

2019



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**New
Arrival
Books**

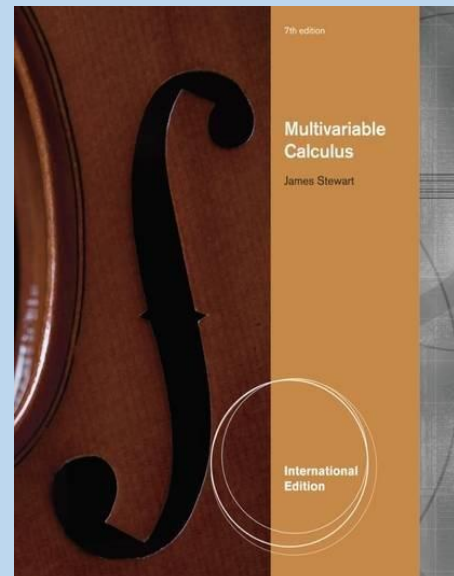
Multivariable Calculus

James Stewart's CALCULUS texts are world-wide best-sellers for a reason: they are clear, accurate, and filled with relevant, real-world examples. With MULTIVARIABLE CALCULUS, In this edition, Stewart conveys not only the utility of calculus to help you develop technical competence, but also gives an appreciation for the intrinsic beauty of the subject. The examples and built-in learning aids will help user build mathematical confidence.

Author: James Stewart
Publisher: Cengage Learning

CONTENTS

- **Chapter 10**
Parametric Equations and Polar Coordinates
- **Chapter 11**
Infinite Sequences and Series
- **Chapter 12**
Vectors and The Geometry of Space
- **Chapter 13**
Vector Functions
- **Chapter 14**
Partial Derivatives
- **Chapter 15**
Multiple Integrals
- **Chapter 16**
Vector Calculus
- **Chapter 17**
Second-Order Differential Equations



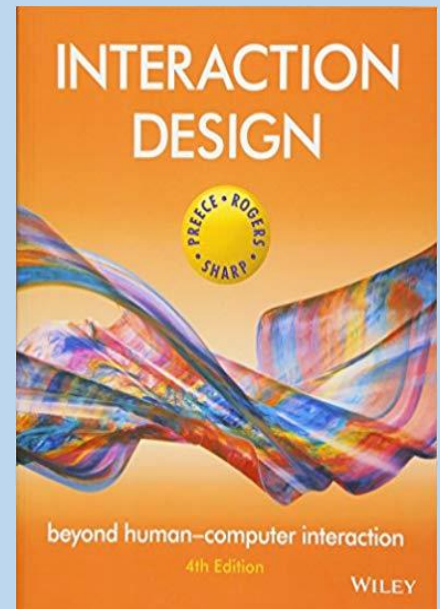
Interaction Design: Beyond Human-Computer Interaction

*“Interaction Design textbook is for all levels of education in HCI – so much so it inspired the development of our new undergraduate and postgraduate programmes named after it. With this new edition it continues to be the most updated and accessible work available. It captures state of the art in the field’s cumulative body of knowledge, and is a timely pointer toward new and emerging trends in interactive technology design and use.”—
DrJesperKjeldskov.*

Author:	Preece, Rogers & Sharp
Publisher:	Wiley

CONTENTS

- What is interaction design?
- Understanding and conceptualizing interaction
- Cognitive aspects
- Social interaction
- Emotional interaction
- Interfaces
- Data gathering
- Data analysis, interpretation, and presentation
- The process of interaction design
- Establishing Requirements
- Design, prototyping, and construction
- Interaction Design in practice
- Introduction evaluation
- Evaluation studies: from controlled to natural settings
- Evaluation: Inspection, analytics, and models



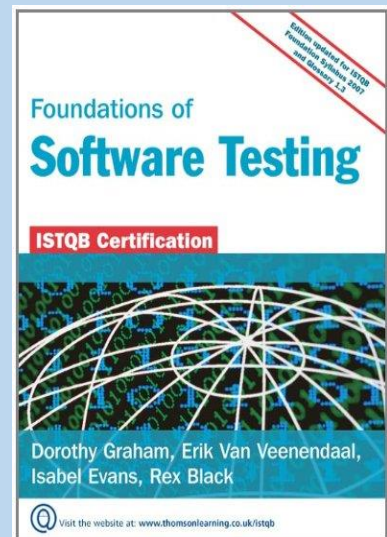
Foundation of Software Testing: ISTQB Certification

The book intended to help software and system testing professionals pass and qualify at Foundation Level, and covers fundamental principles of software testing.

Author:	Dorothy Graham
Publisher:	Cengage Learning

CONTENTS

- Fundamentals of testing
- Testing throughout the software life cycle
- Static techniques
- Test design techniques
- Test management
- Tool Support for testing
- ISTQB foundation exam



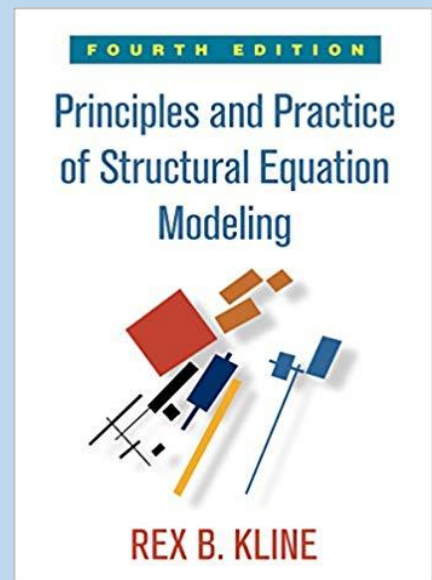
Principles and practice of structural equation modeling

Emphasizing concepts and rationale over mathematical minutiae, this is the most widely used, complete, and accessible structural equation modeling (SEM) text. Continuing the tradition of using real data examples from a variety of disciplines, the significantly revised fourth edition incorporates recent developments such as Pearl's graphing theory and the structural causal model (SCM), measurement invariance, and more.

Author:	Rex B. Kline
Publisher:	The Guilford Press

CONTENTS

- **Part I. Concepts and Tools**
 - Coming of Age
 - Regression Fundamentals
 - Significance Testing and Bootstrapping
 - Data Preparation and Psychometrics Review
 - Computer Tools
- **Part II. Specification and Identification**
 - Specification of Observed Variable (Path) Models
 - Identification of Observed Variable (Path) Models
 - Graph Theory and the Structural Causal Model
 - Specification and Identification of Confirmatory Factor Analysis Models
 - Specification and Identification of Structural
- **Part III. Analysis**
 - Estimation and Local Fit Testing
 - Global Fit Testing
 - Analysis of Confirmatory Factor Analysis Models
 - Analysis of Structural Regression Models
- **Part IV. Advanced Techniques and Best Practices**
 - Mean Structures and Latent Growth Models
 - Multiple-Samples Analysis and Measurement Invariance
 - Interaction Effects and Multilevel Structural Equation Modeling
 - Best Practices in Structural Equation Modeling



Schaum's Easy Outlines Mathematical Handbook of Formulas and Table

Schaum's Easy Outline of Mathematical Handbook of Formulas and Tables is a pared-down, simplified, and tightly focused review of the topic. With an emphasis on clarity and brevity, it features a streamlined and updated format and the absolute essence of the subject, presented in a concise and readily understandable form. Graphic elements such as sidebars, reader-alert icons, and boxed highlights stress selected points from the text, illuminate keys to learning, and give quick pointers to the essentials.

Author:	Murray R. Spiegel
Publisher:	McGraw Hill

CONTENTS

- **Part A: Formulas**

Section I: Elementary constants, Products, Formulas

Section II: Geometry

Section III: Elementary Transcendental Functions

Section IV: Calculus

Section V: Differential Equations

Section VI: Series

Section VII: Vector Analysis

- **Part B: Tables**

Factorial n

Conversion of Radians to Degrees, Minutes, and Seconds

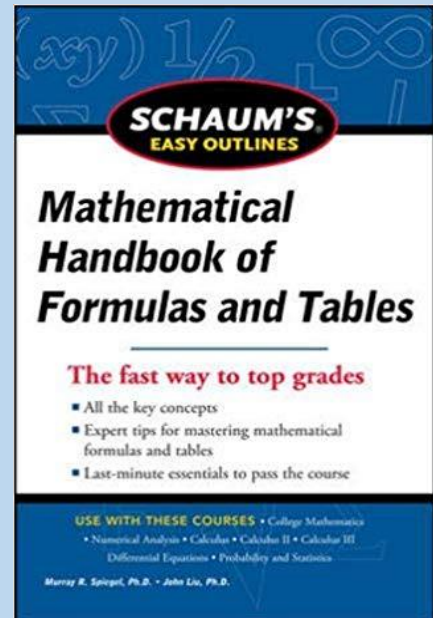
Conversion of Degrees, Minutes, and Seconds to Radians

$\sin x$

$\cos x$

$\tan x$

Natural or Naperian Logarithms $\log_e x$ or $\ln x$ Exponential Functions e^x



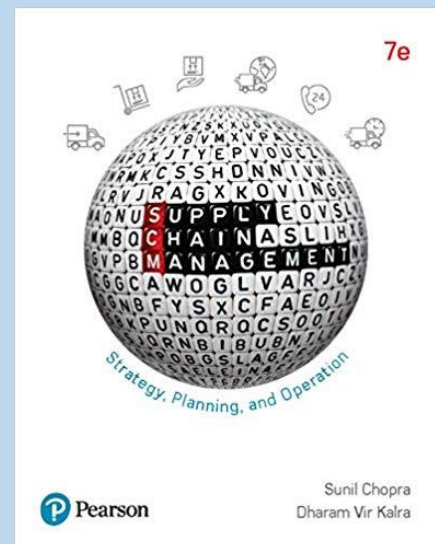
Supply Chain Management: Strategy, Planning, and Operation

Supply Chain Management, 7e introduces high-level strategy and concepts while giving students the practical tools necessary to solve supply chain problems. Using a strategic framework, students are guided through all the key drivers of supply chain performance, including facilities, inventory, transportation, information, sourcing, and pricing. Students gain a deeper understanding of supply chains and a firm grasp on the practical managerial levers that can improve supply chain performance.

Author:	Sunil Chopra
Publisher:	Pearson

CONTENTS

- **Part I: Building A Strategic Framework To Analyze Supply Chains**
 - Chapter 1 Understanding The Supply Chain
 - Chapter 2 Achieving Strategic Fit In A Supply Chain
 - Chapter 3 Supply Chain Drivers And Metrics
- **Part II: Designing The Supply Chain Network**
 - Chapter 4 Designing Distribution Networks And Applications To Omni-Channel Retailing
 - Chapter 5 Network Design In The Supply Chain
 - Chapter 6 Designing Global Supply Chain Networks
- **Part III: Planning And Coordinating Demand And Supply In A Supply Chain**
 - Chapter 7 Demand Forecasting In A Supply Chain
 - Chapter 8 Aggregate Planning In A Supply Chain
 - Chapter 9 Sales And Operations Planning In A Supply Chain
 - Chapter 10 Coordination In A Supply Chain
- **Part IV: Planning And Managing Inventories In A Supply Chain**
 - Chapter 11 Managing Economies Of Scale In A Supply Chain Cycle Inventory
 - Chapter 12 Managing Uncertainty In A Supply Chain Safety Inventory
 - Chapter 13 Linking Product Availability To Profits
- **Part V: Designing And Planning Transportation Networks**
 - Chapter 14 Transportation In A Supply Chain
- **Part VI: Managing Cross-Functional Drivers In A Supply Chain**
 - Chapter 15 Sourcing Decisions In A Supply Chain
 - Chapter 16 Pricing And Revenue Management In A Supply Chain
 - Chapter 17 Sustainability And The Supply Chain ...



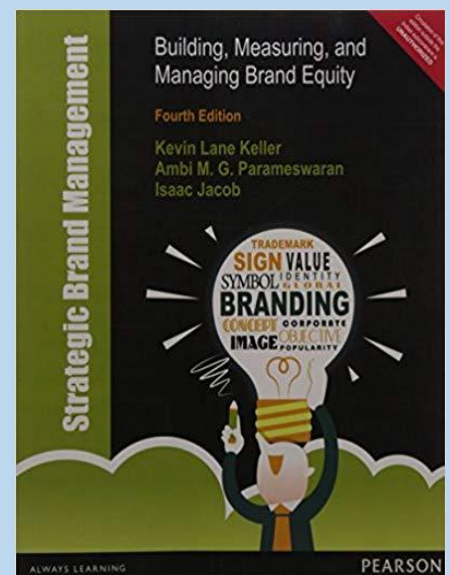
Strategic Brand Management: Building, Measuring, and Managing Brand Equity

The fourth edition of Strategic Brand Management includes a comprehensive view of the changing technological, cultural, global, and economic environment that brands face. The book is well-grounded in practice and can be easily related to past and current marketing activities, events, and case studies.

Author:	Kevin Lane Keller
Publisher:	Pearson

CONTENTS

- **PART I: Opening Perspectives**
Chapter 1 Brands and Brand Management
- **PART II: Developing a Brand Strategy**
Chapter 2 Customer-based Brand Equity and Brand Positioning
Chapter 3 Brand Resonance and the Brand Value Chain
- **PART III: Designing and Implementing Brand Marketing Programs**
Chapter 4 Choosing Brand Elements to Build Brand Equity
Chapter 5 Designing Marketing Programs to Build Brand Equity
Chapter 6 Integrating Marketing Communications to Build Brand Equity
Chapter 7 Leveraging Secondary Brand Associations to Build Brand Equity
- **PART IV: Measuring and Interpreting Brand Performance**
Chapter 8 Developing a Brand Equity Measurement and Management System
Chapter 9 Measuring Sources of Brand Equity: Capturing Customer Mind-Set
Chapter 10 Measuring Outcomes of Brand Equity: Capturing Market Performance
- **PART V: Growing and Sustaining Brand Equity**
Chapter 11 Designing and Implementing Branding Architecture Strategies
Chapter 12 Introducing and Naming New Products and Brand Extensions
Chapter 13 Managing Brands Over Time
Chapter 14 Managing Brands Over Geographic Boundaries and Market Segments
- **PART VI: Closing Perspectives**
Chapter 15 Closing Observations



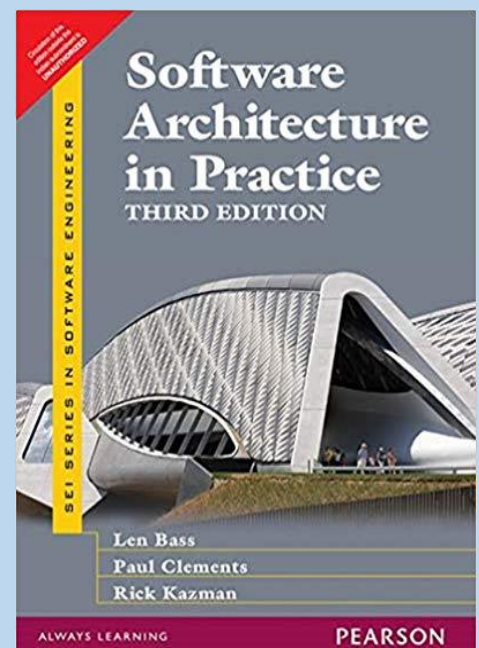
Software architecture in practice

The award-winning and highly influential Software Architecture in Practice, Third Edition, has been substantially revised to reflect the latest developments in the field. In a real-world setting, the book once again introduces the concepts and best practices of software architecture—how a software system is structured and how that system’s elements are meant to interact.

Author:	Len Bass
Publisher:	Pearson

CONTENTS

- **Part One: Introduction**
 - Chapter 1: What Is Software Architecture?
 - Chapter 2: Why Is Software Architecture Important?
 - Chapter 3: The Many Contexts of Software Architecture
- **Part Two: Quality attributes**
 - Chapter 4: Understanding quality Attributes
 - Chapter 5: Availability
 - Chapter 6: interoperability
 - Chapter 7: Modifiability
 - Chapter 8: Performance
 - Chapter 9: Security
 - Chapter 10: Testability
 - Chapter 11: Usability
 - Chapter 12: Other Quality Attributes
 - Chapter 13: Architectural Tactics and Patterns
 - Chapter 14: Quality Attribute Modeling and Analysis
- **Part Three: Architecture in the Life Cycle**
 - Chapter 15: Architecture in Agile Projects
 - Chapter 16: Architecture and Requirements
 - Chapter 17: Designing an Architecture
 - Chapter 18: Documenting Software Architectures
 - Chapter 19: Architecture, Implementation, and Testing
 - Chapter 20: Architecture Reconstruction and Conformance
 - Chapter 21: Architecture Evaluation
 - Chapter 22: Management and Governance
- **Part Four: Architecture and Business**
 - Chapter 23: Economic Analysis of Architectures
 - Chapter 24: Architecture Competence
 - Chapter 25: Architecture and Software Product Lines
- **Part Five: The Brave New World ...**



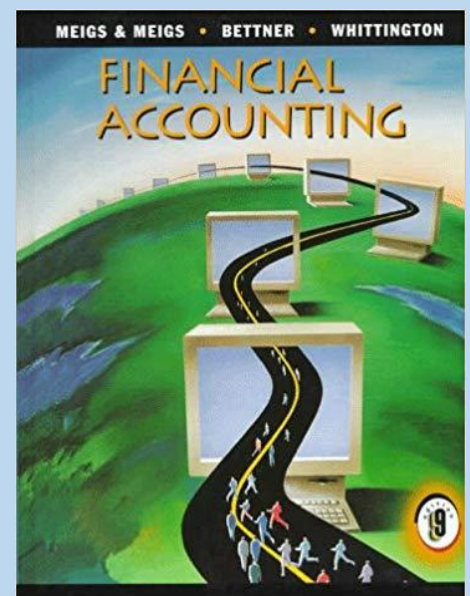
Financial Accounting

The Ninth Edition of Financial Accounting offers the first year accounting student an introduction to the preparation and use of financial accounting information. Accounting research and analysis has been significantly increased to provide a greater user-orientation, while coverage of procedures has been reduced. In addition, the Ninth Edition has two new co-authors, a new contemporary design, new pedagogical features including Internet activities, and a full support package.

Author:	Meigs&Meigs
Publisher:	Jones & Bartlett

CONTENTS

- **Part One: An introduction to accounting**
 - Chapter 1: Accounting: the language of business
 - Chapter 2: Changes in financial position
 - Chapter 3: Measuring business income and completing the accounting cycle
 - Chapter 4: Year-End!
- **Part Two: The Business word**
 - Chapter 5: Accounting for merchandising activities
 - Chapter 6: Introduction to financial statement analysis and the statement of cash flows
- **Part Three: Accounting for assets**
 - Chapter 7: Financial Assets
 - Chapter 8: Inventories and the cost of goods sold
 - Chapter 9: Plant assets and depreciation
- **Part Four: Accounting for liabilities and owners' equity**
 - Chapter 10: Liabilities
 - Chapter 11: Forms of business organization
 - Chapter 12: Reporting unusual events and special equity transactions



A first course in Probability

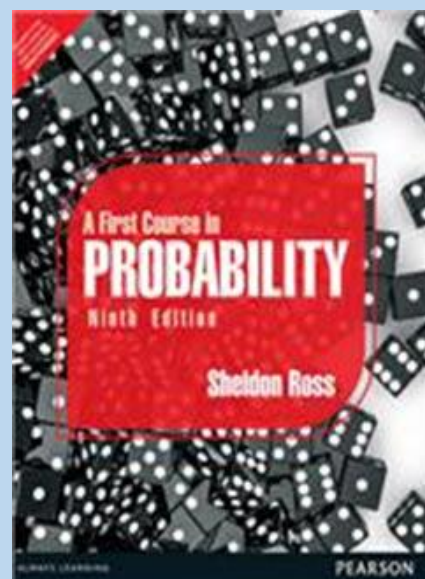
A First Course in Probability, Ninth Edition, features clear and intuitive explanations of the mathematics of probability theory, outstanding problem sets, and a variety of diverse examples and applications. This book is ideal for an upper-level undergraduate or graduate level introduction to probability for math, science, engineering and business students. It assumes a background in elementary calculus.

Author: Sheldon Ross

Publisher: Pearson

CONTENTS

- Combinatorial Analysis
- Axioms of probability
- Conditional probability and independence
- Random variables
- Continuous random variables
- Jointly distributed random variables
- Properties of expectation
- Limit theorems
- Simulation
- Common Distribution



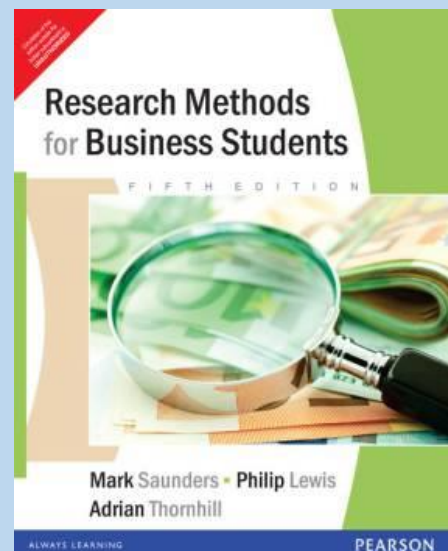
Research methods for business students

Using real-life case studies and written with a student-centered approach, this new edition provides students with the necessary knowledge and skills to enable them to undertake a piece of business research making the best use of IT where appropriate

Author:	Mark Saunders
Publisher:	Pearson

CONTENTS

- The nature of business and management research and structure of this book
- Formulating and clarifying the research topic
- Critically reviewing the literature
- Understanding research philosophies and approaches
- Formulating the research design
- Negotiating access and research ethics
- Selecting samples
- Using secondary data
- Collecting primary data through observation
- Collecting primary data using semi-structured, in-depth and group interviews
- Collecting primary data using questionnaires
- Analysing quantitative data
- Analysing qualitative data
- Writing and presenting your project report



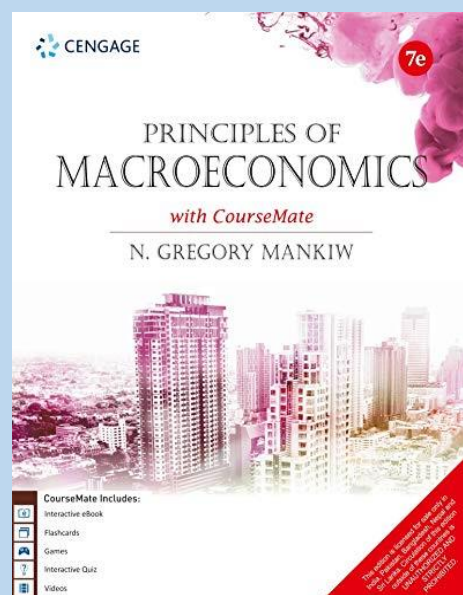
Principles of Macroeconomics

Mankiw textbook of Macroeconomics includes concepts that students could really relate to current economic conditions that make sense to a beginner economics student.

Author:	N. Gregory Mankiw
Publisher:	Cengage

CONTENTS

- Part I: Introduction
- Part II: How Markets Work
- Part III: Markets and Welfare
- Part IV: The Data of Macroeconomics
- Part V: The Real Economy in the Long Run
- Part VI: Money and Prices in the Long Run
- Part VII: The Macroeconomics of Open Economies
- Part VIII: Short Run Economic Fluctuations
- Part IX: Final Thoughts



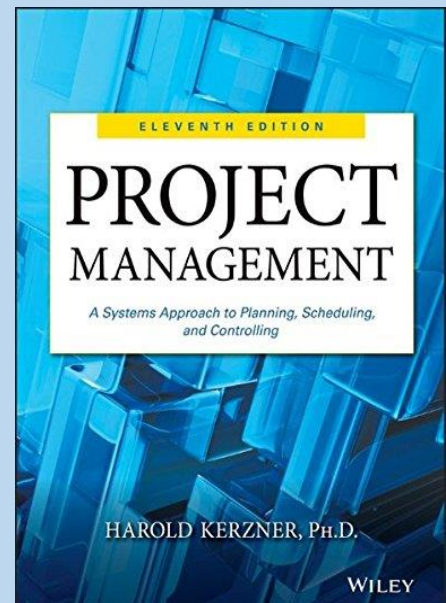
Project Management: a systems approach to planning, scheduling, and controlling

This is a book packed with project management information, that could use some revision to better organize and present the information it contains. The author appears to have a lot of experience, and appears to have tried to capture the full range of his experience in this book.

Author:	Harold Kerzner
Publisher:	Wiley

CONTENTS

- Overview
- Project Management growth: concepts and definitions
- Organizational structures
- Organizing and staffing the project office and team
- Management functions
- Management of your time and stress
- Conflicts
- Special topics
- The Variables for success
- Working with executives
- Planning
- Network Scheduling techniques
- Project Graphics
- Pricing and estimating
- Cost control
- Trade-off analysis in a project environment
- Risk Management
- Learning curves
- Contract Management
- Quality management
- Modern developments in project management
- The business of scope changes
- The project office
- Managing crisis projects
- Future of project management
- The rise, fall, and resurrection of iridium



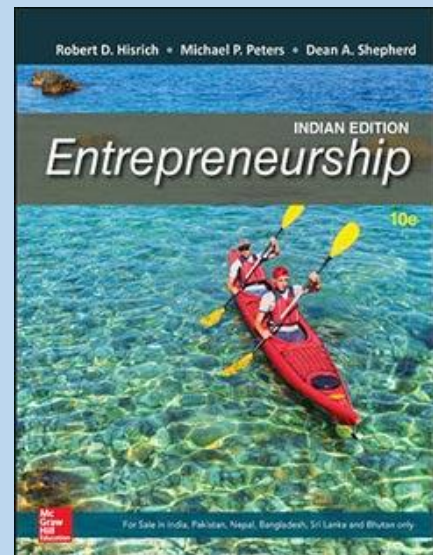
Entrepreneurship

Entrepreneurship has been designed to clearly instruct students on the process of formulating, planning, and implementing a new venture. Students are exposed to detailed descriptions of 'how to' embark on a new venture in a logical manner. Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts.

Author:	Stuart J. Russell
Publisher:	Pearson

CONTENTS

- **Part 1: The entrepreneurial perspective**
 - The entrepreneurial mind-set
 - Corporate entrepreneurship
 - Generating and exploiting new entries
- **Part 2: From Idea to the Opportunity**
 - Creativity and the business idea
 - Identifying and analyzing domestic and international opportunities
 - Protecting the idea and other legal issues for the entrepreneur
- **Part 3: From the opportunity to the business plan**
 - The business plan
 - The Marketing plan
 - The organizational plan
 - The financial plan
- **Part 4: From the business plan to funding the venture**
 - Sources of capital**
 - Informal risk capital, venture capital, and going public
- **Part 5: From funding the venture to launching, growing, and ending the new venture**
 - Strategies for growth and managing the implications of growth
 - Accessing resources for growth from the external sources
 - Success planning and strategies for harvesting and ending the venture
- **Part 6: Cases**



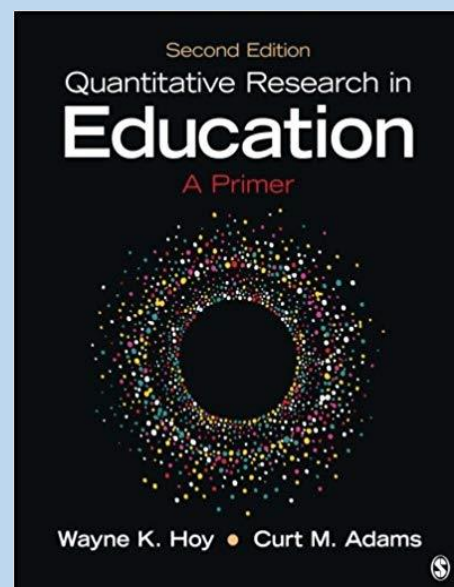
Quantitative Research in Education

Quantitative Research in Education: A Primer, Second Edition is a brief and practical text designed to allay anxiety about quantitative research. Award-winning authors Wayne K. Hoy and Curt M. Adams first introduce readers to the nature of research and science, and then present the meaning of concepts and research problems as they dispel notions that quantitative research is too difficult, too theoretical, and not practical. Rich with concrete examples and illustrations, the Primer emphasizes conceptual understanding and the practical utility of quantitative methods while teaching strategies and techniques for developing original research hypotheses.

Author:	Wayne K. Hoye
Publisher:	Sage

CONTENTS

- Chapter 1: The Nature of Research and Science
- Chapter 2: Concepts, Variables, and Research Problems
- Chapter 3: Conceptual Foundations of Statistics
- Chapter 4: Analyzing the Structure and Substance of Hypotheses
- Chapter 5: Generating Hypotheses
- Chapter 6: Practical Applications



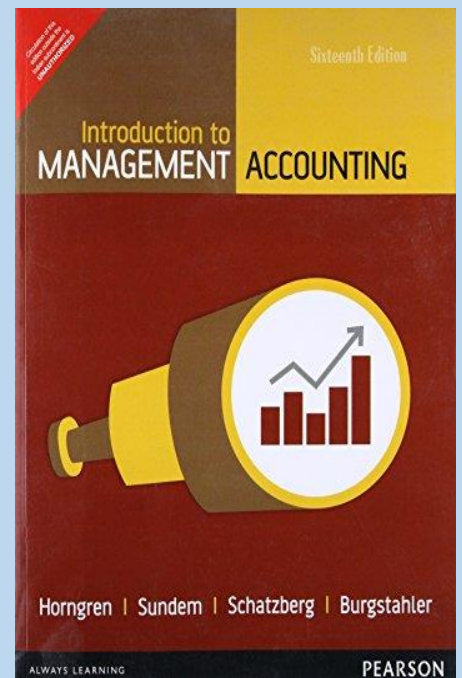
Introduction to Management Accounting

Introduction to Management Accounting describes both theory and common practices so students understand how to produce information that's useful in day-to-day decision making. New and revised business first boxes provide insights into operations at well-known domestic and international companies.

Author:	Charles T. Horngren
Publisher:	Preason

CONTENTS

- Managerial Accounting, the Business Organization, and Professional Ethics
- Introduction to Cost Behavior and Cost-Volume Relationships
- Cost Management Systems and an Introduction to Activity-Based Costing
- Relevant Information and Decision Making With a Focus on Pricing Decisions
- Relevant Information and Decision Making with a focus on Operational Decisions
- Introduction to Budgets and Preparing the Master Budget
- Flexible Budgets and Variance Analysis
- Management Control Systems and Responsibility Accounting
- Management Control in Decentralized Organizations
- Capital Budgeting
- Cost Allocation
- Accounting for overhead costs
- Job-Costing and Process-Costing Systems
- Basic Accounting: Concepts, Techniques, and Conventions
- Understanding Corporate Annual Reports: Basic Financial Statements
- Understanding and Analyzing Consolidated Financial Statements



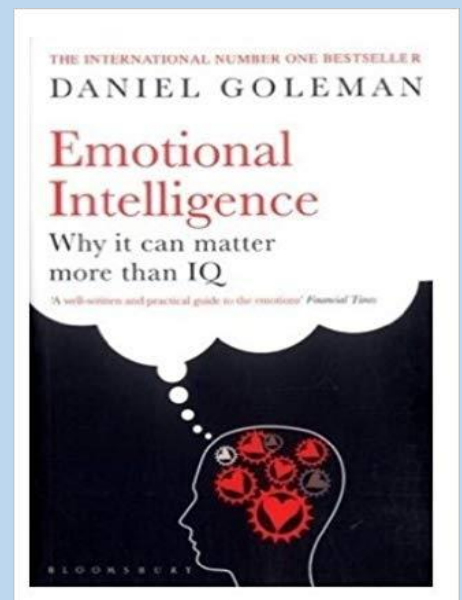
Emotional Intelligence: Why It Can Matter More Than IQ

The groundbreaking bestseller that redefines intelligence and success Does IQ define our destiny? Daniel Goleman argues that our view of human intelligence is far too narrow, and that our emotions play major role in thought, decision making and individual success. Self-awareness, impulse control, persistence, motivation, empathy and social deftness are all qualities that mark people who excel: whose relationships flourish, who are stars in the workplace. With new insights into the brain architecture underlying emotion and rationality, Goleman shows precisely how emotional intelligence can be nurtured and strengthened in all of us.

Author:	Daniel Goleman
Publisher:	Bloomsbury

CONTENTS

- **Part one:**
The Emotional Brain
- **Part Two:**
The Nature of Emotional Intelligence
- **Part Three:**
Emotional Intelligence applied
- **Part Four:**
Windows of Opportunity
- **Part Five:**
Emotional literacy



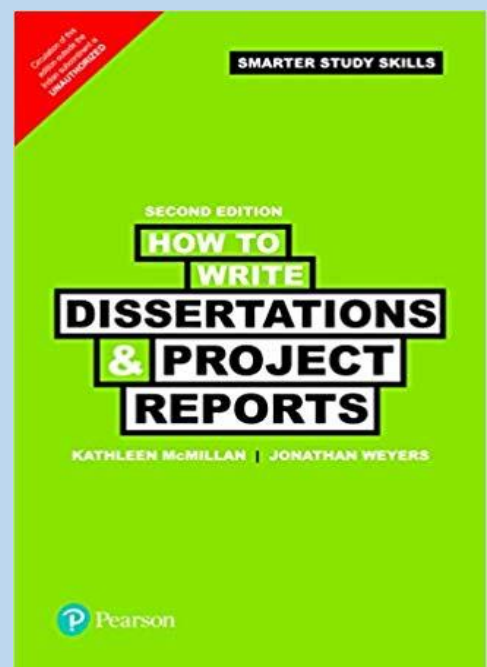
How To Write Dissertations & Project Reports

Description Fully updated since in 2007, and revised sections in key areas such as Plagiarism & Copyright, Ethics in research, and Citing & Referencing, How to write Dissertations & Research Projects will allow a student to assess and address their particular weaknesses in researching and writing dissertations and longer pieces of coursework and delivers detailed tips, techniques and strategies to enable them to significantly improve their abilities and performance in time to make a difference.

Author:	Kathleen McMillan
Publisher:	Pearson

CONTENTS

- Introduction
- Planning your research
- Finding and filtering information
- Applying research techniques
- Working with data and numbers
- Addressing issues of plagiarism, referencing and ethics
- Writing a first draft
- Editing, revising and presenting



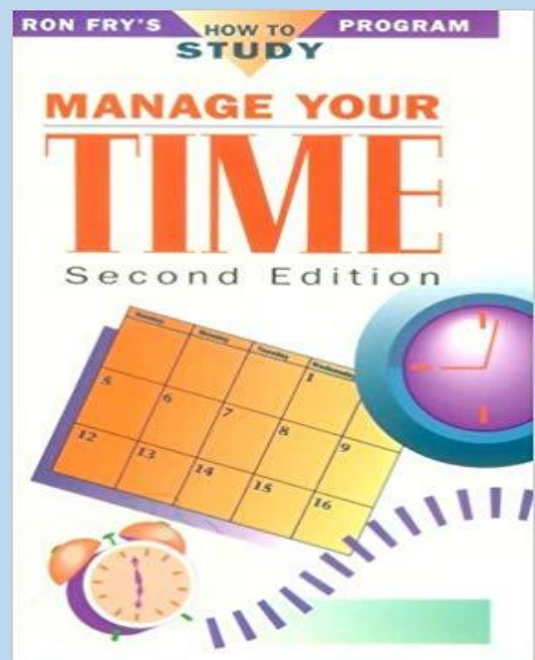
Manage Your Time

Manage Your Time not only shows you how to priorities your workload and cope with other people's demands, but also provides practical techniques for you to use when organizing your time. Power tips help you to handle real-life situations and develop first-class time-management skills that will dramatically improve efficiency and results.

Author:	Ron Fry
Publisher:	Career Press

CONTENTS

- Introduction: Make time to study smarter
- Chapter one: Take the time to plan
- Chapter Two: Spend time to save time
- Chapter Three: Set the stage for success
- Chapter Four: Just make yourself try
- Chapter Five: Get the big picture
- Chapter Six: Add the detailed brush strokes
- Chapter Seven: Help! Tips, tips and more tips
- Chapter Eight: It's time to deal with ADD
- Chapter Nine: Time management forms



Sustainable Development and Quality Assurance in Higher Education

To help address the challenges of sustainable development, higher education institutions must transform themselves, bringing together best practice in quality management for tertiary education with best practice in education for sustainable development. This book provides tested strategies and pathways for undertaking this successfully.

Author:	Zinaida Fadeeva
Publisher:	Palgrave Macmillan

CONTENTS

- Assessment for Transformation: Higher Education Thrives in Redefining Quality Systems
- Rankings and the Reconstruction of Knowledge during the Age of Austerity
- Sustainable Engagement: Towards a Participative Quality Culture of Sustainable Development in Higher Education
- The Role of Assessment and Quality Management in Transformations towards Sustainable Development: The Nexus between Higher Education, Society and Policy
- Drivers for Change in the Austrian University Sector: Implications for Quality Management
- Quality Assurance System based on Sustainable Development Paradigm: The Lithuanian Perspective
- Quality System Development at the University of Graz: Lessons Learned from the Case of RCE Graz-Styria
- STARS as a Multi-Purpose Tool for Advancing Campus Sustainability in the USA; Monika Urbanski and Paul Rowland
- Sustainability and Values Assessment in Higher Education
- Educating Sustainability Change Agents by Design: Appraisals of the Transformative Role of Higher Education
- Quality Management of Education for Sustainability in Higher Education
- Implementing Education for Sustainable Development (ESD) Concept in Higher Education Institutions: Case Study of Albukhary International University AIU), Malaysia



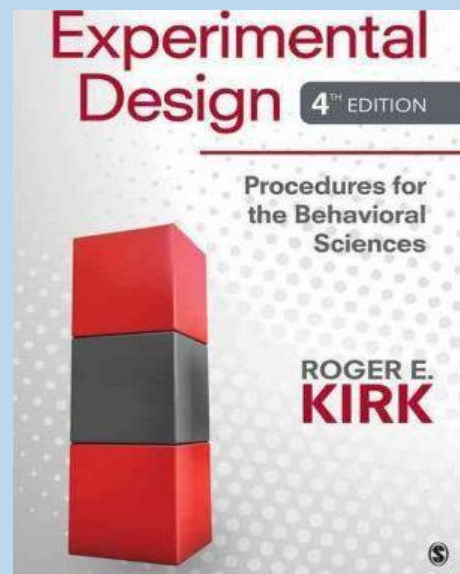
Experimental Design: Procedures for the Behavioral Sciences

This book is for students who are embarking on a qualitative research project in psychology or a related discipline. While focusing mainly on undergraduate dissertations, this book will also be useful for postgraduate students. It takes you through planning a qualitative project, stage by stage, addressing key issues and concerns along the way. The focus throughout is on how to make your project excellent!

Author:	Roger E. Kirk
Publisher:	Sage

CONTENTS

- Chapter 1. Research Strategies and the Control of Nuisance Variables
- Chapter 2. Experimental Designs: an Overview
- Chapter 3. Fundamental Assumptions in Analysis of Variance
- Chapter 4. Completely Randomized Design
- Chapter 5. Multiple Comparison Tests
- Chapter 6. Trend Analysis
- Chapter 7. General Linear Model Approach to ANOVA
- Chapter 8. Randomized Block Designs
- Chapter 9. Completely Randomized Factorial Design with Two Treatments
- Chapter 10. Completely Randomized Factorial Design with Three or More Treatments and Randomized Block Factorial Design
- Chapter 11. Hierarchical Designs
- Chapter 12. Split-Plot Factorial Design: Design with Group-Treatment Confounding
- Chapter 13. Analysis of Covariance
- Chapter 14. Latin Square and Related Designs
- Chapter 15. Confounded Factorial Designs: Designs with Group-Interaction Confounding
- Chapter 16. Fractional Factorial Designs: Designs with Treatment-Interaction Confounding



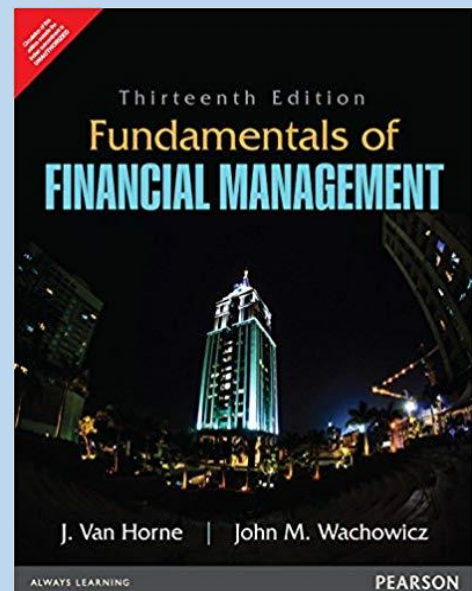
Fundamentals of Financial Management

Fundamentals of Financial Management, 13/e, provides a practical introduction to understanding the financial management of companies in today's rapidly changing business world. Maintaining its dedication to the financial decision-making process and the analysis of value creation, and develops a more international scope and introduces new topics into the debate.

Author:	J. Van Horne
Publisher:	Pearson

CONTENTS

- **Part One:**
Introduction To Financial Management
- **Part Two:**
Valuation
- **Part Three:**
Tools Of Financial Analysis And Planning
- **Part Four:**
Working Capital Management
- **Part Five:**
Investment In Capital Assets
- **Part Six:**
The Cost Of Capital, Capital Structure, And Dividend Policy
- **Part Seven:**
Intermediate And Long-Term Financing
- **Part Eight:**
Special Areas Of Financial Management



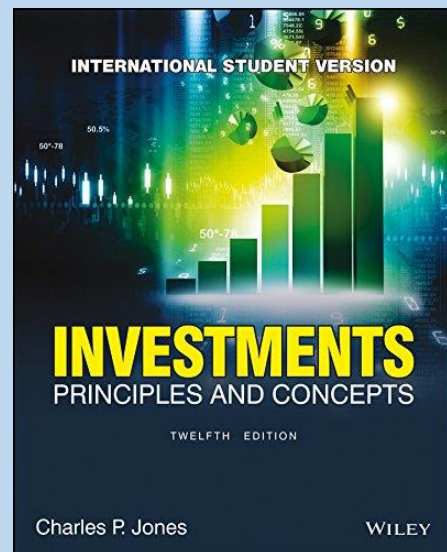
Investments: Principles and Concepts

Throughout changing investment opportunities, problems, and controversies, Charles P. Jones's Investments remains one of the most readable and comprehensive investments texts today. Students can count on the new 12th Edition for clarity, currency and balance. An effective organizational structure and essentials approach, important analytical methods, data, and finance concepts are all presented at a level that individuals of all investments backgrounds can master.

Author:	Charles P. Jones
Publisher:	Wiley

CONTENTS

- Part One: Background
- Part Two: Portfolio and capital market theory
- Part Three: Common Stocks
- Part Four: Security analysis
- Part Five: Fixed-Income Securities
- Part Six: Derivative Securities
- Part Seven: Investment Management



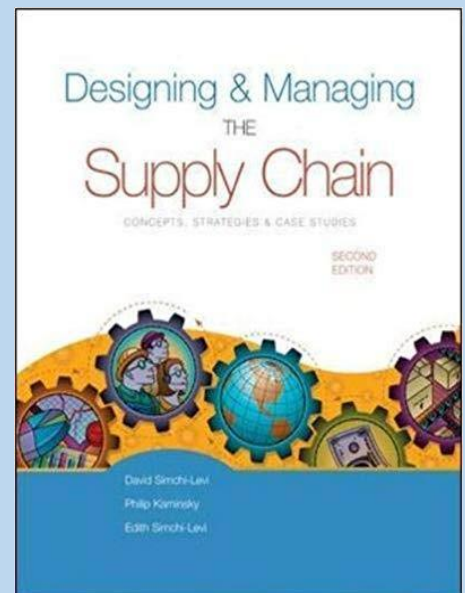
Designing & Managing the Supply Chain

In this book Simchi-Levy, Kaminsky and Simchi-Levi discuss the problems, models and concepts derived from issues related to effective supply chain management. This text is suitable for both academic study and practicing professionals. While many core supply chain management issues are interrelated, the authors have tried to make each chapter as self-contained that can refer directly to chapters covering topics of interest. Each chapter utilizes case studies and numerous examples. Mathematical and technical sections can be skipped without loss of continuity.

Author:	David Simchi-Levi
Publisher:	McGraw Hill

CONTENTS

- Introduction to supply chain management
- Logistics network configuration
- Inventory management and risk pooling
- The value of information
- Supply chain integration
- Strategic alliances
- Procurement and outsourcing strategies
- International issues in supply chain management
- Coordinated product and supply chain design
- Customer value and supply chain management
- Information technology for supply chain management
- Decision support systems for supply chain management



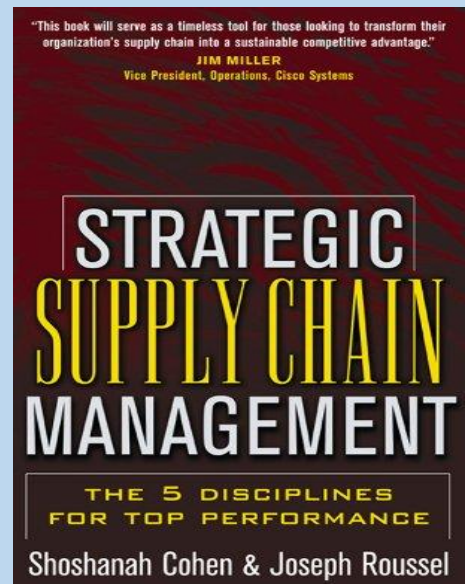
Strategic Supply Chain: The Five Disciplines for Top Performance

This book shows how today's industry leaders are building supply chain efficiencies - and creating long-term competitive advantage. Supply chain management is among the most complex and difficult activities in today's environment of shorter lead times, tighter delivery schedules, and dramatically increased product variety. It is also among the most important. "Strategic Supply Chain Management" explores the knowledge, techniques, and strategies necessary to create value and achieve competitive advantage from your supply chain.

Author:	Shoshanah Cohen
Publisher:	McGraw Hill

CONTENTS

- Core Discipline 1: View your supply chain as a strategic asset
- Core Discipline 2: Develop an End-to-End process architecture
- Core Discipline 3: Design your organization for performance
- Core Discipline 4: Build the right collaborative model
- Core Discipline 5: Use metrics to drive business success
- A Road map to change
- Seagate technology profile



Project Management : A Managerial Approach

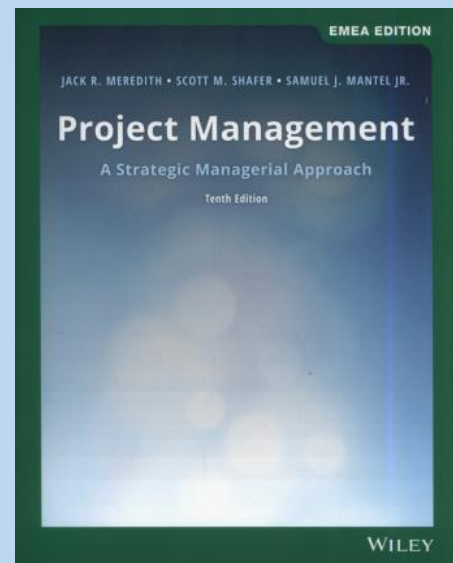
This title reflects an insight into human behaviour, knowledge of organisational issues and quantitative methods needed to do project management. It emphasises the challenges they'll face including planning, negotiating, budgeting, communicating and scheduling.

Author: Tom .M Mitchel

Publisher: McGraw Hill

CONTENTS

- Chapter 1 Projects In Contemporary Organizations
- **Part I Project Initiation**
 - Chapter 2 Strategic Management And Project Selection
 - Chapter 3 The Project Manager
 - Chapter 4 Managing Conflict And The Art Of Negotiation
 - Chapter 5 The Project In The Organizational Structure
- **Part II: Project Management In Practice**
 - Chapter 6 Activity Planning
 - Chapter 7 Budgeting
 - Chapter 8 Scheduling
 - Chapter 9 Resource Allocation
- **Part III: Project Execution**
 - Chapter 10 Monitoring And Information Systems
 - Chapter 11 Project Control
 - Chapter 12 Project Auditing
 - Chapter 13 Project Closure And Benefits Realization



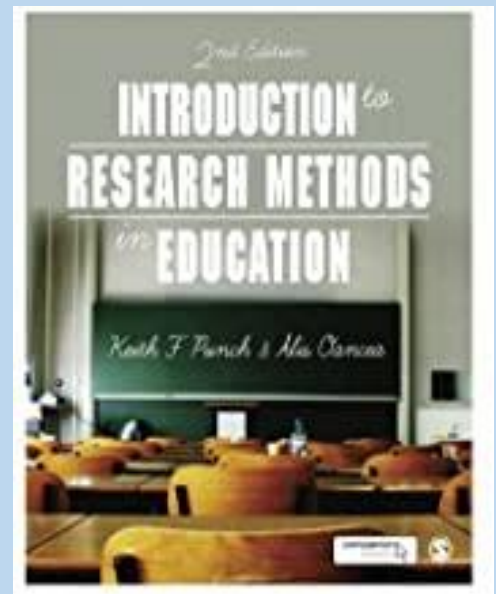
Introduction to Research Methods in Education

This book introduces the research process in a range of educational contexts. In this updated second edition, readers' may find guidance on every stage of research, with chapters on developing research questions, doing a literature review, collecting data, analysing your findings and writing it all up.

Author:	Keith F. Punch
Publisher:	Sage

CONTENTS

- Introduction
- Theory and Method in Education Research
- The Context for Education Research
- Ethics in Educational Research
- Research Questions
- From Research Questions to Data
- Literature Searching and Reviewing
- Qualitative Research Design
- Collecting Qualitative Data
- Quantitative Research Design
- Mixed Methods Research
- Research Writing



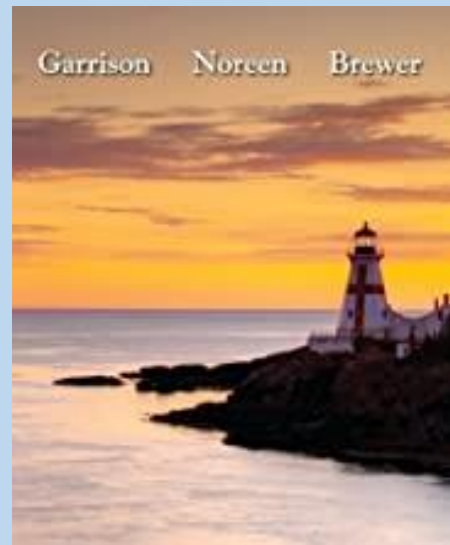
Managerial Accounting

It identifies the three functions managers must perform within their organizations. Plan operations, control activities, and make decisions and explains what accounting information is necessary for these functions, how to collect it, and how to interpret it.

Author:	Garrison Noreen Brewer
Publisher:	McGraw Hill Education

CONTENTS

- Chapter 1: Overview
- Chapter 2: Managerial Accounting and Cost Concepts
- Chapter 3: Job-Order Costing
- Chapter 4: Process Costing
- Chapter 5.: Cost-Volume Profit Relationships
- Chapter 6: Capital Budgeting Decisions
- Chapter 7: Financial Statement Analysis



Managing Behavior in Organizations

Managing Behavior in Organizations provides the scientific and practical highlights of organizational behavior (OB). This text focuses on the essential concepts and practices that students need to know while offering instructors an array of material that can be tailored to their style of teaching.

Author:	Elmasri
Publisher:	Pearson

CONTENTS

- Introduction
- The field of organizational behavior
- Organizational justice, ethics, and corporate social responsibility
- Individual behavior
- Psychological processes in organizations: personality, perception, and learning
- Coping with organizational life : emotions and stress
- Work-related attitudes : prejudice, job satisfaction
- And organizational commitment
- What motivates people to work?
- Group behavior
- Interpersonal behavior in the workplace
- Organizational communication
- Group processes and work teams
- Making individual and group decisions in organizations
- The quest for leadership
- Organizational processes
- Culture, creativity, and innovation
- Designing effective organizations
- Managing organizational change: strategic planning
- And organizational development



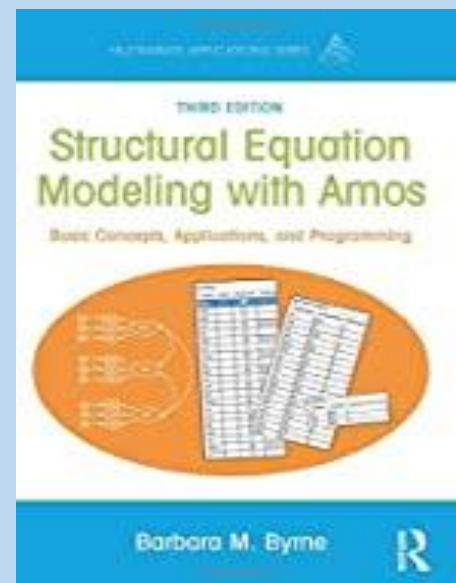
Structural Equation Modeling With AMOS

The Text provides a practical guide to the basic concepts of structural equation modeling (SEM) and the AMOS program (Versions 17 & 18). The author reviews SEM applications based on actual data taken from her research. Noted for its non-mathematical language, this book is written for the novice SEM user. With each chapter, the author "walks" the reader through all steps involved in testing the SEM model including: an explanation of the issues addressed an illustration of the hypothesized and posthoc models tested AMOS input and output with accompanying interpretation and explanation The function of the AMOS toolbar icons and their related pull-down menus The data and published reference upon which the model was based.

Author:	Barbara M. Byrne
Publisher:	Routledge

CONTENTS

- **Section I:** Introduction
- **Section II:** Single-Group Analyses
- **Section III:** Multiple-Group Analysis
- **Section IV:** Other Important Applications



Successful Time Management

Successful Time Management is packed with proven tips, tools and techniques to help review and assess time management and adopt new work practices to improve. It includes great time-saving ideas, practical solutions and checklists, plus advice on: controlling paperwork, organizing your emails, delegating and working with others, prioritizing to focus on key issues, getting and staying organized.

Author:	Patrick Forsyth
Publisher:	KoganPage

CONTENTS

- Time, a key resource: opportunities and difficulties
- First steps towards effective time management
- Getting (and staying) organized
- Combating the time wasters
- Emails, shortcut or time black hole?
- First things first
- Controlling the Paperwork
- Working with other people
- Final words



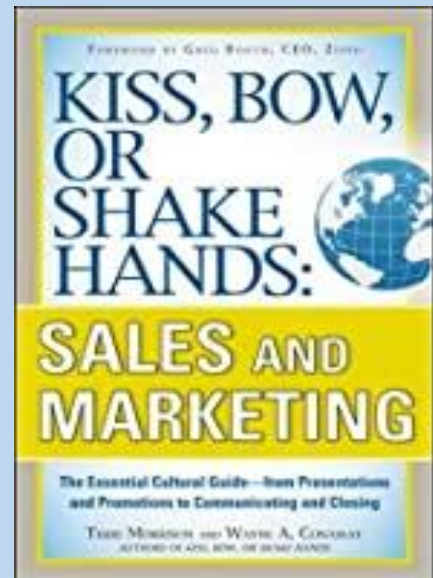
Kiss, Bow, or Shake Hands, Sales and Marketing

Kiss, Bow, or Shake Hands: Sales and Marketing is an informative, entertaining guide that shows you what to do—and what to avoid—in any given sales or marketing situation, from Argentina to South Africa

Author:	Dick Grune
Publisher:	Springer

CONTENTS

- Argentina
- Australia
- Brazil
- Canada
- China
- France
- Germany
- India
- Indonesia
- Italy
- Japan
- Mexico
- Russia
- Saudi Arabia
- South Africa
- South Korea
- Turkey United Arab Emirates
- United Kingdom
- United States of America



Introduction to Quantitative Research Methods: An Investigative Approach

The Book is a student-friendly introduction to quantitative research methods and basic statistics. It uses a detective theme throughout the text and in multimedia courseware to show how quantitative methods have been used to solve real-life problems. The book focuses on principles and techniques that are appropriate to introductory level courses in media, psychology and sociology. Examples and illustrations are drawn from historical and contemporary research in the social sciences.

Author:	Mark Balnaves
Publisher:	Sage

CONTENTS

- Order at all Points: Counting and accounting
- Starting the Inquiry: “But what happened then?”
- Defining the Inquiry: “Then how do you know?”
- Methods of Inquiry: It is a Capital mistake to theorize before one
- Data: Data Data: Analysing data from the Inquiry
- Finding answers from the Inquiry: “Elementry, my dear Watson!”
- Summarizing and presenting results; Quite So!



Total Quality Management

Presenting sufficient theory to ensure a sound understanding of basic concepts, this progressive text provides a fundamental, yet comprehensive exploration of total quality management (TQM) in an all-encompassing, single-volume review that covers not only the principles and practices, but also the tools and techniques. Customer satisfaction (including their perception of quality, feedback, and translating needs into requirements). Employee involvement (motivation, empowerment, team training, unions, and more).

Author:	Dale H.
Publisher:	Pearson

CONTENTS

- **Part One: Principles and Practices**
 - Introduction
 - Leadership
 - Customer satisfaction
 - Employee Involvement
 - Continuous process improvement
 - Supplier partnership
 - Performance measures
- **Part Two: Tools and Techniques**
 - Benchmarking
 - Information technology
 - Quality management system
 - Environmental and Occupational Health and safety management system
 - Quality Function Deployment
 - Quality by design
 - Failure mode and effect analysis



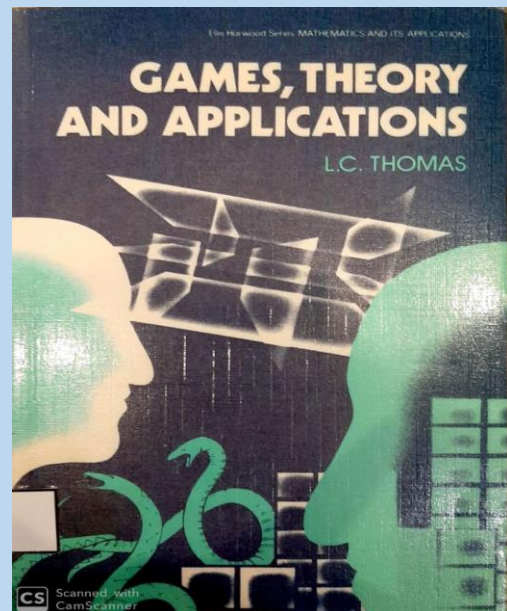
Game Theory and Its Applications

This textbook opens with the theory of 2-person zero-sum games, 2-person non-zero sum games, and n-person games, at a level between non-mathematical introductory books and technical mathematical game theory books. Includes introductory explanations of gaming and meta games.

Author:	L. C. Thomas
Publisher:	Ellis Harwood

CONTENTS

- Chapter 1: The Game's Afoot
- Chapter 2: Two-Person-Zero-Sum Games
- Chapter 3: Two-Personnon-Zero-Sum Games
- Chapter4: N- Person Games
- Chapter 5: Market Games and Oligopoly
- Chapter 6: Metagames
- Chapter 7: Multi- Stage Games
- Chapter 8: Evolutionary Games
- Chapter 9: Bidding and Auction
- Chapter 10: Gaming



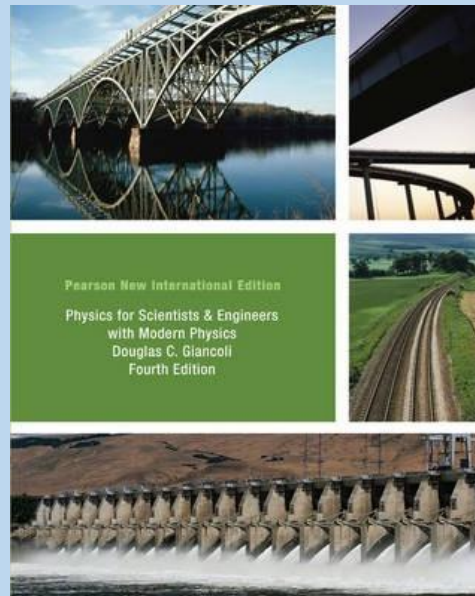
Physics for Scientists & Engineers with Modern Physics

This book is written for students. It aims to explain physics in a readable and interesting manner that is accessible and clear, and to teach students by anticipating their needs and difficulties without oversimplifying.

Author:	Douglas C. Giancoli
Publisher:	Pearson

CONTENTS

- Chapter 1: Introduction, Measurement, Estimating
- Chapter 2: Describing Motion: Kinematics In One Dimension
- Chapter 3: Kinematics In Two Or Three Dimensions; Vectors
- Chapter 4: Dynamics: Newton's Laws Of Motion
- Chapter 5: Using Newton's Laws: Friction, Circular Motion, Drag Forces
- Chapter 6: Gravitation And Newton's6 Synthesis
- Chapter 7: Work And Energy
- Chapter 8: Conservation Of Energy
- Chapter 9: Linear Momentum
- Chapter 10: Rotational Motion
- Chapter 11: Angular Momentum; General Rotation
- Chapter 12: Static Equilibrium; Elasticity And Fracture
- Chapter 13: Fluids
- Chapter 14: Oscillations
- Chapter 15: Wave Motion
- Chapter 16: Sound
- Chapter 17: Temperature, Thermal Expansion, And The Ideal Gas Law
- Chapter 18: Kinetic Theory Of Gases
- Chapter 19: Heat And The First Law Of Thermodynamics
- Chapter 20: Second Law Of Thermodynamics
- Chapter 21: Electric Charge And Electric Field
- Chapter 22: Gauss's Law ...



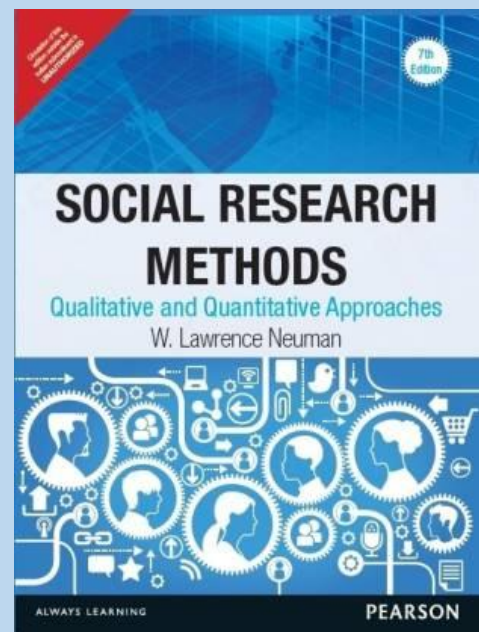
Social Research Methods

This highly regarded textbook presents a comprehensive and balanced introduction to both qualitative and quantitative approaches to social research, emphasizing the benefits of combining various approaches. Dozens of new examples from actual research studies help illustrate concepts and methods.

Author:	W. Lawrence Neuman
Publisher:	Pearson

CONTENTS

- Why do research?
- What are the major types of social research?
- Theory and research
- The meaning of methodology
- How to review the literature review and conduct ethical studies
- Strategies of research design
- Qualitative and quantitative sampling
- Experimental research
- Survey research
- Nonreactive research and secondary analysis
- Analysis of quantitative data
- Field research and focus group research
- Analysis of qualitative data
- Writing the research report and the politics of social research



The Basics of Social Research

This thorough revision of Babbie's standard-setting text presents a succinct, straightforward introduction to the field of research methods as practiced by social scientists. Contemporary examples, such as terrorism, Alzheimer's disease, anti-gay prejudice and education, and the legalization of marijuana, introduce students to the "how-to" and "whys" of social research methods. Updated with new data, expanded coverage of online research and other topics, and new Learning Objectives for each chapter to focus students' attention on important concepts, this edition continues to be authoritative yet student-friendly and engaging as it helps students connect the dots between the world of social research and the real world

Author:	Earl R. Babbie
Publisher:	Cengage Learning

CONTENTS

- **Part I: An Introduction to Inquiry.**
Human Inquiry And Science.
Paradigms, Theory, And Research.
The Ethics And Politics Of Social Research.
- **Part II: The Structuring of Inquiry**
Research Design.
Conceptualization, Operationalization, And
Measurement.
Indexes, Scales, And Typologies.
The Logic Of Sampling.
- **Part III: Modes of Observation**
Experiments.
Survey Research.
Qualitative Field Research.
Unobtrusive Research.
Evaluation Research.
- **Part IV: Analysis of Data**
Qualitative Data Analysis.
Quantitative Data Analysis.
Reading And Writing Social Research.



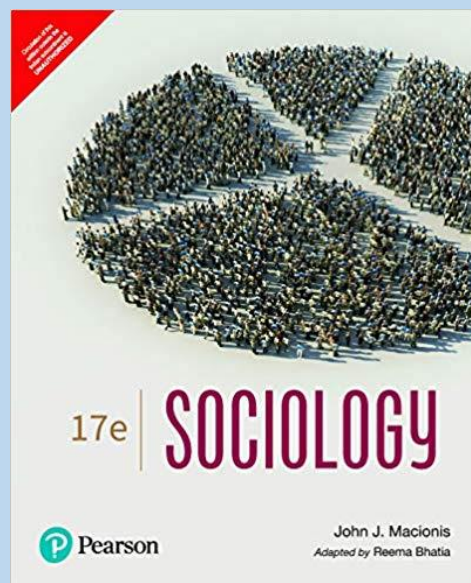
Sociology

With a complete theoretical framework and a global perspective, Sociology by Macionis, 17/e describes a comprehensive and relevant introduction to sociology. This informative, engaging, and entertaining title will change the way readers see the world and open the door to many new perspectives and opportunities. This edition elevates Sociology's high standard of excellence, ensuring that it remains one of the foremost comprehensive introductory sociology resources for students and instructors alike.

Author:	John J. Macionis
Publisher:	Pearson

CONTENTS

- The Sociological Perspective
- Sociological Investigations
- Culture
- Society
- Socialization
- Social Interaction in Everyday Life
- Mass Media and Social Media
- Groups and Organizations
- Sexuality and Society
- Deviance
- Social Stratification
- Social Class in the United States
- Global Stratification
- Gender Stratification
- Race and Ethnicity
- Aging and the Elderly
- The Economy and Work
- Politics and Government
- Families
- Religion
- Education
- Health and Medicine
- Population, Urbanization, and Environment
- Collective Behavior and Social Movements
- Social Change: Traditional, Modern, and Postmodern Societies.



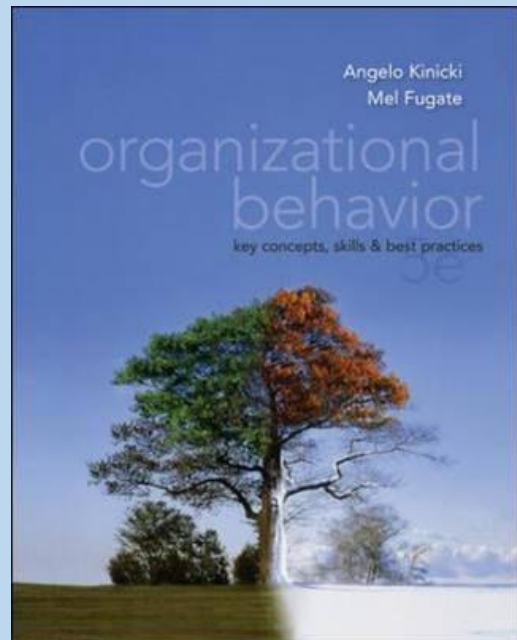
Organizational Behavior: Key Concepts, Skills & Best Practices

This book provides lean and efficient coverage of topics such as diversity in organizations, ethics, and globalization, which are recommended by the Association to Advance Collegiate Schools of Business (AACSB) and the Association of Collegiate Business Schools and Programs (ACBSP). Timely chapter-opening vignettes, interactive exercises integrated into each chapter, practical boxes titled "Skills & Best Practices," four-color presentation, lively writing style, captioned color photos, cartoons, and real-world in-text examples make Organizational Behavior.

Author:	Angelo Kinicki
Publisher:	McGraw Hill

CONTENTS

- **Part I: Managing People Within the External and Organizational Context**
 - Chapter 1 - Needed: People-Centered Managers and Workplaces
 - Chapter 2 - Organizational Culture, Socialization, and Mentoring
 - Chapter 3 - Developing Global Managers
- **Part II: Managing Individual Level Factors**
 - Chapter 4 - Understanding Social Perception and Managing Diversity
 - Chapter 5 - Appreciating Individual Differences: Intelligence, Ability, Personality, Core Self-Evaluations, Attitudes, and Emotions
 - Chapter 6 - Motivation I: Needs, Job Design, and Satisfaction
 - Chapter 7 - Motivation II: Equity, Expectancy, and Goal Setting
 - Chapter 8 - Improving Performance with Feedback, Rewards, and Positive Reinforcement
- **Part III: Managing Group Level Factors and Social Processes**
 - Chapter 9 - Effective Groups and Teams
 - Chapter 10 - Making Decisions
 - Chapter 11 - Managing Conflict and Negotiating
 - Chapter 12 - Communicating in the Digital Age
 - Chapter 13 - Influence, Power, and Politics: An Organizational Survival Kit ...



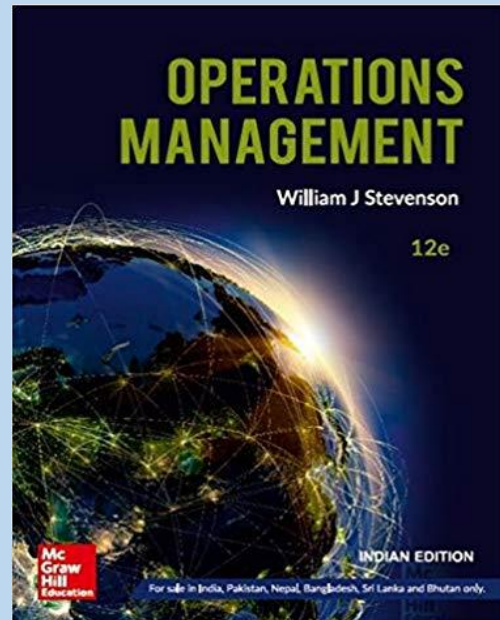
Operations Management

The Ninth Edition of Operations Management features the latest concepts and applications while not losing focus on the core concepts that has made this text a market leader. The approachable text supports students in applying concepts and methods by providing solved problems, examples, questions, practice problems, and cases.

Author:	William J. Stevenson
Publisher:	McGraw Hill

CONTENTS

- Introduction to operation management
- Competitiveness, strategy, and productivity
- Forecasting
- Product and Service design
- Strategic capacity planning for product and services
- Process selection and family layout
- Work design and measurement
- Location planning and analysis
- Management of quality
- Quality control
- Aggregate planning and master scheduling
- MRP and ERP
- Inventory Management
- JIT and learn Operations
- Supply chain management
- Scheduling
- Project management
- Management of waiting lines
- Linear Programming



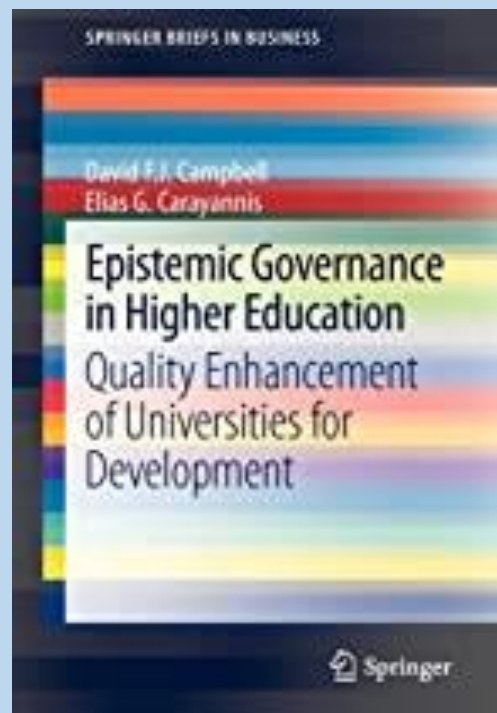
Epistemic Governance in Higher Education

In this volume, the authors apply the concept to higher education. They define key terms and concepts, arguing that a good, effective and sustainable governance of higher education is not possible unless the epistemic structure and knowledge paradigms of higher education are addressed directly. Effective governance of academic institutions is particularly important, given their essential role in generating and disseminating knowledge with practical and policy implications of the epistemic approach for promoting quality assurance, quality enhancement, and quality management of higher education, and their impact on university administration and academic career development.

Author:	David F. J. Campbell
Publisher:	Springer

CONTENTS

- Introduction
- Conceptual Definition of Governance and Higher Education Governance of and in the Higher Education
- Governance: Governance of and in higher education
- Conclusion



Governance for Sustainable Development

Good governance was identified at the World Summit on Sustainable Development as a critical factor for ensuring successful sustainable development. This book builds on the briefing papers that were presented at the Summit, taking further the discussions of the WEHAB agenda (Water, Energy, Health, Agriculture and food, and Biodiversity - the five international priority sectors highlighted by UN Secretary General Kofi Annan).

Author: Georgina Ayre

Publisher: Earthscan

CONTENTS

- Introduction: Setting the scene
- Outcomes from the WSSD
- Environment : the path of global environmental governance : form and function in historical perspective
- Economy : the economic problem of sustainable governance
- Society : participation and engagement
- Water : water and governance
- Energy : energy governance, poverty, and sustainable development
- Health : health and sustainable development : addressing the challenges post Johannesburg
- Agriculture : improving governance for food security and agriculture
- Biodiversity : biodiversity governance after Johannesburg --
- Conclusion: Where next?



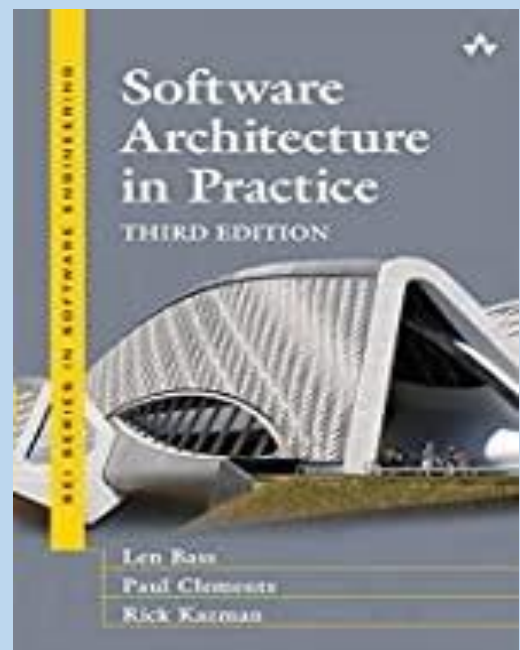
Software Architecture in Practice

The authors have structured this edition around the concept of architecture influence cycles. Each cycle shows how architecture influences, and is influenced by, a particular context in which architecture plays a critical role. Contexts include technical environment, the life cycle of a project, an organization's business profile, and the architect's professional practices. text remain central to their architecture philosophy-with an entire chapter devoted to each attribute-and broadened their treatment of architectural patterns.

Author:	Len Bass
Publisher:	Pearson

CONTENTS

- **Part I:**
Introduction
- **Part II:**
Quality Attributes
- **Part III:**
Architecture in the Life Cycle
- **Part IV:**
Architecture and Business
- **Part V:**
The Brave New World



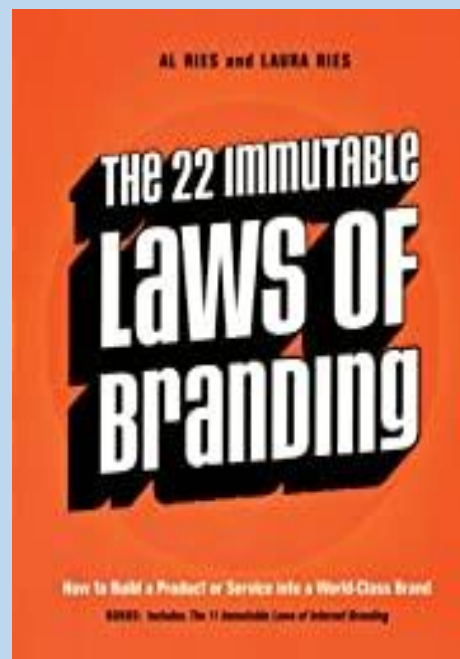
The 22 Immutable Laws of Branding

The 22 Immutable Laws of Branding also tackles one of the most challenging marketing problems today: branding on the Web. The Rieses divulge the controversial and counterintuitive strategies and secrets that both small and large companies have used to establish internet brands and essential primer on building a category-dominating, world-class brand.

Author:	Al Ries & Laura Ries
Publisher:	Collins Business

CONTENTS

- The 22 Immutable Laws of Branding
- The 11 Immutable Laws of Internet Branding



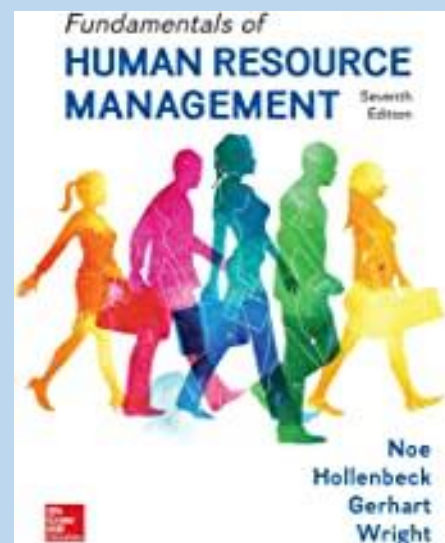
Fundamentals of Human Resource Management

Fundamentals of Human Resource Management provides a complete introduction to human resource management for the general business manager who wants to learn more about how HRM is used in the everyday work environment. Its adaptive learning program and its engaging, focused, and applied content make it the fastest growing HRM program on the market.

Author:	Raymond A. Noe
Publisher:	McGraw Hill

CONTENTS

- **Part 1:**
The Human Resource Environment
- **Part2:**
Acquiring, Training and Developing Human Resources
- **Part 3:**
Assessing and Improving Performance
- **Part 4:**
Compensating Human Resources
- **Part 5:**
Meeting Other HR Goals



An Introduction to Project Management

It provides up-to-date information on how good project, program, and portfolio management can help you achieve organizational success. The book includes over 50 samples of tools and techniques applied to one large project, and is suitable for all majors, including business, engineering, healthcare.

Author: Kathy Schwalbe

Publisher: Kathy Schwalbe

CONTENTS

- Chapter 1: An Introduction
- Chapter 2: Project, Program, And Portfolio Selection
- Chapter 3: Initiating Projects
- Chapter 4: Planning Projects, Scope Mangement
- Chapter 5: Planning Projects Cost Management
- Chapter 6: Planning Projects Procurement Management
- Chapter 7: Executing Projects
- Chapter 8: Monitoring and Controlling Projects
- Chapter 9: Closing Projects
- Chapter 10: Best Practices in PM



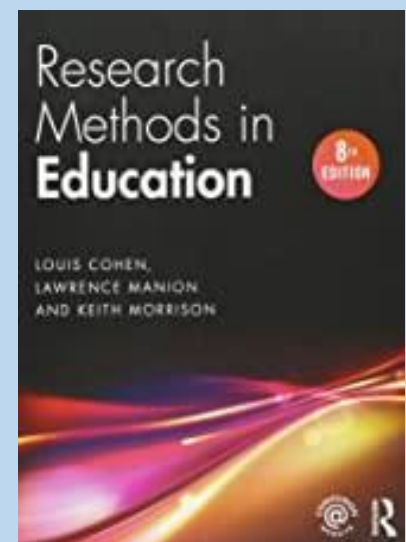
Research Methods in Education

Research Methods in Education covers the whole range of methods employed by educational research at all stages. Its five main parts cover: the context of educational research; research design; methodologies for educational research; methods of data collection; and data analysis and reporting. It continues to be the go-to text for students, academics and researchers who are undertaking, understanding and using educational research, and has been translated into several languages. It offers plentiful and rich practical advice, underpinned by clear theoretical foundations, research evidence and up-to-date references, and it raises key issues and questions for researchers planning, conducting, reporting and evaluating research.

Author:	Louis Cohen
Publisher:	Routledge

CONTENTS

- **Part 1:**
The context of educational research
- **Part 2:**
Research Design
- **Part 3:**
Methodologies for educational research
- **Part 4:**
Methods of data collection
- **Part 5:**
Data analysis and reporting



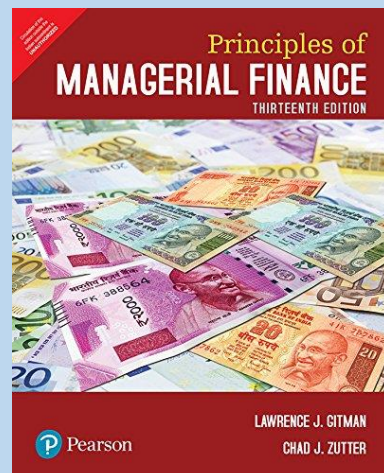
Principles of managerial finance

The Contents give explanations and real-life case studies, combined with an extensive array of aids to learning, this introductory text integrates features which provide a framework to help students learn the major concepts behind managerial finance. point-by-point at the end of the chapters and noted in the assignment material.

Author:	Lawrence J.Gitman
Publisher:	Pearson

CONTENTS

- Introduction to managerial finance
- Financial tools
- Valuation of securities
- Risk and the required rate of return
- Long-term investment decisions
- Long-term financial decisions
- Short-term financial decisions
- Special topics in managerial finance



Operations Management: Processes and Supply Chains

The 12th Edition provides ample opportunities for students to experience the role of a manager with challenging problems, cases, a library of videos customized to the individual chapters, simulations, experiential exercises, and tightly integrated online resources. Practical, easy to read text with a managerial approach to operations management. Operations Management: Processes and Supply Chains provides students with a comprehensive framework for addressing operational process and supply chain issues and uses a systemized approach while focusing on issues of current interest.

Author:	Lee J. Krajewski
Publisher:	Pearson

CONTENTS

- **Part I:**
Processes Management
- **Part II:**
Customer Demand Management
- **Part III:**
Supply Chains Management



Business Ethics: Ethical Decision Making & Cases

The book is real-world, hands-on applications--placing students in the role of decision maker. An "Ethical Dilemma" at the opening of each chapter highlights a realistic situation and provides guided discussion questions on how the dilemma could be resolved. Chapter-ending "Resolving Ethical Business Challenges" are minicases that give students an opportunity to put what they have learned into action as they use their critical-thinking skills to address realistic ethical issues.

Author:	O. C. Ferrell
Publisher:	Cengage Learning

CONTENTS

- **Part I: An Overview Of Business Ethics.**
 - 1: The Importance Of Business Ethics.
 - 2: Stakeholder Relationships, Social Responsibility, And Corporate Governance.
- **Part II: Ethical Issues And The Institutionalization Of Business Ethics.**
 - 3: Emerging Business Ethics Issues.
 - 4: The Institutionalization Of Business Ethics.
 - Part Iii: The Decision-Making Process.
 - 5: Ethical Decision Making And Ethical Leadership.
 - 6: Individual Factors: Moral Philosophies And Values.
 - 7: Organizational Factors: The Role Of Ethical Culture And Relationships.
- **Part IV: Implementing Business Ethics In A Global Economy.**
 - 8: Developing An Effective Ethics Program.
 - 9: Managing And Controlling Ethics Programs.
 - 10: Business Ethics In A Global Economy.
- **Part V: Cases**



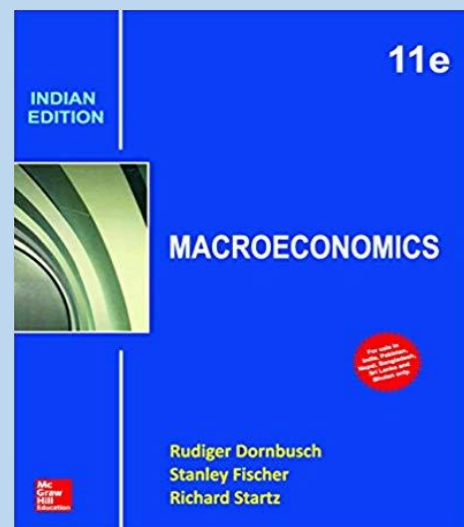
Macroeconomics

The book is revised edition since its introduction in 1978. This revision retains most of the text's traditional features, including a middle-of-the-road approach and very current research, while updating and simplifying the exposition. This revision focuses on making the text even easier related to principles of economics.

Author:	RudigerDornbusch
Publisher:	McGraw Hill

CONTENTS

- Part 1 - Introduction and National Income Accounting
 - Chapter 1 - Introduction
 - Chapter 2 - National Income Accounting
- Part 2 - Growth, Aggregate Supply and Demand, and Policy
 - Chapter 3 - Growth and Accumulation
 - Chapter 4 - Growth and Policy
 - Chapter 5 - Aggregate Supply and Demand
 - Chapter 6 - Aggregate Supply: Wages, Prices, and Unemployment
 - Chapter 7 - The Anatomy of Inflation and Unemployment
 - Chapter 8 - Policy Preview
- Part 3 - First Models
 - Chapter 9 - Income and Spending
 - Chapter 10 - Money, Interest, and Income
 - Chapter 11 - Monetary and Fiscal Policy
 - Chapter 12 - International Linkages
- Part 4 - Behavioral Foundations
 - Chapter 13 - Consumption and Saving
 - Chapter 14 - Investment Spending
 - Chapter 15 - The Demand for Money
 - Chapter 16 - The Fed, Money, and Credit
 - Chapter 17 - Policy



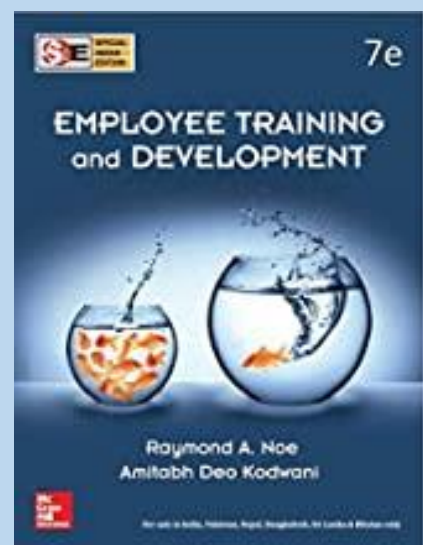
Employee Training and Development

The edition covers and addresses the changes in training and development from an employer and employee perspective - adding value to the employer and employee with emphasis on new technology and strategic training.

Editor: Raymond A. Noe
Publisher: McGraw Hill

C O N T E N T S

- **Part One**
The Context For Training And Development
 - 1 Introduction To Employee Training And Development
 - 2 Strategic Training
- **Part Two**
Designing Training
 - 3 Needs Assessment
 - 4 Learning And Transfer Of Training
 - 5 Program Design
 - 6 Training Evaluation
- **Part Three**
Training And Development Methods
 - 7 Traditional Training Methods
 - 8 Technology-Based Training Methods
 - 9 Employee Development And Career Management
- **Part Four**
Social Responsibility And The Future
 - 10 Social Responsibility: Legal Issues, Managing Diversity, And Career Challenges
 - 11 The Future Of Training And Development



Business Research Methods and Statistics Using SPSS

The book is comprehensive in its coverage, including discussion of the business context, statistical analysis of data, survey methods, and reporting and presenting research. A companion website also contains four extra chapters for the more advanced student, along with PowerPoint slides for lecturers, and additional questions and exercises, all of which aim to help students to:

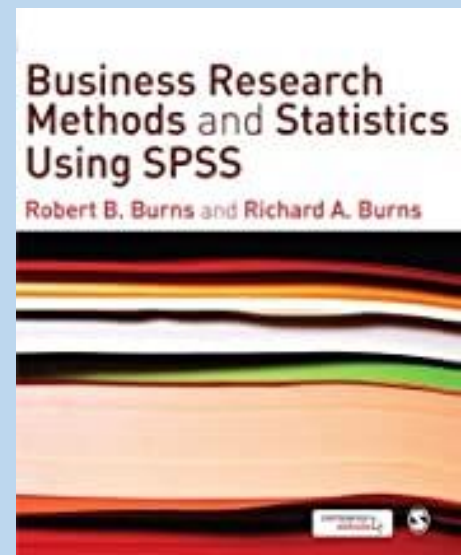
- Understand the importance and application of statistics and quantitative methods in the field of business, - Design effective research studies, - Interpret statistical results, - Use statistical information meaningfully, - Use SPSS confidently

Editor: Robert B. Burns

Publisher: Sage

C O N T E N T S

- **Part One:**
General Orientation to Research In Business And Management
- **Part Two:**
Entering, Describing and Obtaining Data
- **Part Three:**
Statistically Analysing Data
- **Part Four:**
Survey Methods for Research In Business And Management
- **Part Five:**
Reporting and Presenting Research



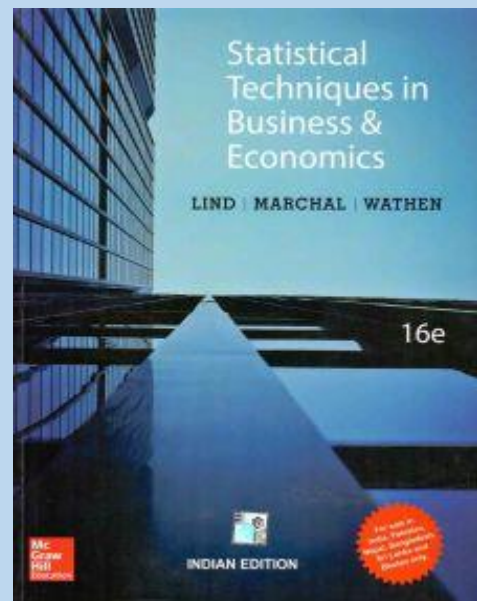
STATISTICAL TECHNIQUES IN BUSINESS AND ECONOMICS

The text presents concepts clearly and succinctly with a conversational writing style and illustrates concepts through the liberal use of business-focused examples that are relevant to the current world of a college student. Known as a "student's text," Lind's supporting pedagogy includes self-reviews, cumulative exercises, and coverage of software applications including Excel, Minitab, and MegaStat for Excel. In addition, resources within Connect help students solve problems and apply what they've learned. Lind's real-world examples, comprehensive coverage, and superior pedagogy combine with a complete digital solution to help students achieve higher outcomes in the course. Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective.

Editor: Robert B. Burns
Publisher: Sage

CONTENTS

- Chapter 1 What Is Statistics?
- Chapter 2 Describing Data: Frequency Tables, Frequency Distributions, and Graphic Presentation
- Chapter 3 Describing Data: Numerical Measures
- Chapter 4 Describing Data: Displaying and Exploring Data
- Chapter 5 A Survey of Probability Concepts
- Chapter 6 Discrete Probability Distributions
- Chapter 7 Continuous Probability Distributions
- Chapter 8 Sampling Methods and the Central Limit Theorem
- Chapter 9 Estimation and Confidence Intervals
- Chapter 10 One-Sample Tests of Hypothesis
- Chapter 11 Two-Sample Tests of Hypothesis
- Chapter 12 Analysis of Variance
- Chapter 13 Correlation and Linear Regression
- Chapter 14 Multiple Regression Analysis
- Chapter 15 Nonparametric Methods: Nominal Level Hypothesis Tests
- Chapter 16 Nonparametric Methods: Analysis of Ordinal Data
- Chapter 17 Index Numbers
- Chapter 18 Time series and forecasting



Introduction to Time Series and Forecasting

The edition contains detailed instructions for the use of the professional version of the Windows-based computer package ITSM2000, now available as a free download from the Springer Extras website. The logic and tools of time series model-building are developed in detail. Numerous exercises. The core of the book covers stationary processes, ARMA and ARIMA processes, multivariate time series and state-space models, with an optional chapter on spectral analysis. Many additional special topics are also covered.

Editor: Peter J. Brockwell
Publisher: Springer

C O N T E N T S

- Introduction
- Stationary processes
- Arma models
- Spectral analysis
- Modeling and forecasting with arma process
- Nonstationary and seasonal time series models
- Time series models for financial data
- Multivariate time series
- State-space models
- Forecasting techniques
- Further topics



Strategic Management of Human Resources

The title a truly innovative, integrative framework that examines the traditional functional HR areas from a strategic perspective. This text is organized into two sections. The first section, examines the context of strategic HR and develops a framework and conceptual model for the practice of strategic HR. The second section, examines the actual practice and implementation of strategic HR through a discussion of strategic issues that need to be addressed while developing specific programs and policies related to the traditional functional areas of HR. Both the integrative framework that requires linkage between and consistency among these functional HR activities and the approach toward writing about these traditional functional areas from a strategic perspective distinguish the text from what is currently on the market.

Editor: Jeffery A. Mello
Publisher: Cengage

CONTENTS

- **Part 1: the context of strategic human resource management.**
 - An investment perspective of human resources management.
 - Social responsibility and human resource management.
 - Strategic management.
 - The evolving/strategic role of human resource management.
 - Human resource planning.
 - Design and redesign of work systems.
 - Employment law.
- **Part 2: implementation of strategic human resource management.**
 - Staffing.
 - Training and development.
 - Performance management and feedback.
 - Compensation.
 - Labor relations.
 - Employee separation and retention management.
 - Global human resource management.



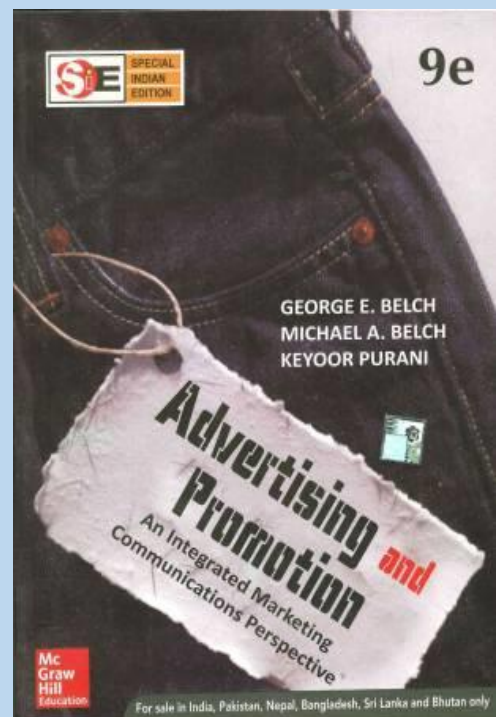
Advertising and Promotion: An Integrated Marketing Communications Perspective

This is a comprehensive book on advertising from an integrated marketing communications perspective. The book comprises chapters on developing integrated marketing communications program, objectives and budgeting for integrated marketing communications program and monitoring, evaluation and control. In addition, the book provides various strategies to the readers to shift from conventional methods of advertising to a more widely recognized approach. This book is essential for professionals in the field of advertising and management students.

Editor: George E. Belch
Publisher: McGraw Hill

CONTENTS

- Part 1: Introduction to Integrated Marketing Communications
- Part 2: Integrated Marketing Communications Program Situation Analysis
- Part 3: Analyzing the Communication Process
- Part 4: Objectives and Budgeting for Integrated Marketing Communications Programs
- Part 5: Developing the Integrated Marketing Communication Program
- Part 6: Monitoring, Evaluation, and Control
- Part 7: Special Topics and Perspectives



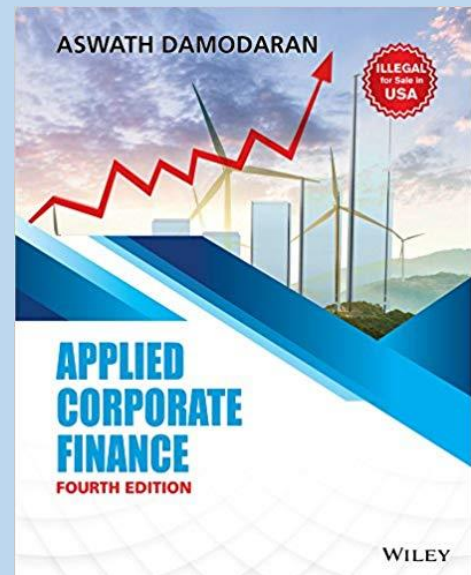
Applied Corporate Finance

This readable text provides the practical advice students and practitioners need rather than a sole concentration on debate theory, assumptions, or models. Like no other text of its kind, Applied Corporate Finance, 4th Edition applies corporate finance to real companies. It now contains six real-world core companies to study and follow. Business decisions are classified for students into three groups: investment, financing, and dividend decisions.

Editor: Aswath Damodaran
Publisher: Wiley

CONTENTS

- Chapter 1 The Foundations
- Chapter 2 The Objective in Decision Making
- Chapter 3 The Basics of Risk
- Chapter 4 Risk Measurement and Hurdle Rates in Practice
- Chapter 5 Measuring Return on Investments
- Chapter 6 Project Interactions, Side Costs, and Side Benefits
- Chapter 7 Capital Structure: Overview of the Financing Decision
- Chapter 8 Capital Structure: The Optimal Financial Mix
- Chapter 9 Capital Structure: The Financing Details
- Chapter 10 Dividend Policy
- Chapter 11 Analyzing Cash Returned to Stockholders
- Chapter 12 Valuation: Principles and Practice



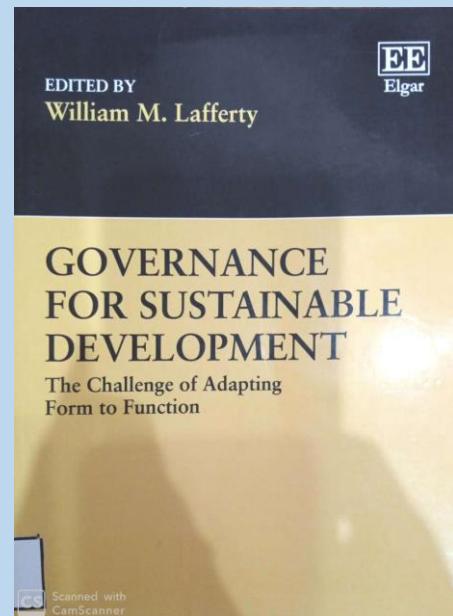
Governance for Sustainable Development

This book is an original study of the challenge of implementing sustainable development in Western democracies. It highlights the obstacles which sustainable development presents for strategic governance and critically examines how these problems can best be overcome in a variety of different political contexts. The book also raises the fundamental question of whether change can ever be achieved if the overriding goal of development is not firmly stated as 'sustainability' rather than 'business as usual'. The book also appeals to scholars and students of political science, organizational studies and business administration, and policymakers and NGOs directly involved in the task of implementing sustainable development.

Editor: William M. Lafferty
Publisher: EE Elgar

C O N T E N T S

- Introduction: Form and Function in Governance for Sustainable Development
- Implementation Theory and the Challenge of Sustainable Development: The Transformative Role of Learning
- Adapting Form to Function? From Economic to Sustainable Development Governance in the European Union
- Management by Objectives: A Comparison of Dutch, Swedish and EU Strategies for Realising Sustainable Development
- 'Sustainability is Cool': Rhetorical Participatory Discourse in the Spanish Strategy for Sustainable Development
- Participation and Sustainable Development: Modes of Citizen, Community and Organisational Involvement
- From Environmental Protection to Sustainable Development: The Challenge of Decoupling through Sectoral Integration
- Partners for Progress? The Role of Business in Transcending Business as Usual
- Governance by Diffusion: Implementing Global Norms through Cross-National Imitation and Learning
- Implementing Sustainable Development: How to Know What Works, Where, When and How
- Governance for Sustainable Development: Lessons and Implications



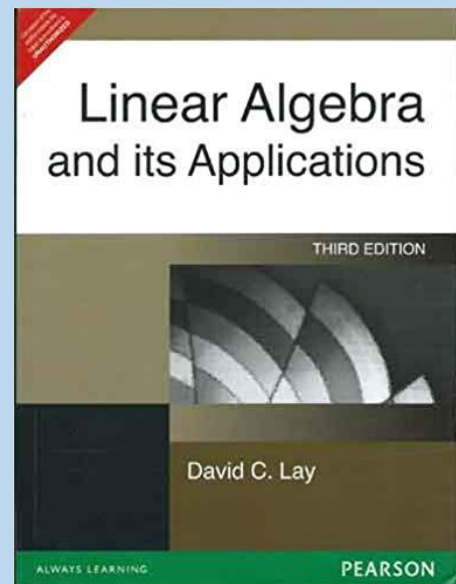
Linear Algebra and Its Applications

Linear algebra is relatively easy for students during the early stages of the course, when the material is presented in a familiar, concrete setting. But when abstract concepts are introduced, students often hit a brick wall. Instructors seem to agree that certain concepts (such as linear independence, spanning, subspace, vector space, and linear transformations), are not easily understood, and require time to assimilate. Since they are fundamental to the study of linear algebra, students' understanding of these concepts is vital to their mastery of the subject. Author introduces these concepts early in a familiar, concrete R^n setting, develops them gradually, and returns to them again and again throughout the text so that when discussed in the abstract, these concepts are more accessible.

Editor: David C. Lay
Publisher: Pearson

C O N T E N T S

- Linear Equations in Linear Algebra.
- Matrix Algebra.
- Determinants.
- Vector Spaces.
- Eigenvalues and Eigenvectors.
- Orthogonality and Least-Squares.
- Symmetric Matrices and Quadratic Forms



OPERATING SYSTEM: INTERNALS AND DESIGN PRINCIPLES

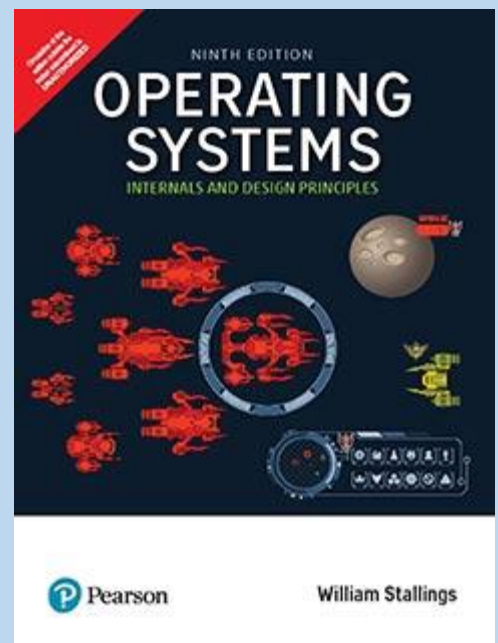
Author William Stallings emphasizes both design issues and fundamental principles in contemporary systems, while providing readers with a solid understanding of the key structures and mechanisms of operating systems. He discusses design trade-offs and the practical decisions affecting design, performance and security. The text illustrates and reinforces design concepts, tying them to real-world design choices with case studies in Linux, UNIX, Android, and Windows 10.

Editor: William Stallings

Publisher: Pearson

CONTENTS

- Computer System Overview
- Operating System Overview
- Process Description and Control
- Threads
- Concurrency: Mutual Exclusion and Synchronization
- Concurrency: Deadlock and Starvation
- Memory Management
- Virtual Memory
- Uniprocessor Scheduling
- Multiprocessor, Multicore, and Real-Time Scheduling
- I/O Management and Disk Scheduling
- File Management
- Embedded Operating Systems
- Virtual Machines
- Operating System Security
- Cloud and IoT Operating Systems



Working Capital Management

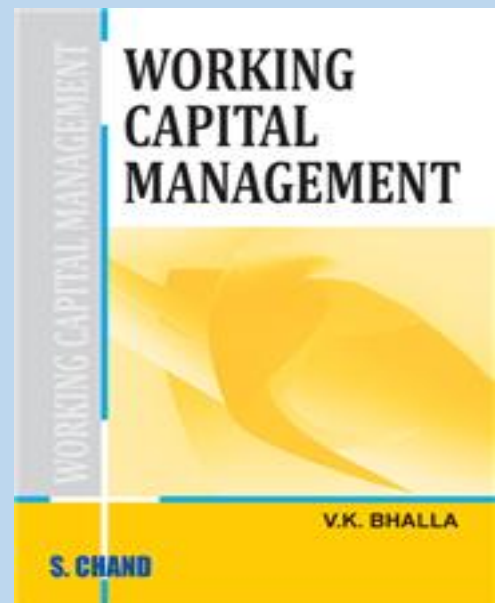
This comprehensive and well-written textbook discusses the concepts of working capital management in a simple and an easy-to-understand language. It reflects the theoretical and practical forces. That have brought about dramatic changes in the management of working capital. The aim of this book is to provide a strong conceptual foundation (both pragmatically and theoretically) to build the future financial activities and decisions. This book is intended for the postgraduate students of Business Administration (M.B.A), Commerce (M.COM.) and Business Economics. Besides, it would also be useful to the students of CA, CS and other professional courses.

Editor: V. K.Bhalla

Publisher: S. Chand

CONTENTS

- Working Capital Management: An Overview
- A Valuation Framework
- Working Capital Policies
- Cash Management Systems: Collection Systems
- Cash Management Systems: Cash Concentration Systems
- Cash Management Systems: Disbursement Systems
- Forecasting Cash Flows
- Corporate Liquidity And Financial Flexibility
- Cash Management Optimisation Models
- Receivables Management: Trade Credit
- Receivables Management: Credit Granting Decisions
- Monitoring Accounts Receivables
- Payables Management And Instruments Of Short-Term Financing
- Inventory Management
- Programming Working Capital Management
- Integrating Working Capital And Capital Investment Processes
- Monetary System
- Money Market In India
- Banking System In India
- Working Capital Control And Banking Policy ...



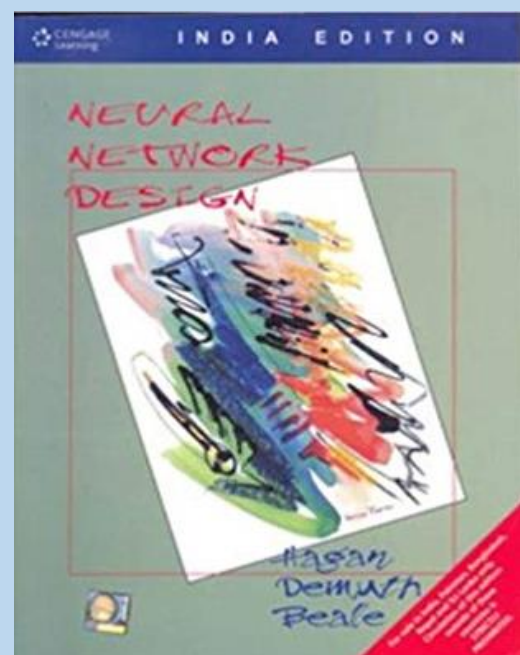
NEURAL NETWORK DESIGN

This book gives an introduction to basic neural network architectures and learning rules. Emphasis is placed on the mathematical analysis of these networks, on methods of training them and on their application to practical engineering problems in such areas as pattern recognition signal processing and control system.

Editor: MARTIN T. HAGAN
Publisher: Cengage Learning

CONTENTS

- Introduction
- Neuron Model and Network Architectures
- An Illustrative Example
- Perceptron Learning Rule
- Signal and Weight Vector Spaces
- Linear Transformations for Neural Networks
- Supervised Hebbian learning
- Performance Surfaces and Optimum Points
- Performance Optimization
- Widrow-Hoff Learning
- Back propagation
- Variations on Backpropagation
- Associative Learning
- Competitive Networks
- Grossberg Network
- Adaptive Resonance Theory
- Stability
- Hopfield Network
- Epilogue



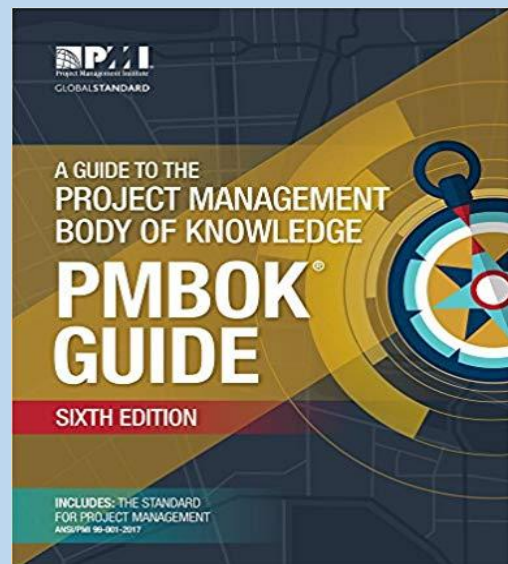
A guide to the Project Management Body of Knowledge

The PMBOK® Guide—Sixth Edition – PMI’s flagship publication has been updated to reflect the latest good practices in project management. New to the Sixth Edition, each knowledge area will contain a section entitled Approaches for Agile, Iterative and Adaptive Environments, describing how these practices integrate in project settings. It will also contain more emphasis on strategic and business knowledge—including discussion of project management business documents—and information on the PMI Talent Triangle™ and the essential skills for success in today’s market..

Editor: Project Management Institute
Publisher: PMI

CONTENTS

- **Part 1:**
A guide to the project management body of knowledge (PMBOK Guide)
- **Part 2:**
The standard for project Management
- **Part 3:**
Appendices, Glossary, and index



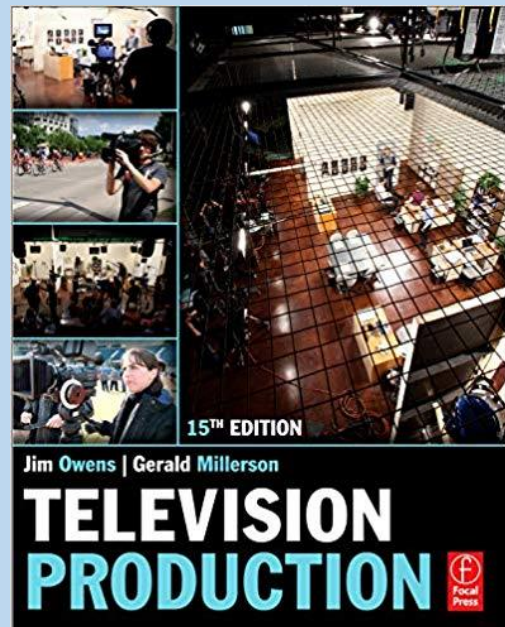
Television Production

Television Production offers you a very practical guide to professional TV and video production techniques. Here you will find straightforward descriptions and explanations of the equipment you will use, and discover the best ways to use it. The authors also tell you how to anticipate and quickly overcome commonly-encountered problems in television production.

Editor: Jim Owens
Publisher: Focal Press

CONTENTS

- Part 1: The Foundations of Television Production
- Part 2: The Process, Script, and Production Plan
- Part 3: Visualizing the Story
- Part 4: Lighting, Backgrounds, and Sets
- Part 6: Production Techniques
- Part 7: Distribution



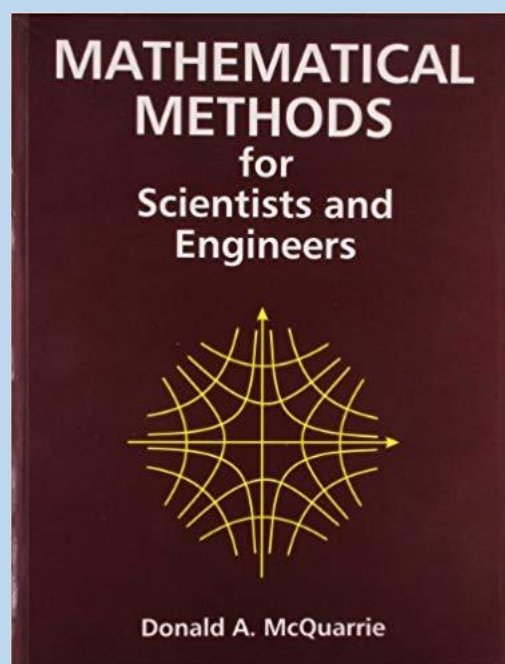
Mathematical Methods for Scientists & Engineers

This text is intended for upper-level undergraduate and graduate courses in chemistry, physics, maths and engineering. Comprised of more than 2000 problems and 700 worked examples that detail every single step, the book well adapted for self study as well as for course use.

Editor: Donald A. McQuarrie
Publisher: Viva Books

C O N T E N T S

- Chapter 1 Functions Of A Single Variable
- Chapter 2 Infinite Series
- Chapter 3 Functions Defined As Integrals
- Chapter 4 Complex Numbers And Complex Functions
- Chapter 5 Vectors
- Chapter 6 Functions Of Several Variables
- Chapter 7 Vector Calculus
- Chapter 8 Curvilinear Coordinates
- Chapter 9 Linear Algebra And Vector Spaces
- Chapter 10 Matrices And Eigenvalue Problems
- Chapter 11 Ordinary Differential Equations
- Chapter 12 Series Solutions Of Differential Equations
- Chapter 13 Qualitative Methods For Nonlinear Differential Equations
- Chapter 14 Orthogonal Polynomials And Sturm-Liouville Problems
- Chapter 15 Fourier Series
- Chapter 16 Partial Differential Equations
- Chapter 17 Integral Transforms
- Chapter 18 Functions Of A Complex Variable
- Chapter 19 Functions Of A Complex Variable
- Chapter 20 Calculus Of Variations
- Chapter 21 Probability Theory And Stochastic Processes
- Chapter 22 Mathematical Statistics



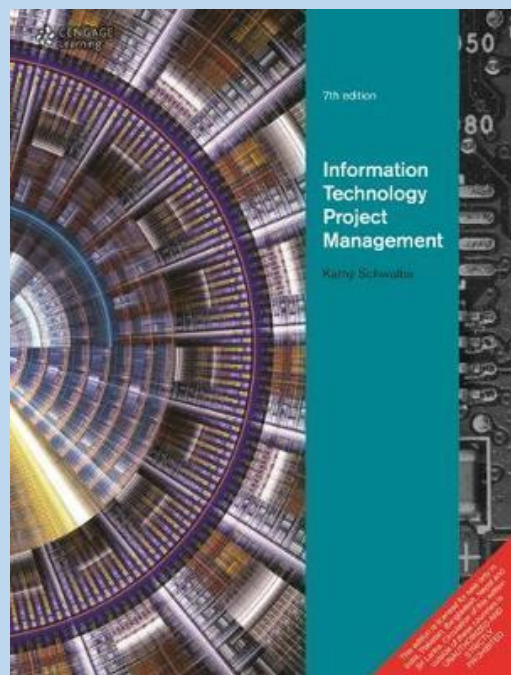
Information Technology Project Management

This one-of-a-kind book demonstrates the principles distinctive to managing information technology (IT) projects that extend well beyond standard project management requirements. No book offers more up-to-the minute insights and software tools for IT project management success, including updates that reflect the latest PMBOK Guide, 5th edition, the global standard for managing projects and earning certification.

Editor: Kathy Schwalbe
Publisher: Cengage Learning

CONTENTS

- Introduction to Project Management.
- The Project Management and Information Technology Context.
- The Project Management Process Groups: A Case Study.
- Project Integration Management.
- Project Scope Management.
- Project Time Management.
- Project Cost Management.
- Project Quality Management.
- Project Human Resource Management.
- Project Communications Management.
- Project Risk Management.
- Project Procurement Management.
- Project Stakeholder Managements.



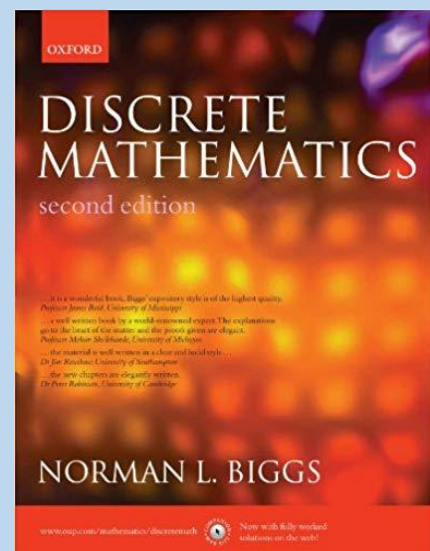
Discrete Mathematics

The book response to undergraduate course changes and changes in students' needs. Books Chapters are on statements and proof, logical framework, and natural numbers and the integers. Each chapter contains newly developed tailored exercises, and miscellaneous exercises are presented throughout, providing the student with over 1000 individual tailored exercises. The book accompanied by a website www.oup.com/mathematics/discretemath containing hints and solutions to all exercises presented in the text, providing an invaluable resource for students and lecturers alike.

Author:	Norman L. Biggs
Publisher:	Oxford

CONTENTS

- **Part 1:**
Foundation
- **Part 2:**
Techniques
- **Part 3:**
Algorithms and Graphs
- **Part 4:**
Algebraic Methods



Research Methodology: A Step-by-Step Guide for Beginners

The practical step-by-step approach provides students with strong content and a conceptual framework. Discussions relating to concepts and theory range from simple to complex in their approach. This textbook links theory with eight practical steps central to any research process. It focuses on developing research skills by providing practical examples from both qualitative and quantitative research for a balanced and comprehensive grounding in research methodology.

Author:	Ranjit Kumar
Publisher:	Pearson

CONTENTS

- Research
- A Way of Thinking
- The Research Process
- A Quick Glance
- **Step One: Formulating A Research Problem**
 - Reviewing the Literature
 - Formulating a Research Problem
 - Identifying Variables
 - Constructing Hypotheses
- **Step Two: Conceptualising A Research Design**
 - The Research Design
 - Selecting a Study Design
- **Step Three: Constructing An Instrument For Data Collection**
 - Selecting a Method of Data Collection
 - Collecting Data Using Attitudinal Scales
 - Establishing the Validity and Reliability of a Research Instrument
- **Step Four: Selecting A Sample**
 - Sampling
- **Step Five: Writing A Research Proposal**
 - Writing a Research Proposal
- **Step Six: Collecting Data**
 - Considering Ethical Issues in Collecting Data ...



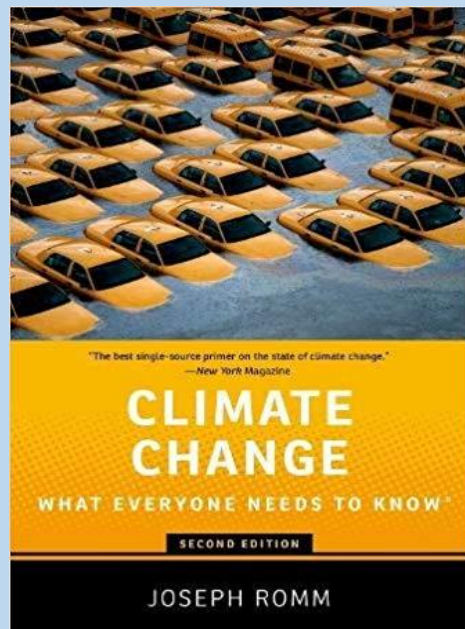
Climate Change: What Everyone Needs to Know

This book discusses the most up-to-date examination of climate change's foundational science, its implications for our future, and the core clean energy solutions. Alongside detailed but highly accessible descriptions of what is causing climate change, what impact will climate change have on investments and the global economy? As the world struggles to stem climate change and its effects, everyone will become a part of this story of the century. Here is what you need to know

Author:	Joseph Romm
Publisher:	Oxford

CONTENTS

- Climate Science Basics
- Extreme Weather and Climate Change
- Projected Climate Impacts
- Avoiding The Worst Impacts
- Climate Politics and Policies
- The Role of Clean Energy
- Climate Change and You



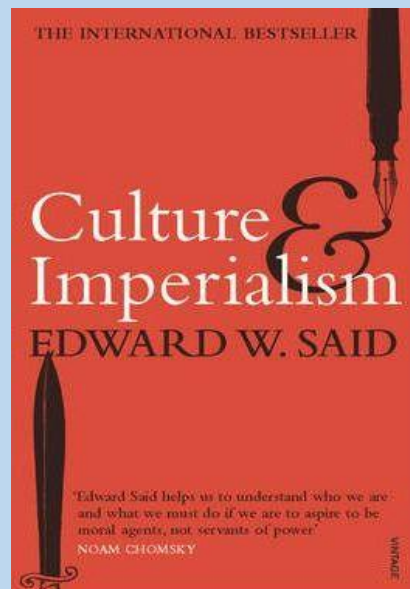
Culture And Imperialism

Following his profoundly influential study, "Orientalism", Edward Said now examines western culture. From Jane Austen to Salman Rushdie, from Yeats to media coverage of the Gulf War, "Culture and Imperialism" is a broad, fierce and wonderfully readable account of the roots of imperialism in European culture.

Author:	Edward W. Said
Publisher:	Vintage

CONTENTS

- Introduction
- Chapter 1. Overlapping Territories, Interwoven Histories
- Chapter 2.: Consolidated Vision
- Chapter 3: Resistance and Opposition
- Chapter 4.: Freedom from Domination in the Future



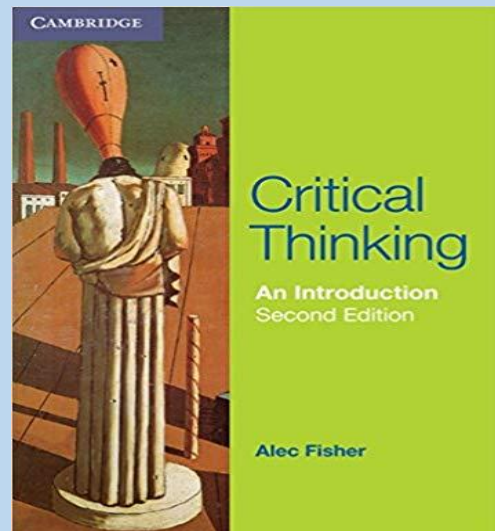
Critical Thinking South Asian Edition: An Introduction

This second edition has revised with updated examples and a brand new chapter on how to obtain reliable information from the internet. Studying critical thinking involves trying to change the ways in which most of us think. In this second edition of the popular 'Critical Thinking: An Introduction', Alec Fisher concentrates on developing critical thinking skills explicitly and directly. His aim is to teach the ability to interpret, analyse and evaluate ideas and arguments and to show how these skills can be transferred to other studies and everyday life. A new chapter covers getting reliable information from the internet and examples and passages have been replaced by completely new material. The book is also suitable for the independent learner

Author:	Alec Fisher
Publisher:	Cambridge

CONTENTS

- What is critical thinking and how to improve it;
- Identifying reasons and conclusions: the language of reasoning;
- Understanding reasoning: different patterns of reasoning;
- Understanding reasoning: assumptions, context and a thinking map;
- Clarifying and interpreting expressions and ideas;
- The acceptability of reasons: including their credibility;
- Judging the credibility of sources skilfully;
- Evaluating inferences: deductive validity and other grounds;
- evaluating inferences: assumptions and other relevant arguments;
- Reasoning about causal explanations;
- Decision-making: options, consequences, values and risks;
- Critical thinking about the internet (how to get reliable information from the internet);
- Questions



Techniques and Principles in Language Teaching

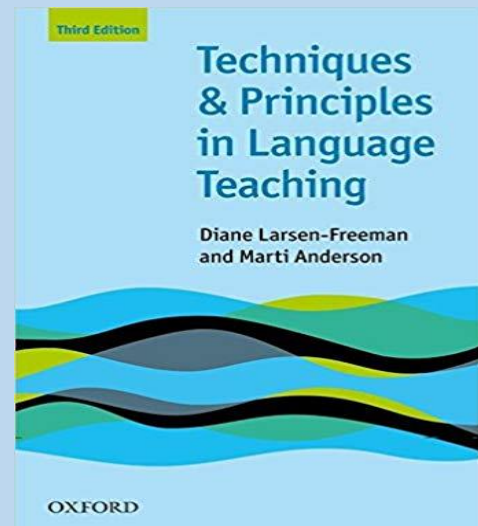
Techniques and Principles in Language Teaching has influenced the way thousands of teachers have taught English. This classic guide to developing the way you teach has been an essential resource to new and experienced teachers worldwide, and is now in its third edition. Each chapter focuses on a different teaching approach, describing it being used in the classroom, analyzing what happened, and helping readers think how could apply it to teaching.

New features of the third edition include: a new discussion on the political dimensions of language teaching, a new digital technology chapter, and extended coverage of content-based and task-based approaches. On these site readers will find additional resources, including author videos in which Diane Larsen-Freeman and Marti Anderson talk about the background to the book and new innovations in language teaching which are discussed in the third edition

Author:	Diane Larsen-Freeman
Publisher:	Oxford

CONTENTS

- Introduction
- The Grammar-Translation Method
- The Direct Method
- The Audio-Lingual Method
- The Silent Way
- Desuggestopedia
- Community Language Learning
- Total Physical Response
- Communicative Language Teaching
- Content-based Instruction
- Task-based Instruction
- The Political Dimensions of Language Teaching and the Participatory Approach
- Learning Strategy Training, Cooperative Learning and Multiple Intelligences
- Emerging Uses of Technology in Language and Learning
- Conclusion



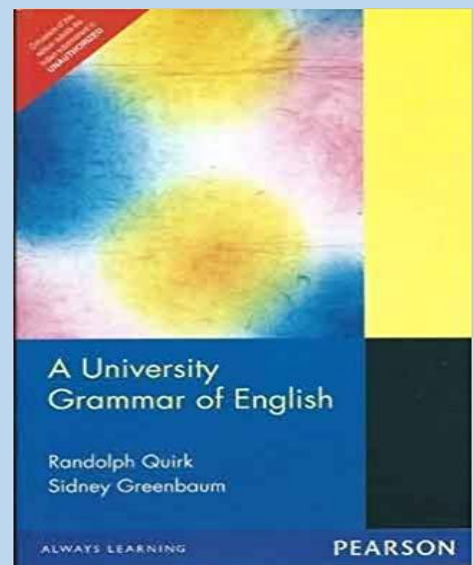
A University Grammar of English

The book is written with the aim to satisfy the needs of University students who require the comprehensiveness of the original work with maximum economy of presentation which distinguishes spoken from written, formal from informal, or British from American usage.

Author:	Randolph Quirk
Publisher:	Pearson

CONTENTS

- Chapter 1. Varieties of English
- Chapter 2. Elements of Grammar
- Chapter 3. Verbs and the Verb Phrases
- Chapter 4. Nouns, Pronouns, and the basic noun Phrase
- Chapter 5. Adjective and adverb
- Chapter 6. Prepositions and Prepositional Phrase
- Chapter 7. The Simple Sentence
- Chapter 8. Adjunct, Disjunct, conjunction
- Chapter 9. Coordination and apposition
- Chapter 10. Sentence Connection
- Chapter 11. The Complex Sentence
- Chapter 12. The Verb and its Complementation
- Chapter 13. The Complex Noun Phrase
- Chapter 14. Theme and Emphasis



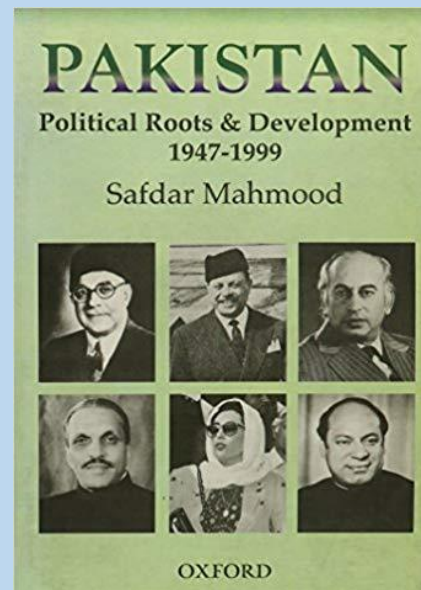
Pakistan: Political Roots and Development 1947-1999

"The book critically examines the genesis, functioning, and causes of the periodic breakdown of the democratic process of Pakistan. It offers a concise, analytical statement on major subjects: Pakistan's constitution-making process, its political parties, the democratic shifts, and its foreign policy. It especially focuses on the political history of Pakistan. An analytical narrative is provided on the workings of the military governments, beginning with Field Marshal Ayub Khan and going on to Generals Yahya Khan and Zia ul-Haq. The book also throws light on Pakistan's elected civilian governments, their failures, and the consequent return to military rule. ... has several original aspects. The author offers a succinct analysis of the major political events, entities, constitutions, and processes. It's a kind of a capsule of information and data, giving an excellent introduction to Pakistan's political history and foreign policy. – Hasan Askari Rizvi Professor, Department of Political Science, University of Punjab "

Author:	Safdar Mahmood
Publisher:	Oxford

CONTENTS

- Pakistan Movement: te Historical Perspective
- Chasing the Constitution
- The Political Parties
- Foreign Policy and External Relations
- The Dilemmas of Democracy



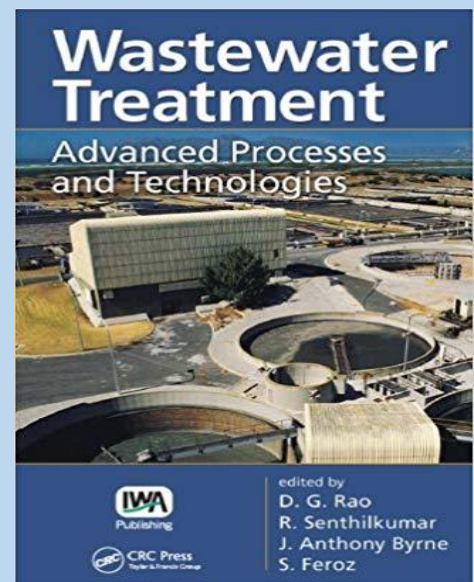
Wastewater Treatment: Advanced Processes and Technologies

Covers emerging applications of nanotechnology for wastewater treatment includes integrated cost-based design methodologies Focuses on the design of main treatment units Includes auxiliary units such as primary settler, final settler, sludge digester, and thickener Provides tables, equations, figures, and graphs Includes case studies and examples. Emphasizing new technologies that produce clean water and energy from the wastewater treatment process, Wastewater Treatment: Advanced Processes and Technologies presents recent advancements in wastewater treatment by various technologies such as chemical methods, biochemical methods, membrane separation techniques, and nanotechnology.

Author:	D. G. Rao
Publisher:	CRC Press

CONTENTS

- Introduction
- Solar Photo-Fenton as Advanced Oxidation Technology for Water Reclamation
- Solar Photocatalytic Treatment of Wastewater
- Advanced Oxidation Processes: Basics and Applications
- Impinging-Jet Ozone Bubble Column Reactors
- Biological Treatment of Wastewaters: Recent Trends and Advancements
- Removal of Heavy Metals by Seaweeds in Wastewater Treatment
- Microbial Treatment of Heavy Metals, Oil and Radioactive Contamination in Wastewaters
- Anaerobic Wastewater Treatment in Tapered Fluidized Bed Reactor
- Treatment of Effluent Waters in Food Processing Industries
- Removal of Lower-Molecular-Weight Substances from Water and Wastewater: Challenges and Solutions
- Treatment and Reuse Potential of Graywater from Urban Households in Oman
- Anaerobic Fixed Bed Reactor for Treatment of Industrial Wastewater



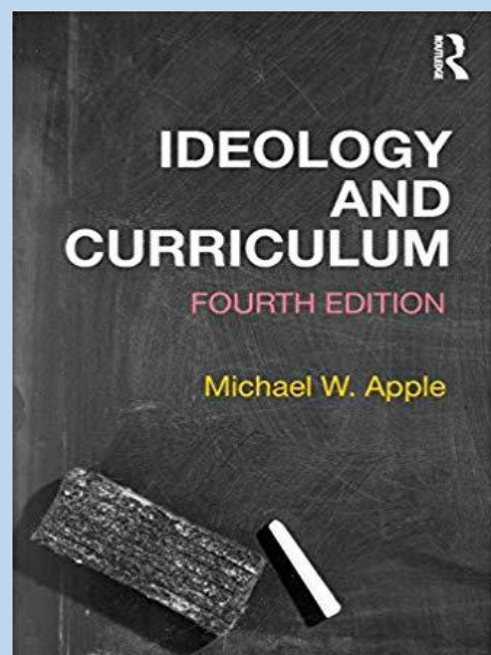
Ideology and Curriculum

The new edition of this now classic text and include a full new chapter on the book's lasting critical agenda in the context of the contemporary conservative climate, reflecting on earlier arguments and developments from the intervening years while a concluding interview details the author's background and continuing efforts toward building a more equitable society. Ideology and Curriculum as one of the most important education titles of our time.

Author:	Micheal W. Apple
Publisher:	Routledge

CONTENTS

- On Analyzing Hegemony
- Ideology and Cultural and Economic Reproduction
- Economics and Control in Everyday School Life (with Nancy King)
- Curricular History and Social Control (with Barry Franklin)
- The Hidden Curriculum and the Nature of Conflict
- Systems Management and the Ideology of Control
- Commonsense Categories and the Politics of Labeling
- Beyond Ideological Reproduction
- Pedagogy, Patriotism, and Democracy: Ideology and Education after September 11
- On Analyzing New Hegemonic Relations: An Interview
- The Biography of a Public Intellectual: an Interview
- The Challenge of a Critical Education



Software Engineering: A Practitioner's Approach

The chapter structure will return to a more linear presentation of software engineering topics with a direct emphasis on the major activities that are part of a generic software process. Content will focus on widely used software engineering methods and will de-emphasize or completely eliminate discussion of secondary methods, tools and techniques. The intent is to provide a more targeted, prescriptive, and focused approach, while attempting to maintain SEPA's reputation as a comprehensive guide to software engineering

Author:	Roger S. Pressman
Publisher:	McGraw Hill

CONTENTS

- **Part One:**
The Software Process
- **Part Two:**
Modeling
- **Part Three:**
Quality Management
- **Part Four:**
Managing Software Projects
- **Part Five:**
Advanced Topics



Integrated Marketing Communications

The edition of Integrated Marketing Communications emphasizes digital and interactive marketing, the most dynamic and crucial components to a successful IMC campaign today. Incorporating the most up-to-date theories and practice, this text clearly explains and demonstrates how to best select and co-ordinate all of a brand's marketing communications elements to effectively engage the target market. The text focuses on the contemporary commercial environment in Australia, New Zealand and the Asia Pacific region.

Author:	William Chitty
Publisher:	Thomson

CONTENTS

- **Part 1:**
The Marketing Communication Process.
- **Part 2:**
Brand Positioning
- **Part 3:**
Advertising Management.
- **Part.4:**
Media Strategies.
- **Part 5:**
Elements Of Integrated Marketing Communications.
- **Part 6:**
Regulatory Issues



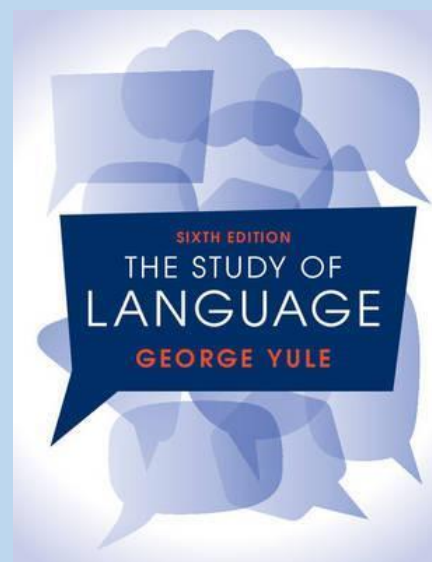
The Study of Language

The bestselling textbook which provides an engaging and user-friendly introduction to the study of language. Assuming no prior knowledge of the subject, Book presents clearly explaining the major concepts in linguistics through all the key elements of language and updated with substantial changes made to the chapters on phonetics, grammar and syntax, and eighty new study questions. Plus twenty new tasks, answers and tutorials for all tasks, while encouraging lively and proactive learning. This is the most fundamental and easy-to-use introduction to the study of language.

Author:	George Yule
Publisher:	Cambridge

CONTENTS

- The origins of language
- Animals and human language
- The sounds of language
- The sound patterns of language
- Word-formation
- Morphology
- Grammar
- Syntax
- Semantics
- Pragmatics
- Discourse analysis
- Language and the brain
- First language acquisition
- Second language acquisition/learning
- Gestures and sign languages
- Written language
- Language history and change
- Regional variation in language
- Social variation in language
- Language and culture



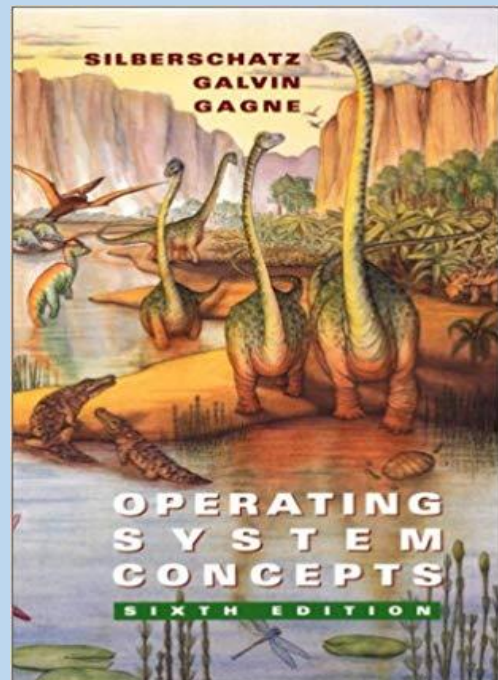
Operating System Concepts

Operating Systems Concepts, Sixth Edition, continues to provide a solid theoretical foundation for understanding operating systems with improved conceptual coverage and added content to bridge the gap between concepts and actual implementations. All code examples have been rewritten and are now in C. Increased coverage of small footprint operating systems such as PalmOS and real-time operating system, as well as a new chapter on Windows 2000, have been added.

Author:	Abraham Silberschatz
Publisher:	Wiley

CONTENTS

- **Part One:**
Overview
- **Part Two:**
Process Management
- **Part Three:**
Storage Management
- **Part Four:**
I/O Systems
- **Part Five:**
Distributed Systems
- **Part Six:**
Protection and Security
- **Part Seven:**
Case Studies



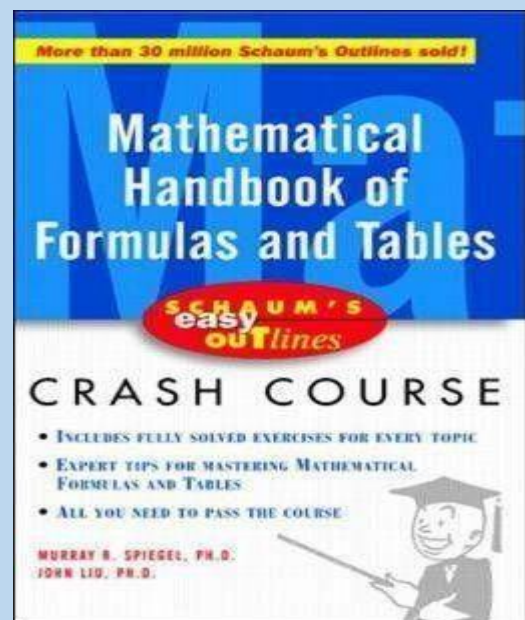
Schaum's Easy Outline of Mathematical Handbook of Formulas and Tables

This crash course book includes fully solved exercises for every topic; offers expert tips for mastering mathematical formulas and tables. It helps master geometry with plenty of illustrations, memory joggers, and the newest, rapid-absorption teaching techniques. This study guide helps students perfect test preparations.

Author:	Murray R. Spiegel
Publisher:	McGraw Hill

CONTENTS

- **Part 1: Formulas.**
 - Section 1: Elementary Constants, Products, Formulas.
 - Section 2: Geometry.
 - Section 3: Elementary Transcendental Functions.
 - Section 4: Calculus.
 - Section 5: Differential Equations.
 - Section 6: Series.
 - Section 7: Vector Analysis.
- **Part 2: Tables.**
 - Section 8: Factorial n.
 - Section 9: Conversion of Radians to Degrees, Minutes, and Seconds.
 - Section 10: Conversion of Degrees, Minutes, and Seconds to Radians.
 - Section 11: Sin x.
 - Section 12: Cos x.
 - Section 13: Tan x.
 - Section 14: Natural or Napierian Logarithms log x or In x.
 - Section 15: Exponential Functions e.



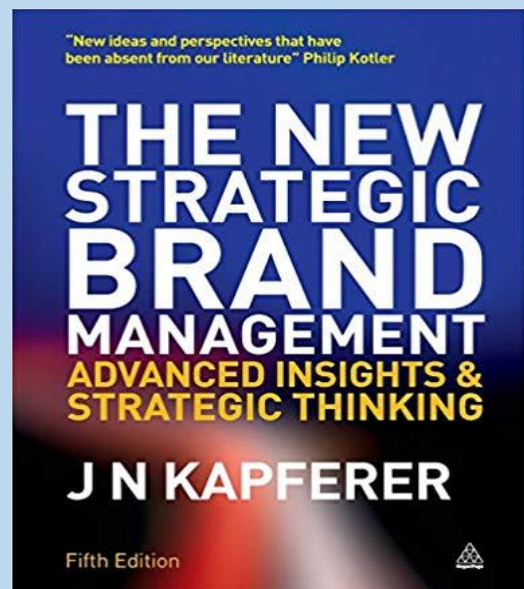
The New Strategic Brand Management

This updated fifth edition of The New Strategic Brand Management including the new information to enable students and practitioners to stay up to date with targeting, adding recent research and market knowledge to the discipline. With dedicated sections for specific types of brands (luxury, corporate and retail), international examples and case studies from companies such as Audi, Nivea, Toyota and Absolut Vodka; plus models and frameworks such as the Brand Identity Prism; it remains at the forefront of strategic brand thinking.

Author: J. N. Kapferer
Publisher: Koganpage

CONTENTS

- **Section - One: Why is Branding So Strategic?**
 - Chapter - 01: Brand Equity in Question
 - Chapter - 02: Strategic Implications of Branding
 - Chapter - 03: Brand and Business Models
 - Chapter - 04: Brand Diversity - How Specific Are Different Sectors?
 - Chapter - 05: Managing Retail Brands
- **Section - Two: The Challenges of Modern Markets**
 - Chapter - 06: The New Brand Management
 - Chapter - 07: Brand Identity and Positioning
- **Section - Three: Creating and Sustaining Brand Equity**
 - Chapter - 08: Launching the Brand
 - Chapter - 09: Growing the Brand
 - Chapter - 10: Sustaining a Brand Long Term
 - Chapter - 11: Brand and Products - Identity and Change
 - Chapter - 12: Growth Through Brand Extensions
 - Chapter - 13: Brand Architecture
 - Chapter - 14: Multi-Brand Portfolios
 - Chapter - 15: Handling Name Changes and Brand Transfers
 - Chapter - 16: Brand Turnaround and Rejuvenation
 - Chapter - 17: Managing Global Brands
- **Section - Four: Brand Valuation**
 - Chapter - 18: Financial Valuation and Accounting for Brands



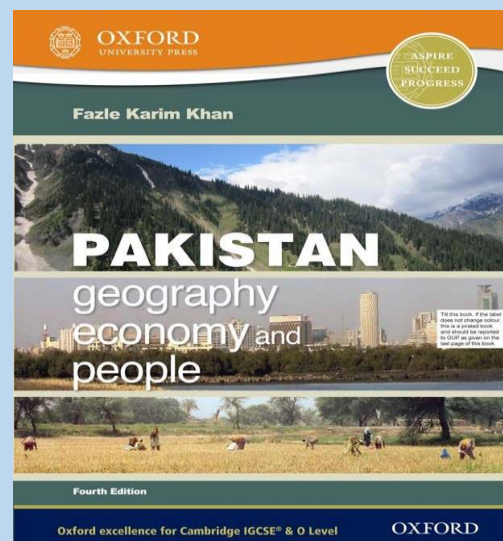
Pakistan: Geography, Economy, and People

The new edition of this classic textbook is an extensive study of the environment, geography, people, and economy of Pakistan. This book has been fully updated and rewritten to specifically match the latest 2015/2016 syllabus for the O Level Pakistan Studies Paper 2059/2 and IGCSE® syllabus 0448/02, The Environment of Pakistan.

Author:	Edward W. Said
Publisher:	Vintage

CONTENTS

- Part 1: The Land of Pakistan
- Part 2: Natural Resources
- Part 3: Power and Energy Resources
- Part 4: Agriculture
- Part 5: Industry in Pakistan
- Part 6: Trade
- Part 7: Transport and Communications
- Part 8: The Population of Pakistan



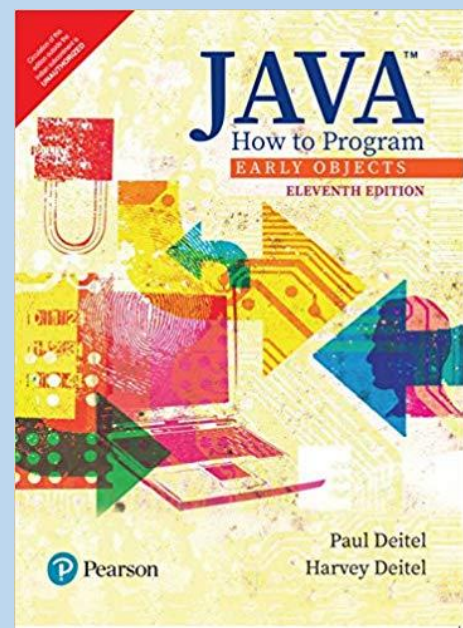
Java How to Program: Early Objects

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

Author:	Paul Deitel
Publisher:	Pearson

CONTENTS

- Introduction to Computers, the Internet and Java
- Introduction to Java Applications; Input/Output and Operators
- Introduction to Classes, Objects, Methods and Strings
- Control Statements: Part 1; Assignment, ++ and -- Operators
- Control Statements: Part 2; Logical Operators
- Methods: A Deeper Look
- Arrays and ArrayLists
- Classes and Objects: A Deeper Look
- Object-Oriented Programming: Inheritance
- Object-Oriented Programming: Polymorphism and Interfaces
- Exception Handling: A Deeper Look
- JavaFX Graphical User Interfaces: Part 1
- JavaFX GUI: Part 2
- Strings, Characters and Regular Expressions
- Files, Input/Output Streams, NIO and XML Serialization
- Generic Collections
- Lambdas and Streams
- Recursion ...



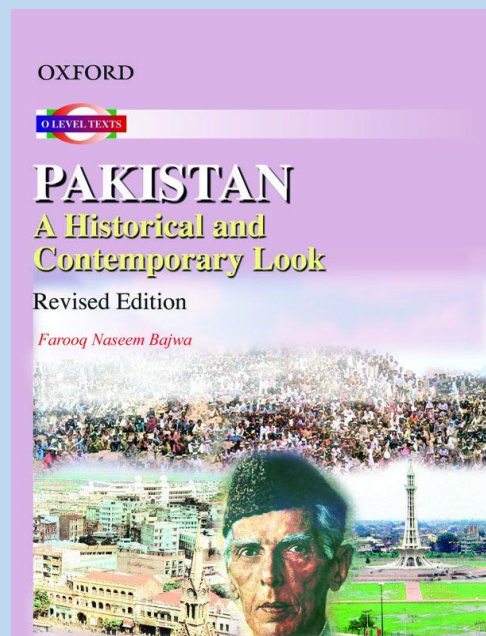
Pakistan: A Historical and Contemporary Look

Pakistan: A Historical and Contemporary Look is a dynamic textbook that introduces secondary school students to the History component of the Cambridge O Level Pakistan Studies Syllabus. Ideal for O Level students, it is also an invaluable source of reference for Matriculation students and general readers. It provides readers with a comprehensive and highly accessible account of their nation's history from earliest times to 1988 and relates the remarkable story of a region consolidating into a nation. Written in simple yet effective prose, Pakistan: A Historical and Contemporary Look is a refreshingly objective approach to Pakistani history.

Author:	Farooq Naseem Bajwa
Publisher:	Oxford

CONTENTS

- Unit 1: An Ancient History of Pakistan
- Unit 2: Early Muslim Rule
- Unit 3: The Mughal Empire
- Unit 4: Muslim Thought and Leaders
- Unit 5: The Rise of Muslim Nationalism
- Unit 6: Towards Pakistan
- Unit 7: Governments of Pakistan 1947-71
- Unit 8: Politics and Society in Pakistan 1947-88
- Unit 9: Pakistan's External Relations: 1947-88



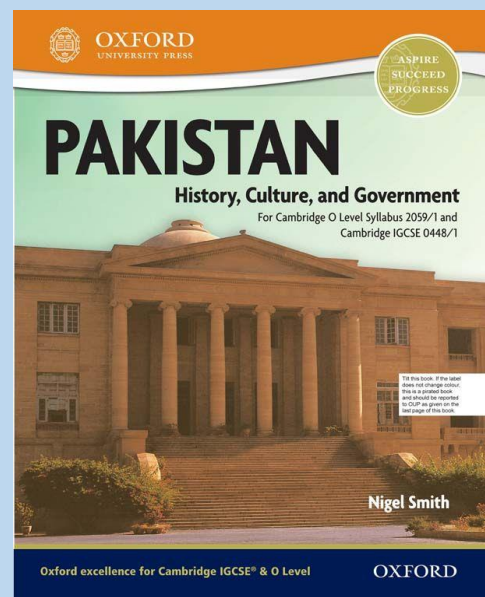
Pakistan: History, Culture, and Government

Written to meet the requirements of the latest Cambridge O Level syllabus 2059/1 and also complying with the specifications of the Cambridge IGCSE® syllabus 0448/1, *Pakistan: History, Culture, and Government* is an in-depth study of a nation which, during the period studied, emerged after years of struggle, survived in the face of many difficulties, and has succeeded as an independent state. Since Independence and Partition, Pakistan has faced constant threats from outside its borders and serious political differences within. Students will find this book a fascinating history of an important and complex nation. Thought-provoking source material is included, together with many examples of examination-style questions. The roles of many of the people described in the book are often inspiring. 'We have to live with history', says the author, 'and it is best if we understand it.'

Author: Nigel Smith
Publisher: Oxford

CONTENTS

- **Part 1:**
The Culture and Historical Background of the Pakistan Movement
- **Part 2:**
The Emergence of Pakistan: 1906-47
- **Part 3:**
Nationhood: 1947-88
- **Part 4:**
Pakistan and the World



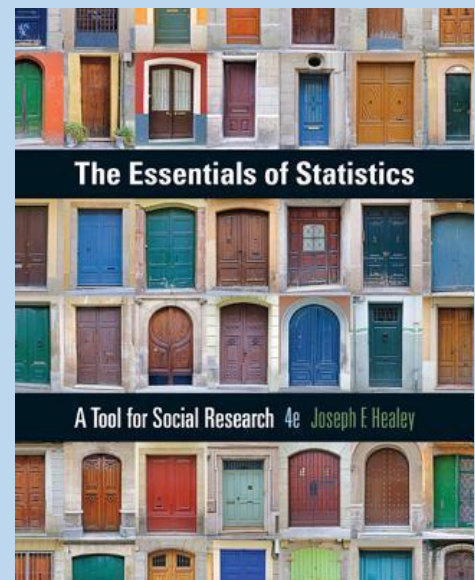
The Essentials of Statistics: A Tool for Social Research

One of the best textbook in terms of clarity of explanations about statistics, particularly the difficult concepts and ideas with a logical sequence within each chapter, and students learn and build a foundation before they move onto the more difficult statistics.

Author:	Joseph F. Healey
Publisher:	Cengage Learning

CONTENTS

- **Part I: Descriptive Statistics.**
 2. Basic Descriptive Statistics: Tables, Percentages, Ratios and Rates, and Graphs.
 3. Measures of Central Tendency.
 4. Measures of Dispersion.
 5. The Normal Curve.
- **Part II: Inferential Statistics.**
 6. Introduction to Inferential Statistics, the Sampling Distribution, and Estimation.
 7. Hypothesis Testing I: The One-Sample Case.
 8. Hypothesis Testing II: The Two-Sample Case.
 9. Hypothesis Testing III: The Analysis of Variance.
 10. Hypothesis Testing IV: Chi Square.
- **Part III: Bivariate Measures Of Association.**
 11. Bivariate Association for Nominal- and Ordinal-Level Variables.
 12. Association Between Variables Measured at the Interval-Ratio Level.
- **Part IV: Multivariable techniques.**
 13. Partial correlation and multiple regression and correlation



The Dynamics Of Mass Communication

Well-known for its balanced approach to media industries and professions, Dynamics of Mass Communication offers a lively, thorough, and objective introduction for mass communication majors and non-majors alike. This new edition embraces the digital age and brings students up-to-date on the latest developments in mass communication, including iPods, blogs, broadband TV channels, user-generated content such as YouTube, social networking sites, and Web 2.0.

Author:	Joseph R. Dominick
Publisher:	McGraw Hill

CONTENTS

- **Part I: The Nature and History of Mass Communication**
 - Chapter 1: Communication: Mass and Other Forms
 - Chapter 2: Perspectives on Mass Communication
 - Chapter 3: Historical and Cultural Context
- **Part II: Media**
 - Chapter 4: Newspapers
 - Chapter 5: Magazines
 - Chapter 6: Books
 - Chapter 7: Radio
 - Chapter 8: Sound Recording
 - Chapter 9: Motion Pictures
 - Chapter 10: Broadcast Television
 - Chapter 11: Cable, Satellite and Internet Television
 - Chapter 12: The Internet and the World Wide Web
- **Part III: Specific Media Professions**
 - Chapter 13: New Gathering and Reporting
 - Chapter 14: Public Relations
 - Chapter 15: Advertising
- **Part IV: Regulation of the Mass Media**
 - Chapter 16: Formal Controls: Laws, Rules, Regulations
 - Chapter 17: Ethics and Other Informal Controls
- **Part V: Impact of the Media**
 - Chapter 18: The Global Village: International and Comparative Media Systems
 - Chapter 19: Social Effects of Mass Communication



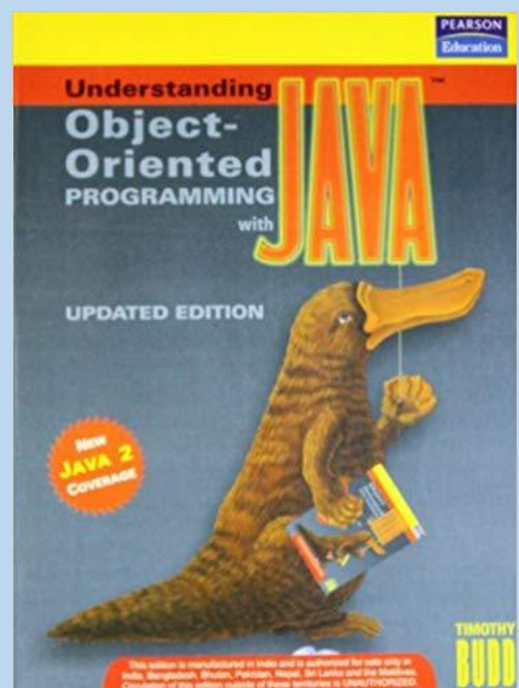
Understanding Object Oriented Programming with Java

This updated edition of Understanding Object-Oriented Programming with Java develops the object-oriented programming skills of experienced programmers by showing them how to use Java 2, the latest release of Sun's Java platform. Dr. Budd provides a complete understanding of the philosophy behind Java 2 and teaches readers why the Java language works the way it does, unlike many other authors who focus only on how Java works. The book begins by covering the language-independent concepts that are at the heart of the Java world and then moves on to introducing Java works.

Author:	Timothy A. Budd
Publisher:	Pearson

CONTENTS

- **Part I:**
Understanding the object-oriented worldview
- **Part II:**
Understanding paradigms
- **Part III:**
Understanding Inheritance
- **Part IV:**
Understanding Polymorphism
- **Part V:**
Understanding the Java world



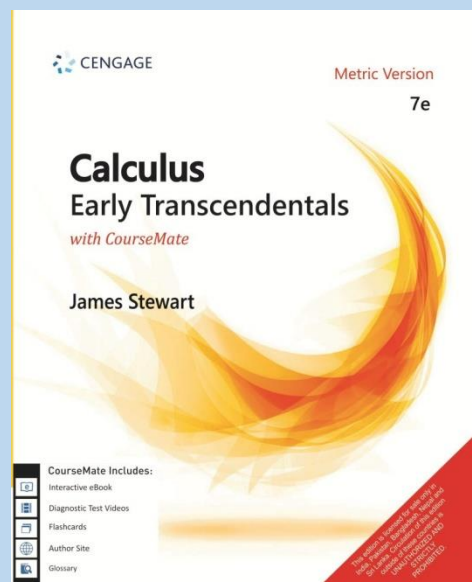
Calculus : Early Transcendentals with CourseMate

Success in your calculus course starts here! James Stewart's calculus: early transcendentals, 7e, is a world-wide best-seller for a reason: clear, accurate, and filled with relevant, real-world examples. With calculus: early transcendentals, 7e, Stewart conveys not only the utility of calculus to help you develop technical competence, but also gives you an appreciation for the intrinsic beauty of the subject. His patient examples and built-in learning aids will help you build your mathematical confidence and achieve your goals in the course.

Author:	James Stewart
Publisher:	Vintage

CONTENTS

- Functions and Models.
- Limits and Derivatives.
- Differentiation Rules.
- Applications of Differentiation.
- Integrals.
- Techniques of Integration.
- Further Applications of Integration.
- Differential Equations.
- Parametric Equations and Polar Coordinates.
- Infinite Sequences and Series.
- Vectors and The Geometry Of Space.
- Vector Functions.
- Partial Derivatives.
- Multiple Integrals.
- Vector Calculus.
- Second-Order Differential Equations.



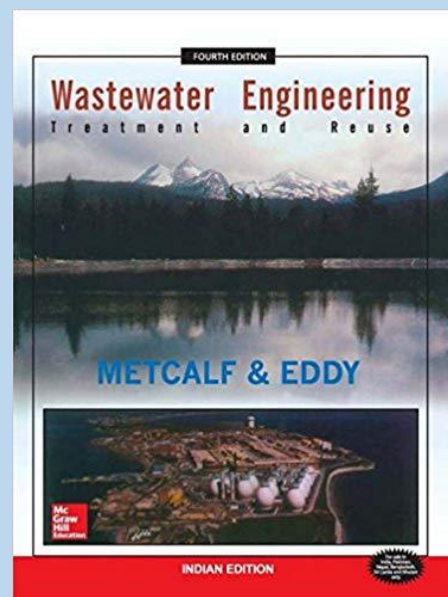
Wastewater Engineering: Treatment And Reuse

Wastewater Engineering: Treatment and Reuse, 4/e is a thorough update of McGraw-Hill's authoritative book on wastewater treatment. No environmental engineering professional or civil or and environmental engineering major should be without a copy of this book- describes the technological and regulatory changes that have occurred over the last ten years in this discipline, including: improved techniques for the characterization of wastewaters; improved fundamental understanding of many of the existing unit operations and processes used for wastewater treatment, especially those processes used for the biological removal of nutrients; greater implementation of several newer treatment technologies (e.g., UV disinfection, membrane filtration, and heat drying); greater concern for the long term health and environmental impacts of wastewater constituents; greater emphasis on advanced wastewater treatment and risk assessment for water reuse applications; changes in regulations and the development of new technologies for wastewater disinfection; and new regulations governing the treatment, reuse, and disposal of sludge (biosolids). Greater concern for infrastructure renewal including upgrading the design and performance of wastewater treatment plants.

Author:	Metcalf & Eddy
Publisher:	McGraw Hill

CONTENTS

- Chapter 1. Wastewater Engineering: An Overview
- Chapter 2. Constituents in Wastewater
- Chapter 3. Analysis and Selection of Wastewater Flowrates and Constituent Loadings
- Chapter 4. Introduction to Process Analysis and Selection
- Chapter 5. Physical Unit Operations
- Chapter 6. Chemical Unit Processes
- Chapter 7. Fundamentals of Biological Treatment
- Chapter 8. Suspended Growth Biological Treatment Processes
- Chapter 9. Attached Growth and Combined Biological Treatment Processes
- Chapter 10. Anaerobic Suspended and Attached Growth Biological Treatment Processes
- Chapter 11. Advanced Wastewater Treatment
- Chapter 12. Disinfection Processes
- Chapter 13. Water Reuse
- Chapter 14. Treatment, Reuse, and Disposal of Solids and Biosolids
- Chapter 15. Issues Related to Treatment-Plant Performance



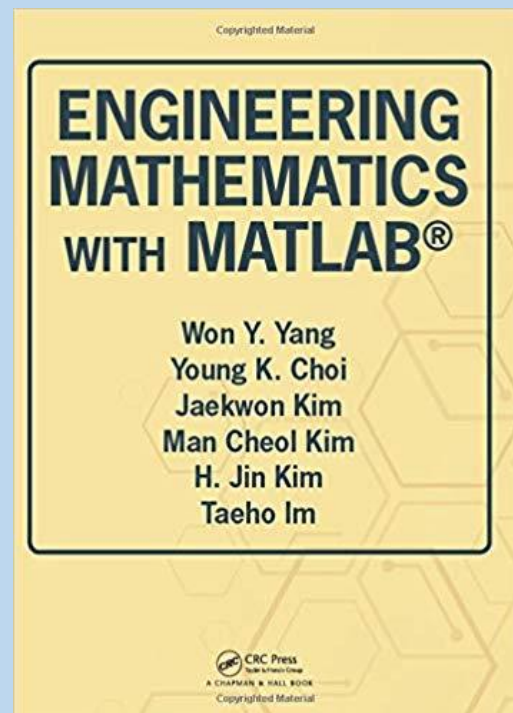
Engineering Mathematics with MATLAB

The aim of this book is to help the readers understand the concepts, techniques, terminologies, and equations appearing in the existing books on engineering mathematics using MATLAB. Using MATLAB for computation would be otherwise time consuming, tedious and error-prone. The readers are recommended to have some basic knowledge of MATLAB.

Author: Won Y. Yang
Publisher: CRC Press

CONTENTS

- Vectors and Matrices
- Vector Calculus
- Ordinary Differential Equation
- Laplace Transform
- Fourier Series and Fourier Transform
- Complex Analysis
- Optimization
- Probability



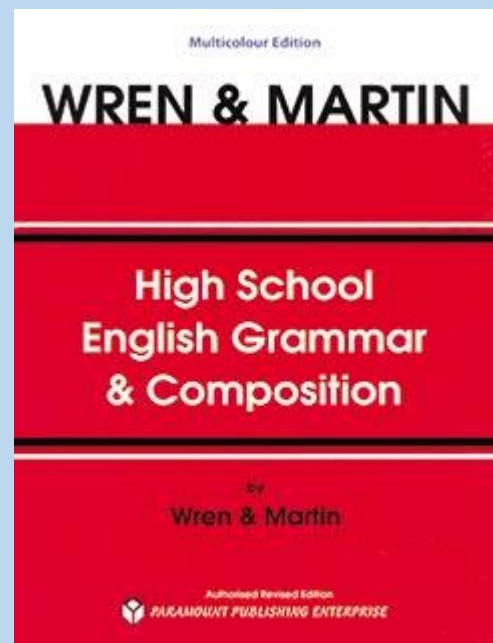
High School English Grammar & Composition

Wren and Martin's monumental work high school English grammar & composition has been updated wherever it has been felt necessary, particularly in the chapter dealing with adjectives, active and passive voice articles and prepositions. Unlike many traditional grammar books, this book in the present form helps the students to use the language as well as given detailed information about the language. It provides ample guidance and practice in the sentence building, correct usage, comprehension, written composition and other allied areas as to equip the student with the ability to communicate effectively in English.

Author:	Wren Martin
Publisher:	Paramount Books

CONTENTS

- Book I. Grammar
- Book II. Composition
- Part I. Analysis, Transformation and synthesis
- Part II Correct Usage
- Part III Structures
- Part IV Written composition



Organizational Behavior

Long considered the standard for all organizational behavior textbooks, the Eighteenth Edition continues its tradition of making current, relevant research available to students in the language that they understand. While maintaining its hallmark features—clear writing style, cutting-edge content, and engaging pedagogy—Organizational Behavior, 18e has been updated to reflect the most recent research within the field of organizational behavior. In addition to comprehensive and thorough revisions of the core material, this edition reflects important research and topical issues facing organizations, managers, and employees. Examples from Indian organizations are added to make it relevant to the readers.

Author:	Stephen P. Robbins
Publisher:	Pearson

CONTENTS

- What Is Organizational Behavior?
- Diversity in Organizations
- Attitudes and Job Satisfaction
- Emotions and Moods
- Personality, Learning, and Values
- Perception and Individual Decision Making
- Motivation Concepts
- Motivation: From Concepts to Applications
- Foundations of Group Behavior
- Understanding Work Teams
- Communication
- Leadership
- Power and Politics
- Conflict and Negotiation
- Foundations of Organization Structure
- Organizational Culture
- Organizational Change and Stress Management



Research Design: Qualitative, Quantitative, and Mixed Methods Approaches

This best-selling text pioneered the comparison of qualitative, quantitative, and mixed methods research design. For all three approaches, John W. Creswell and new co-author J. David Creswell include a preliminary consideration of philosophical assumptions, key elements of the research process, a review of the literature, an assessment of the use of theory in research applications, and reflections about the importance of writing and ethics in scholarly inquiry.

Author:	John W. Creswell
Publisher:	Sage

CONTENTS

- **Part I: Preliminary Considerations**
 - Chapter 1 The Selection Of A Research Approach
 - Chapter 2 Review Of The Literature
 - Chapter 3 The Use Of Theory
 - Chapter 4 Writing Strategies And Ethical Consideration
- **Part II: Designing Research**
 - Chapter 5 The Introduction
 - Chapter 6 The Purpose Statement
 - Chapter 7 Research Questions And Hypotheses
 - Chapter 8 Quantitative Methods
 - Chapter 9 Qualitative Methods
 - Chapter 10 Mixed Methods Procedures



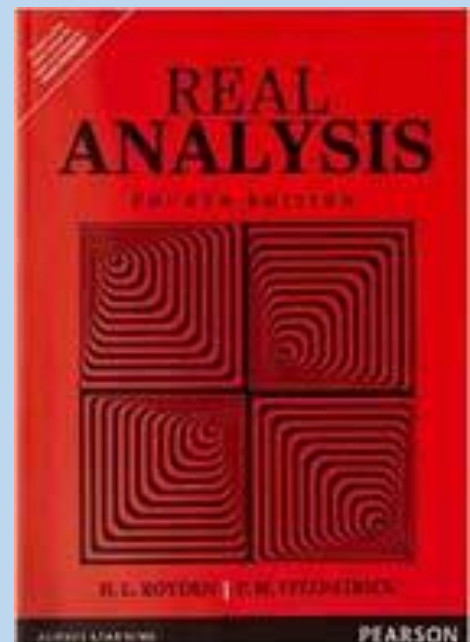
Real Analysis

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

Author:	H. L. Royden
Publisher:	Pearson

CONTENTS

- **Part I: Lebesgue Integration For Functions Of A Single Real Variable**
 - The Real Numbers: Sets, Sequences And Functions
 - Lebesgue Measure
 - Lebesgue Measurable Functions
 - Lebesgue Integration
 - Lebesgue Integration: Further Topics
 - Differentiation And Integration
 - The L Spaces: Completeness And Approximation
 - The L Spaces: Duality And Weak Convergence
- **Part II: Abstract Spaces: Metric, Topological, And Hilbert**
 - Metric Spaces: General Properties
 - Metric Spaces: Three Fundamental Theorems
 - Topological Spaces: General Properties
 - Topological Spaces: Three Fundamental Theorems
 - Continuous Linear Operators Between Banach Spaces
 - Duality For Normed Linear Spaces
 - Compactness Regained: The Weak Topology
 - Continuous Linear Operators On Hilbert Spaces
- **Part III: Measure And Integration: General Theory**
 - General Measure Spaces: Their Properties And Construction
 - Integration Over General Measure Spaces
 - General L Spaces: Completeness, Duality And Weak Convergence
 - The Construction Of Particular Measures
 - Measure And Topology
 - Invariant Measures



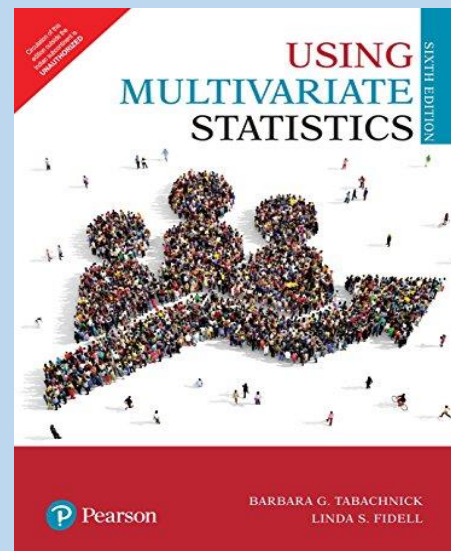
Using multivariate statistics

Using Multivariate Statistics, 6th edition provides advanced undergraduate as well as graduate students with a timely and comprehensive introduction to today's most commonly encountered statistical and multivariate techniques, while assuming only a limited knowledge of higher-level mathematics.

Author:	Barbara G. Tabachnick
Publisher:	Pearson

CONTENTS

- Introduction
- A Guide to Statistical Techniques
- Review of Univariate and Bivariate Statistics
- Cleaning Up Your Act
- Multiple Regression
- Analysis of Covariance
- Multivariate Analysis of Variance and Covariance
- Profile Analysis: The Multivariate Approach to Repeated Measures
- Discriminant Analysis
- Logistic Regression
- Survival/Failure Analysis
- Canonical Correlation
- Principal Components and Factor Analysis
- Structural Equation Modeling
- Multilevel Linear Modeling
- Multiway Frequency Analysis
- Time-Series Analysis
- An Overview of the General Linear Model



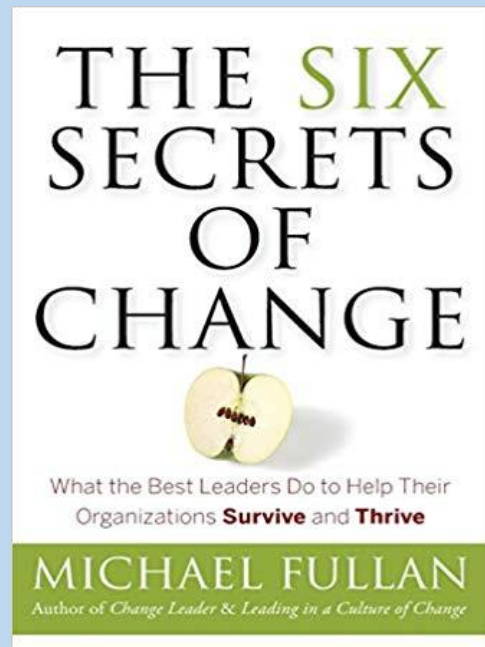
The Six Secrets of Change

The Six Secrets of Change explores essential lessons for business and public sector leaders for thriving in today's complex environment. Fullan draws on his acclaimed work in bringing about large-scale and substantial change in education reform in both public school systems and universities, as well as engaging in major change initiatives internationally. This book is filled with lessons that are insightful, actionable, and concisely communicable.

Author:	Michael Fullan
Publisher:	Wiley

CONTENTS

- Introduction: Have Theory, Will Travel
- Secret One: Love Your Employees
- Secret Two: Connect Peers with Purpose
- Secret Three: Capacity Building Prevails
- Secret Four: Learning Is the Work
- Secret Five: Transparency Rules
- Secret Six: Systems Learn
- Conclusion: Keeping the Secrets



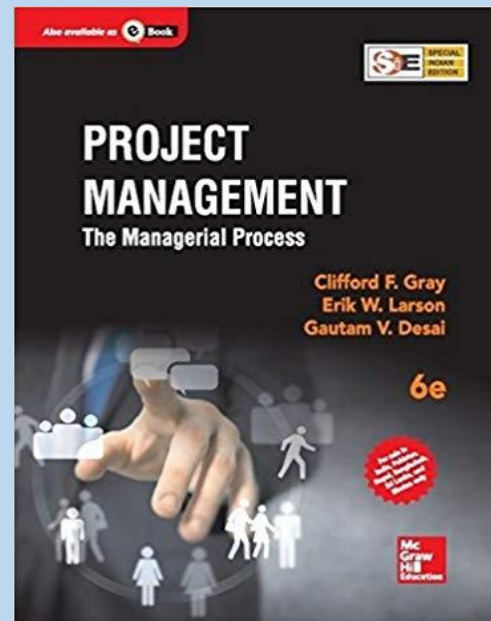
Project management: the managerial process

This textbook is written for a wide audience. It covers concepts and skills that are used by managers to propose, plan, secure resources, budget, and lead project teams to successful completions of their projects. The text should prove useful to students and prospective project managers in helping them understand why organizations have developed a formal project management process to gain a competitive advantage.

Author:	Clifford F. Gray
Publisher:	McGraw

CONTENTS

- Modern Project Management
- Organization Strategy and Project Selection
- Organization : Structure and Culture
- Defining the Project
- Estimating Project Times and Costs
- Developing a Project Schedule
- Managing Risk
- Appendix 1
- Reducing Project Duration
- Leadership : Being an Effective Project Manager
- Outsourcing : Managing Interorganizational Relations
- International Projects
- An Introduction to Agile Project Management
- Project management career paths



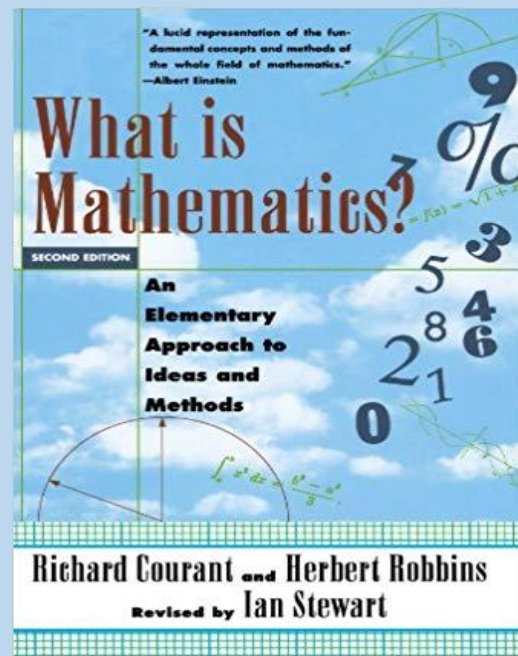
What Is Mathematics?

Written for beginners and scholars, for students and teachers, for philosophers and engineers, what is Mathematics? Second Edition is a sparkling collection of mathematical gems that offers an entertaining and accessible portrait of the mathematical world. Covering everything from natural numbers and the number system to geometrical constructions and projective geometry, this fascinating survey allows readers to delve into mathematics as an organic whole rather than an empty drill in problem solving.

Author:	Richard Courant
Publisher:	Oxford

CONTENTS

- The Natural Numbers
- The Number System of Mathematics
- Geometrical Constructions. The Algebra of Number Fields
- Projective Geometry. Axiomatics. Non-Euclidean Geometries
- Topology
- Functions and Limits
- Maxima and Minima
- The Calculus
- Recent Developments



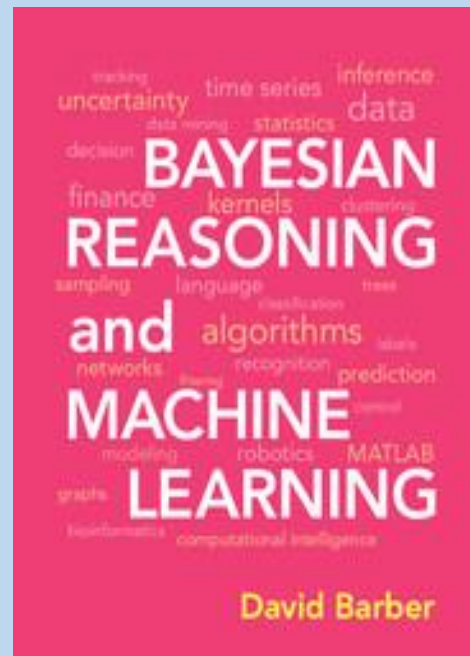
Bayesian Reasoning and Machine Learning

It is designed for final-year undergraduates and master's students with limited background in linear algebra and calculus. Comprehensive and coherent, it develops everything from basic reasoning to advanced techniques within the framework of graphical models. Students learn more than a menu of techniques; they develop analytical and problem-solving skills that equip them for the real world. Numerous examples and exercises, both computer based and theoretical, are included in every chapter. Resources for students and instructors, including a MATLAB toolbox, are available online.

Author:	David Barber
Publisher:	Cambridge

CONTENTS

- Inference in probabilistic models
- Learning in probabilistic models
- Machine learning
- Dynamical models
- Approximate inference



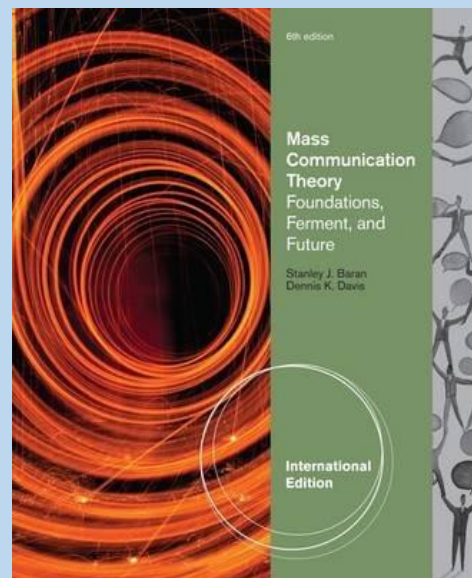
Mass Communication Theory: Foundations, Ferment, And Future

This International Edition, introduces you to current and classical mass communication theories and explains the media literacy movement in terms you can understand. Plus, this mass communication textbook helps you develop a better understanding of media theory so you can play a role in the media industry's future. Written in an accessible writing style, the text is designed to help you perform well on exams and succeed in the course.

Author:	Stanley J. Baran
Publisher:	Cengage Learning

CONTENTS

- **Section I: Introduction To Mass Communication Theory.**
Overview Of Mass Communication Theory: Definition, Evaluation, And Understanding.
Evolution Of Mass Communication Theory Through Four Eras.
- **Section II: The First Era Of Media Theory: Mass Society And Mass Culture.**
The Emerging Media Industries And Mass Society Theory.
Propaganda And The Development Of Media Theory.
Normative Theories.
- **Section III: Ferment In The Field: From Limited-Effects To Critical Cultural Theories.**
The Emergence Of Limited-Effects Theory.
Focus On Functionalism And Children: Moving Beyond Limited Effects.
Critical And Cultural Theories Of Mass Communication Emerge.
- **Section IV: From Active-Audience To Meaning-Making Theories: The Emergence Of Contemporary Mass Communication Theory.**
Uses, Reception, And Effects: Audience Theories.
The Role Of Media In The Social World.
Meaning-Making In The Social World.
The Future Of Media Theory And Research.



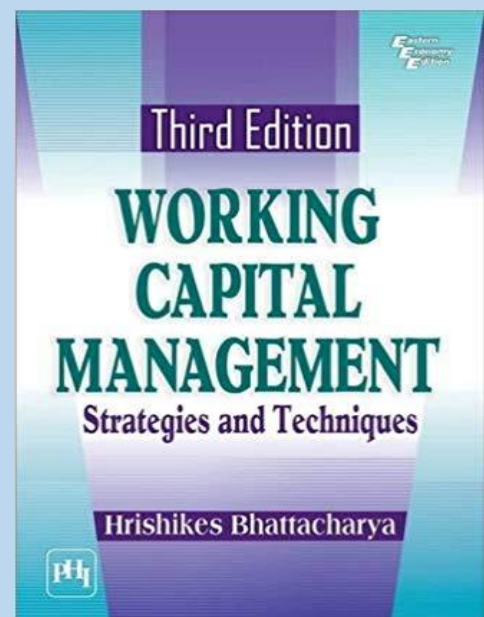
Working Capital Management: Strategies and Techniques

Working capital is commonly understood as the fund needed to meet the day-to-day expenses of an enterprise. A finance manager finds that the funds for meeting these expenses get blocked in current assets. He therefore, looks for liquidity support in net working capital (NWC), which is equivalent to the excess of current assets over current liabilities. A banker also looks at the size of NWC as the long-term stake of the business in funding the current assets. But for a production manager, liquidity is synonymous to uninterrupted supply of material inputs to the production lines. Similarly, for a marketing manager, if there is no production, his marketing outlets dry up despite demand in the market. While the finance manager discourages overstocking of inventory, the production manager and the marketing manager dread of being out of stock. In this conflict the goal of the organization often takes a back seat. This book aims at resolving these conflicts by adopting a techno-financial approach to working capital management.

Author:	Hrishikes Bhattacharya
Publisher:	PHI

CONTENTS

- Working Capital: A Techno-Financial Analysis
- Service Business: Risk Analysis And Working Capital Assessment
- Theories Of Trade Credit
- Management Of Accounts Receivable
- Inventory Strategies And Techniques
- Liquidity And Cash Management
- Management Of Accounts Payable
- Financing Working Capital Gap
- Channel System, Logistics And Financing



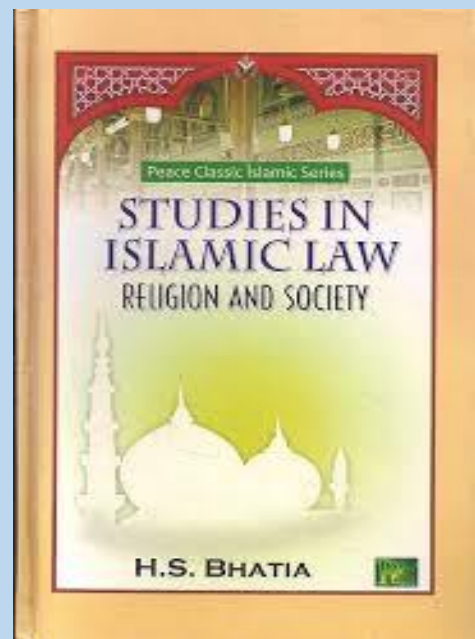
Studies In Islamic Law Religion And Society

This Book Provides the Reader With Authentic, Original And Comprehensive Information On-Scriptural, Doctrinal, Ethical, Social, Political, Legal, Judicial Etc. As It Deals With Almost All Aspects Of Islam And Islamisation. The Authors Study Scholastically And Explicitly; The History Of Islamic Law, Nature Of Islamic Law, Sources Of Islamic Law, Islamic Concept Of State, State And Religion, The Muslim World- Classification Of Legal Systems, Islamisation Of Laws In Pakistan, Islamic Law And Administration Of Justice, A New Approach To Understanding Of Islam, Islam And Christianity, The Practical Laws Of Islam, Marriage Guardianship And Minor`S Marriage In Islamic Law, Suicide Or Termination Of Life (The Islamic View), Political Parties And Leadership In An Islamic State, Muslim Art, Literature And Science, Etc.

Author:	H. S. Bhatia
Publisher:	Peace Publications

CONTENTS

- History of Islamic law
- Nature of Islamic law
- The sources of Islamic law
- Islam and the state
- The Muslim world
- Islamization of laws in Pakistan
- Islamic law and administration of justice
- A new approach to understanding of Islam
- The cross and the crescent
- Place of man in the universe in the world : view of Islam
- The practical (social) laws of Islam
- Islamic social system
- Womanhood in Islam
- Marriage-guardianship and minor's marriage at Islamic law
- Suicide or termination of life
- Political parties and leadership in Islamic State
- Art, literature and science



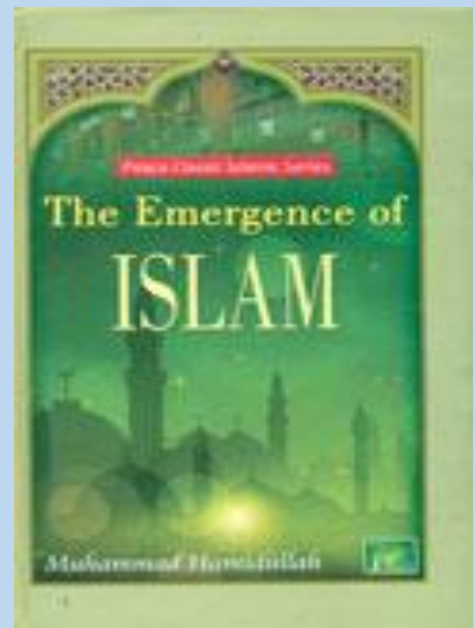
The Emergence of Islam

The Emergence of Islam is an attempt to present, in clear and simple English, the contents of a series of twelve lectures delivered by Dr. Muhammad Hamidullah in March 1980 at Islands University, Bahawalpur. The lectures, which were delivered without even the help of notes, are the result of a life-long study of, and reflections on, the early period of Islam by one of the best-known Muslim scholars of our time. In these lectures the learned author attempts to highlight the basic thrust of Islamic teachings and to outline the formative period of Islam's intellectual and institutional history. Drawing upon his vast reservoir of knowledge, Dr. Muhammad Hamidullah attempts to explain, in a manner that would make even a lay audience appreciate, the genesis and growth of Islamic thought, society and state, and of the institutions which were developed to translate Islamic norms into terms of practice.

Author:	Muhammad Hamidullah
Publisher:	Peace Publications

CONTENTS

- **Part One: Historical Perspective**
 - History of Hadith
 - History of Jurisprudence
 - Jurisprudence and Ijtihad
 - International Law
 - Religion
- **Part Two: The age of the Prophet**
 - State and Administration
 - Defence
 - Educational System
 - Lawmaking and Judiciary
 - Revenue and Calendar
 - Propagation of Islam
 - Propagation of Islam



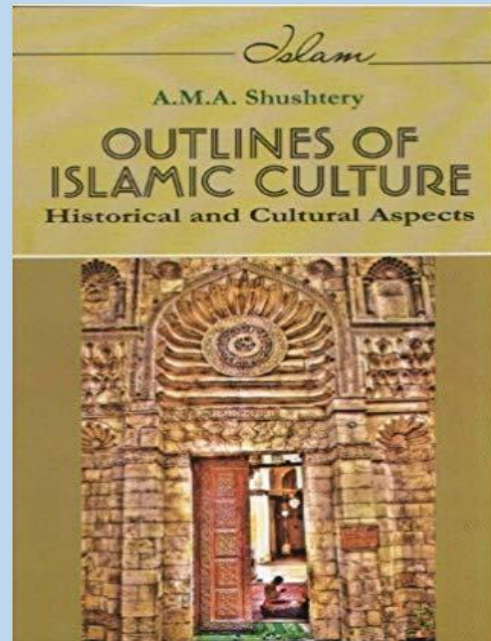
Outlines of Islamic Culture

The book, widely considered as a standard reference for students and scholars, deals with every facet of the Islamic culture, such as philosophy, literature, sciences, art, architecture, jurisprudence, theology, medicine, music, Sufism, history and sociology of Islam in different parts of the world.

Author: A. M. A. Shushtery
Publisher: Cosmo Publication

CONTENTS

- Muhammad The Prophet
- The Spreed of Islam
- Muslim sects and their development
- Political history of Islam
- History of Muslim literature
- Education, Universities, development of and science
- Trade, commerce and navigation
- Muslim Aesthetic culture
- Miscellaneous Muslim Arts



arts

Automated Software Engineering

Coverage in Automated Software Engineering examines both automatic systems and collaborative systems as well as computational models of human software engineering activities. In addition, it presents knowledge representations and artificial intelligence techniques applicable to automated software engineering, and formal techniques that support or provide theoretical foundations. The journal also includes reviews of books, software, conferences and workshops.

Editor: Robert J. Hall

Publisher: Springer

ARTICLES

Efficient elicitation of software configurations using crowd preferences and domain knowledge

Yasser Gonzalez-Fernandez, Saeideh Hamidi, Stephen Chen
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Cost-aware scheduling for ensuring software performance and reliability under heterogeneous workloads of hybrid cloud

Chunlin Li, Jianhang Tang, Youlong Luo
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Improving web service interfaces modularity using multi-objective optimization

Sabrina Boukharata, Ali Ouni, Marouane Kessentini
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Ivan Bocić, Tefvik Bultan, Nicolás Rosner
Volume 26, Issue 2, June 2019, Pages 379-416

Guest editorial: special section on artificial intelligence for requirements engineering

Eduard C. Groen, Rachel Harrison, Pradeep K. Murukannaiah
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Heterogeneous defect prediction with two-stage ensemble learning

Zhiqiang Li, Xiao-Yuan Jing, Xiaoke Zhu, Hongyu Zhang
Volume 26, Issue 3, September 2019, Pages 599-651

Precise semantic history slicing through dynamic delta refinement

Yi Li, Chenguang Zhu, Milos Gligoric, Julia Rubin
Volume 26, Issue 4, December 2019, Pages 757-793



Adaptive Behavior

Adaptive Behavior is an indexed, international peer reviewed journal that publishes original research and review articles on adaptive behavior in biological systems and autonomous artificial systems. Since 1992 it has offered ethologists, psychologists, behavioral ecologists, computer scientists, philosophers, neuroscientists, and robotics researchers a forum for discussing new findings as well as for comparing insights and approaches across disciplines. The journal explores mechanisms, organizational principles, and architectures that can be expressed in computational, physical, or mathematical models related to the both the functions and dysfunctions of adaptive behavior.

Editor: Tom Froese
Publisher: Sage Publishing

ARTICLES

Process Externalism and mental causation: setting metaphysical bounds on cognitive science

Camilo Ramirez Mota

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A review of the use of computational technology in applied behavior analysis

Diogo Fernando Trevisan, Lorraine Becerra, Priscila Benitez, Thomas S Higbee, João Paulo Gois

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Impact of parents' technology use on 18- to 24-month-old infants' adaptive behaviors

Sibel Atli, Selim Gunuc , Daria Kuss, Gülen Baran

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Affordance-based altruistic robotic architecture for human–robot collaboration

Mert Imre , Erhan Oztop, Yukie Nagai , Emre Ugur

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Robot's adaptive emotional feedback sustains children's social engagement and promotes their vocabulary learning: a long-term child–robot interaction study

Muneeb Imtiaz Ahmad, Omar Mubin, Suleman Shahid, Joanne Orlando

Volume 27 Issue 4, August 2019, Pages 243–266

How children develop their ability to combine words: a network-based approach

Lluís Barceló-Coblijn Aritz Irurtzun, Cristina Real Puigdollers, Emilio López-Navarro, Antoni Gomila

Volume 27 Issue 5, October 2019, Pages 307–330



International Journal of Information Technology & Decision Making

International Journal of Information Technology and Decision Making (IJITDM) provides a global forum for exchanging research findings and case studies which bridge the latest information technology and various decision-making techniques. It promotes how information technology improves decision techniques as well as how the development of decision-making tools affects the information technology era. The journal is peer-reviewed and publishes both high-quality academic (theoretical or empirical) and practical papers in the broad ranges of information technology related topics.

Editor: Yong Shi
Publisher: Worl Scientific

ARTICLES

Hesitant Fuzzy Linguistic Possibility Degree-Based Linear Assignment Method for Multiple Criteria Decision-Making

Xunjie Gou, Zeshui Xu and Huchang Liao
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Evelin Krmac and Boban Djordjević
Volume 18, Issue 01 January 2019, Pages 209–239

Comparison of Judgment Scales of the Analytical Hierarchy Process — A New Approach

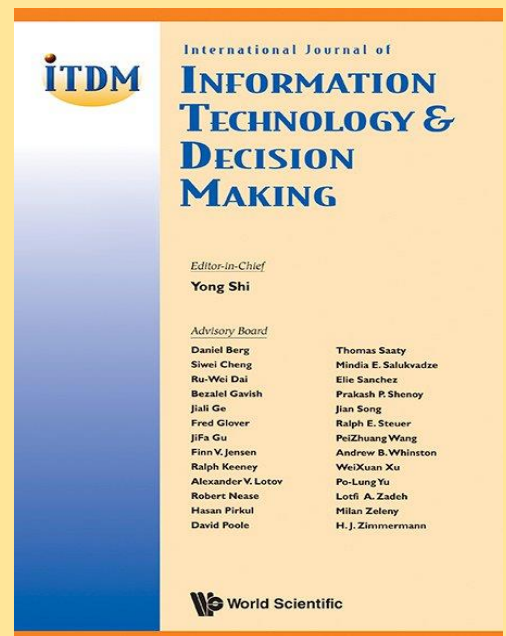
Klaus D. Goepel
Volume 18, Issue 02 March 2019, Pages 445–463

Predicting Consumers' Decision-Making Styles by Analyzing Digital Footprints on Facebook

Yuh-Jen Chen, Yuh-Min Chen, Yu-Jen Hsu and Jyun-Han Wu
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Stochastic KEMIRA-M Approach with Consistent Weightings

Pelin Toktaş and Gülin Feryal Can
Volume 18, Issue 03 May 2019, Pages 793–831



International Journal of Information Technology & Decision Making

International Journal of Information Technology and Decision Making (IJITDM) provides a global forum for exchanging research findings and case studies which bridge the latest information technology and various decision-making techniques. It promotes how information technology improves decision techniques as well as how the development of decision-making tools affects the information technology era. The journal is peer-reviewed and publishes both high-quality academic (theoretical or empirical) and practical papers in the broad ranges of information technology related topics.

Editor: Yong Shi
Publisher: Worl Scientific

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The Role of Supply Chain Features in the Effectiveness of Sustainability Practices in the Service Supply Chain: Application of Fuzzy Rule-Based System

Fahimeh Aliakbari Nouri, Mohsen Shafiei Nikabadi and Laya Olfat

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Fausto Balderas, Eduardo Fernandez, Claudia Gomez-Santillan, Nelson Rangel-Valdez and Laura Cruz

Volume 18, Issue 04 July 2019, Pages 1317–1358

Analyzing Emotional Oscillatory Brain Network for Valence and Arousal-Based Emotion Recognition Using EEG Data

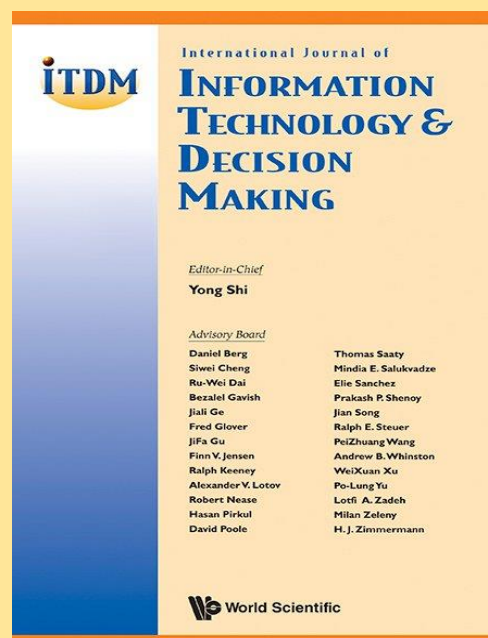
Jianzhuo Yan, Hongzhi Kuai, Jianhui Chen and Ning Zhong

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Analytic Hierarchy Process (AHP) in Dynamic Configuration as a Tool for Health Technology Assessment (HTA): The Case of Biosensing Optoelectronics in Oncology

Giovanni Improta, Giuseppe Converso, Teresa Murino, Mosè Gallo, Antonietta Perrone and Maria Romano

Volume 18, Issue 05 September 2019, Pages 1533–1550



International Journal of Information Technology & Decision Making

International Journal of Information Technology and Decision Making (IJITDM) provides a global forum for exchanging research findings and case studies which bridge the latest information technology and various decision-making techniques. It promotes how information technology improves decision techniques as well as how the development of decision-making tools affects the information technology era. The journal is peer-reviewed and publishes both high-quality academic (theoretical or empirical) and practical papers in the broad ranges of information technology related topics.

Editor: Yong Shi
Publisher: Worl Scientific

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Comparison of Several Decision-Making Techniques: A Case of Water Losses Management in Developing Countries

Shaher H. Zyoud and Daniela Fuchs-Hanusch
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Rodolfo Mendoza-Gómez, Roger Z. Ríos-Mercado and Karla B. Valenzuela-Ocaña
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Integration of Multiple Regression Model in an Epidemiological Decision Support System

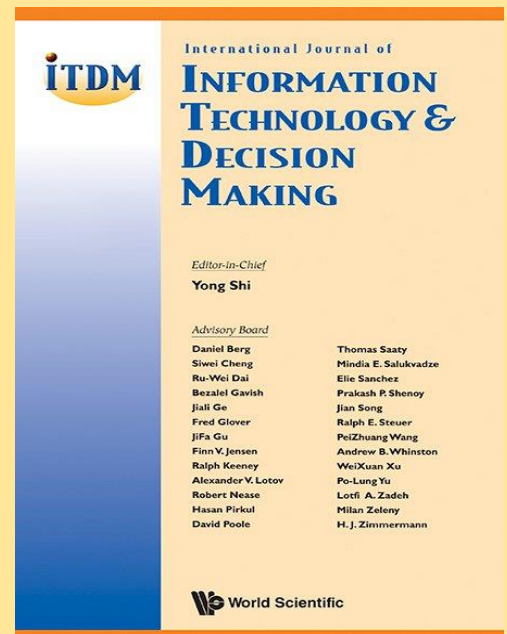
Fatima-Zohra Younsi, Ahmed Bounnekar, Djamila Hamdadou and Omar Boussaid
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Evaluation of the Impact of Selected Weighting Methods on the Results of the TOPSIS Technique

Roman Vavrek
Volume 18, Issue 06 November 2019, Pages 1821–1843

Previous Studies and Differences Between Lean Management and World Class Manufacturing

Fabio De Felice, Laura Petrillo, Luigi Ranieri and Antonella Petrillo
Volume 18, Issue 06 November 2019, Pages 1941–1966



European Journal of Communication

The European Journal of Communication is interested in communication research and theory in all its diversity, and seeks to reflect and encourage the variety of intellectual traditions in the field and to promote dialogue between them. The Journal reflects the international character of communication scholarship and is addressed to a global scholarly community. Rigorously peer-reviewed, it publishes the best of research on communications and media, either by European scholars or of particular interest to the.

Editor: Peter Golding
Publisher: Sage Publishing

ARTICLES

Media policy for private media in the age of digital platforms

Gunn Enli, Tim Raats, Trine Syvertsen, Karen Donders
Volume 34 Issue 4, August 2019 Pages 395–409



Asian Journal of Communication

Asian Journal of Communication (AJC) is a refereed international publication that provides a venue for high-quality communication scholarship with an Asian focus and perspectives from the region. We aim to highlight research on the systems and processes of communication in the Asia-Pacific region and among Asian communities around the world to a wide international audience. It publishes articles that report empirical studies, develop communication theory, and enhance research methodology.

Editor: Ang Peng Hwa
Publisher: Taylor & Francis/Routledge

ARTICLES

Predicting elections from social media: a three-country, three-method comparative study

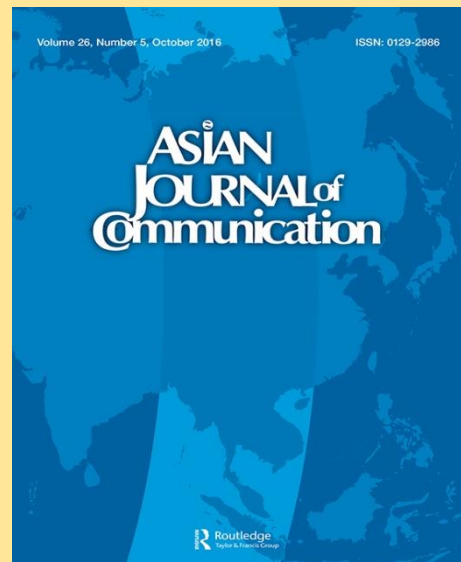
Kokil Jaidka, Saifuddin Ahmed, Marko Skoric & Martin Hilbert

Volume 29 Number 3, June 2019 Pages 252-273

Pick your language: how riot reporting differs between English and Hindi newspapers in India

William O'Brochta

Volume 29 Number 5, October 2019 Pages 405-423



Journal of Communication

The Journal of Communication (JOC) is the flagship journal of the International Communication Association and an essential publication for all communication specialists and policy makers. The Journal of Communication concentrates on communication research, practice, policy, and theory, bringing to its readers the latest, broadest, and most important findings in the field of communication studies. Journal of Communication also features an extensive book review section, and the symposia of selected studies on current issues.

Editor: R. Lance Holbert
Publisher: Oxford

ARTICLES

The Citizen Communication Mediation Model Across Countries: A Multilevel Mediation Model of News Use and Discussion on Political Participation

Homero Gil de Zúñiga, Trevor Diehl, Brigitte Huber, James H Liu

Volume 69, Issue 2, April 2019, Pages 144–167



Journal of Media Psychology (JMP)

Journal of Media Psychology (JMP) is committed to publishing original, high-quality papers which cover the broad range of media psychological research. This peer-reviewed journal focuses on how human beings select, use, and experience various media as well as how media (use) can affect their cognitions, emotions, and behaviors. Submissions must substantially advance the current state-of the art on a theoretical and/or an empirical level. To name just a few typical fields and domains of inquiry, the Journal of Media Psychology considers manuscripts dealing with research on entertainment, computer-mediated communication (including social media), human-computer interaction, e-learning, computer and video games, virtual environments, or advertising. The journal is also open to research from neighboring disciplines as far as this work ties in with psychological concepts of the uses and effects of the media. Submissions of comparative work, e.g., crossmedia, cross-gender, or cross-cultural, are encouraged. Moreover, submissions including alternative analysis procedures such as the Bayesian approach are welcome. Starting in 2015, the pre-registration of research plans will also be possible. To ensure short turn-around cycles for manuscript review and fast publication, the Journal of Media Psychology relies heavily upon electronic communication and information exchange, starting from electronic submission and continuing throughout the entire review and production process..

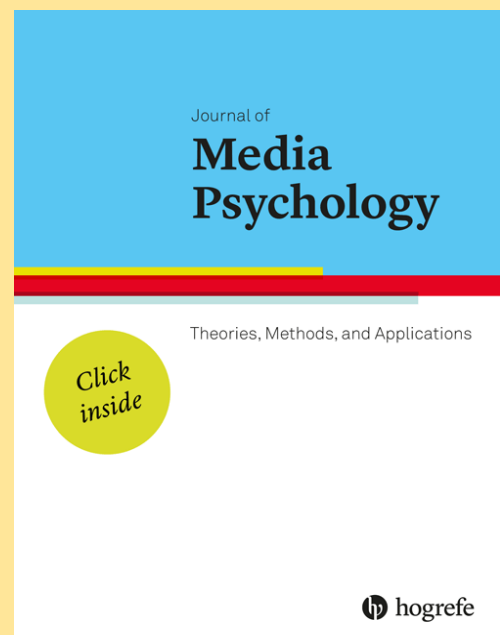
Editor: David Simchi-Levi
Publisher: Hogrefe

ARTICLES

How Media Portrayals of Suffering Influence Willingness to Help The Role of Solvability Frames

Lauren Kogen, Susanna Dilliplane

Volume 31, Issue 2, April 2019 Pages 92–102



New Media & Society

New Media & Society is an international journal that provides an interdisciplinary forum for the examination of the social dynamics of media and information change. New Media & Society engages in critical discussions of the key issues arising from the scale and speed of new media development, drawing on a wide range of disciplinary perspectives and on both theoretical and empirical research

Editor: Steve Jones
Publisher: Sage Journals

ARTICLES

Domesticating WhatsApp: Family, friends, work, and study in everyday communication

Mora Matassi, Pablo J Boczkowski, Eugenia Mitchelstein
Volume 21 Issue 10, October 2019 Pages 2183–2200



Journal of Children and Media

Journal of Children and Media is an interdisciplinary and multi-method peer-reviewed publication that provides a space for discussion by scholars and professionals from around the world and across theoretical and empirical traditions who are engaged in the study of media in the lives of children and adolescents. It is a unique intellectual forum for the exchange of information about all forms and contents of media in regards to all aspects of children's lives, and especially in three complementary realms: Children as consumers of media, representations of children in the media, and media organizations and productions for children as well as by them. It is committed to the facilitation of international dialogue among researchers and professionals, through discussion of interaction between children and media in local, national, and global contexts; concern for diversity issues; a critical and empirical inquiry informed by a variety of theoretical and empirical approaches; and dedication to ensuring the social relevance of the academic knowledge it produces to the cultural, political, and personal welfare of children around the world.

Editor: Dafna Lemish
Publisher: Taylor & Francis

ARTICLES

Home learning in the new mobile age: parent-child interactions during joint play with educational apps in the US

Shayl F. Griffith & David H. Arnold
Volume 13, Issue 1 February 2019, Pages 1-19



Journal of World Business

Media, War & Conflict is a major international, peer-reviewed journal that maps the shifting arena of war, conflict and terrorism in an intensively and extensively mediated age. It explores cultural, political and technological transformations in media-military relations, journalistic practices, new media, the arts, and their impact on publics, policy, and outcomes of warfare.

Editor: Ben O'Loughlin

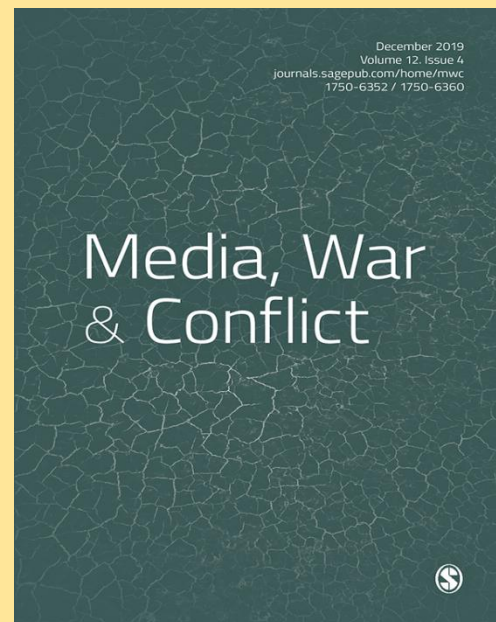
Publisher: Sage Publishing

ARTICLES

Journalism under pressure in conflict zones: A study of journalists and editors in seven countries

Marte Høiby, Rune Ottosen

Volume 12 Issue 1, March 2019 Pages 69–86



Asia Pacific Business Review

Asia Pacific Business Review addresses these key issues and draws together the lessons of the analysis of culture, economies, history, politics and societies in the area, in order to explore business-related phenomena in the Asia Pacific countries, both in their general and specific contexts.

Editor: Chris Rowley
Publisher: Routledge

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Financial crises and venture capital development: evidence from Indonesia

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Cultural differences in creativity and innovation: are Asian employees truly less creative than western employees?

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Changing facets of leadership in East Asia: globalization, innovation and performance in Japan, South Korea and China

Chris Rowley, Jun Ishikawa & Ingyu Oh

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Development and validation of a situational judgement test of Japanese leadership knowledge

Toshio Murase, Adam Roebuck & Kiyoshi Takahashi

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Asia Pacific Business Review

Asia Pacific Business Review addresses these key issues and draws together the lessons of the analysis of culture, economies, history, politics and societies in the area, in order to explore business-related phenomena in the Asia Pacific countries, both in their general and specific contexts.

Editor: Chris Rowley
Publisher: Routledge

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Determinants of organizational performance: some implications for top executive leadership in Korean firms

Jungwon Yoon & Moon-Gi Suh

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Volume 25 Number 4 October 2019 Pages: 501-533

Organizational culture and the tolerance of corruption: the case of South Korea

In-Woo Jun, Kyoung-In Kim & Chris Rowley

Volume 25 Number 4 October 2019 Pages: 534-553



International Journal of Research in Marketing

The International Journal of Research in Marketing is an international, double-blind peer-reviewed journal for marketing academics and practitioners. Building on a great tradition of global marketing scholarship, IJRM aims to contribute substantially to the field of marketing research by providing a high-quality medium for the dissemination of new marketing knowledge and methods. Among IJRM's targeted audience are marketing scholars, practitioners (e.g., marketing research and consulting professionals) and other interested groups and individuals..

Editor: P.K. Kannan

Publisher: Elsevier

ARTICLES

Marketing perspectives on digital business models: A framework and overview of the special issue

Peter C. Verhoef, Tammo H.A. Bijmolt

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Making a first impression as a start-up: Strategies to overcome low initial trust perceptions in digital innovation adoption

Elisa Konya-Baumbach, Monika C. Schuhmacher, Sabine Kuester, Victoria Kuharev

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Engaging the unengaged customer: The value of a retailer mobile app

Harald J. van Heerde, Isaac M. Dinner, Scott A. Neslin

Volume 36, Issue 3, September 2019, Pages 420-438

Nostalgia marketing and (re-)enchantment

Benjamin J. Hartmann, Katja H. Brunk

Volume 36, Issue 4 December 2019, Pages 669-686



Journal of Interactive Marketing

The Journal of Interactive Marketing aims to identify issues and frame ideas associated with the rapidly expanding field of interactive marketing, which includes both online and offline topics related to the analysis, targeting and service of individual customers. We strive to publish leading-edge, high-quality and original research that presents results, methodologies, theories, concepts, models and applications on any aspect of interactive marketing. The journal has no preferred or disallowed methodologies but is open to conceptually rigorous approaches of any type. Manuscripts should address current or emerging managerial problems and have the potential to impact practice and theory in interactive marketing.

Editor: W. Moe, A. Rangaswamy
Publisher: Elsevier

ARTICLES

Calling Customers to Take Action: The Impact of Incentive and Customer Characteristics on Direct Mailing Effectiveness

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Angela Xia Liu, Ying Xie, Jurui Zhang
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How Social Media Communications Combine with Customer Loyalty Management to Boost Green Retail Sales

Qiang Steven Lu, Rohan Miller
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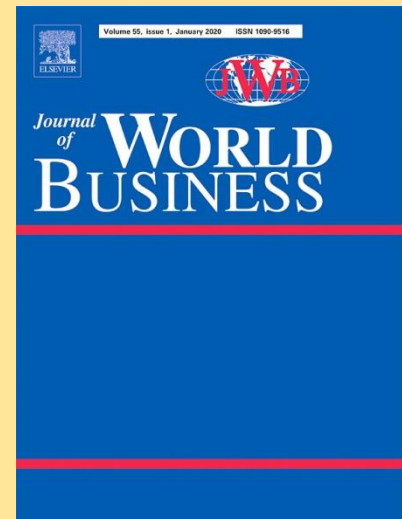
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