learning Experience This program will provide a better teaching and learning experience-for you and your students. It will help: Develop a Practical, Realistic Understanding of Computer Science: A language-independent overview of each of the important areas of Computer Science prepares students for future courses. Fit your Course Preferences: Individual chapters are independent and can be covered in an order that suits your course. Reinforce Core Concepts: More than 1000 Questions and Exercises, Chapter Review Problems, and Social Issues questions give students the opportunity to apply concepts.

New to this Edition

ALWAYS LEARNING

PEARSON

Classical Myth, Global Edition

8/e

Barry B. Powell,

Price:	£48.99 €61.95
ISBN13:	978-1-292-06614-1
Format:	Limp Binding
Extent:	752pp
Size:	232X178
Pub Date:	October 2014
Previous ISBN:	
Imprint:	Pearson

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PEARSON

Why it will sell

For courses in Classical Mythology in Classics, English, or other departments. Comprehensive and scholarly, this well-designed and class-tested text presents Greek and Roman myths in a lively and easy-to-read manner. It features fresh translations, numerous illustrations (ancient and modern) of classical myths and legends, and commentary that emphasizes the anthropological, historical, religious, sociological, and economic contexts in which the myths were told. It also provides a cultural context so that students can see how mythology has influenced the world and how it continues to influence society today.

New to this Edition

New and improved translations and reorganized myths
Refined and simplified explanatory text
Improved index and updated bibliography
Numerous pictures replaced with superior or different ones, giving the book a different look.
In response to reviews, two new maps, one of the procession to Eleusis and one of Athens.
Reduction of the Mesopotamian myth
List of Figures added to the Table of Contents
Addition of the myth of Callisto and inclusion of text both on Panathenaea and on Adonia and Delos, in response to reviewer suggestions

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Fundamentals of Applied Electromagnetics

7/e

Fawwaz T. Ulaby, Eric Michielssen, Umberto Ravaioli,

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Why it will sell

Fundamentals of Applied Electromagnetics is intended for use in one- or two-semester courses in Electromagnetics. Widely acclaimed both in the U.S. and abroad, this authoritative text bridges the gap between circuits and new electromagnetics material. Ulaby begins coverage with transmission lines, leading students from familiar concepts into more advanced topics and applications. A student-friendly approach, full-color figures and images, and a set of interactive simulations will help students understand the concepts presented.

New to this Edition

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Computer Literacy for IC3

Unit 2: Using Open-Source Productivity Software

Michael Miller, Earline Cocke,

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Why it will sell

For courses in computer literacy teaching non-Microsoft productivity software such as Google or Open Office Written to provide all students with an opportunity to learn and demonstrate computer and Internet literacy Computer Literacy for IC3 is written to align with a certification called Internet and Computing Core Certification (IC3). This certification is for users who want to demonstrate the critical computer and Internet skills valued in today's academic and professional environments. The Computer Literacy for IC3 text provides students with a broad understanding of the key components of computer literacy in order to prepare for the IC3 exam. This certification has 3 units. Each of these units is available as a separate Computer Literacy for IC3 text: Unit 1: Computing Fundamentals (computer concepts) Unit 2: Using Open-Source Productivity Software Unit 3: Living Online (the Internet) Unit 2: Using Open-Source Productivity Software covers productivity software based on open-source productivity software, including word processing, spreadsheets, presentation software, and databases.

New to this Edition

NEW Content Coverage: This brand new version of the IC3 Unit 2 includes coverage of the latest open-source productivity software from Google and Open Office. The content is built to cover the required IC3 exam objectives on key productivity software.

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Essentials of Systems Analysis and Design

6/e

Joseph Valacich,Joey George,Jeff Hoffer,

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For courses in Systems Analysis and Design, Structured A clear presentation of information, organized around the systems development life cycle model This briefer version of the authors' highly successful Modern System Analysis and Design is a clear presentation of information, organized around the systems development life cycle model. Designed for courses needing a streamlined approach to the material due to course duration, lab assignments, or special projects, it emphasizes current changes in systems analysis and design, and shows the concepts in action through illustrative fictional cases. Teaching and Learning Experience This text will provide a better teaching and learning experience- for you and your students. Here's how: Features a clear presentation of material which organizes both the chapters and the book around The Systems Development Life Cycle Model, providing students with a comprehensive format to follow.Provides the latest information in systems analysis and designStudents see the concepts in action in three illustrative fictional cases

New to this Edition

Provides the latest in systems analysis and design, including: Expanded coverage of business processes. Process modeling is at the heart of systems analysis and design. Data flow diagrams have been a staple of this book since its first edition, but now they are framed in the context of business process diagramming. The beginning of Chapter 6 has been rewritten to show how data flow diagrams are just one of many common methods for modeling business processes. Business processes are defined and illustrated before the discussion of data flow diagrams begins.Updated illustrations of technology. Screen captures have been updated throughout the text to show examples using the latest versions of programming and Internet development environments, and user interface designs.Updated content. Throughout the book, the content in each chapter has been updated where appropriate. Students see the concepts in action through illustrative fictional cases: Updates to the WebStore running case. Since the advent of electronic commerce, this book has featured an end-of-chapter Pine Valley Furniture case focused on the WebStore, an e-commerce application for PVF. In the current edition, the WebStore case has been expanded to include the analysis, design and testing of a new mobile app for PVF. Development of the e-commerce application and the mobile app now go hand-in-hand in the revised case.

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