(Books processed and cataloged for the month of November 2009)

Dewey Decimal Classification (DDC) System of Organization

AB COMMUNICATION

Discusses media and entertainment law ethical issues.

Shows the step-by-step process of scriptwriting from concept to final draft.


Provides student with practical steps in creative writing.


Aims to develop and enhance the student's ability to listen, to write, and specifically to deliver different kinds of speeches into situations students might face in their personal and professional lives.

ACCOUNTANCY


Equips student with the essential skills for accounting.


Equips student with the essential skills for accounting.
Takes the user through the basics: what accounting information is, how it is developed, how it is used, and what it means.


Presents to the student the accounting process of a merchandising business from journalizing to financial statement presentation up to closing entries.


Introduces to the student the accounting process of a merchandising business from journalizing to financial statement presentation up to closing entries.


Helps in generating student succeed by giving an edge with leading-edge accounting content that engages students, and with state-of-the-art technology.


Brings the study of bookkeeping and accounting the same solved-problems approach that has proved so successful in the disciplines of engineering, mathematics, and accounting.


Provides the knowledge to pass the Accounting and Reporting portion of the Uniform Certified Public Accounting (CPA) Exam.


Contains detailed outlines, study guidelines, and skill-building problems to help candidates identify, focus on and master the specific topics that need the most work.


Provides the knowledge to pass the Auditing and Attestation portion of the Uniform Certified Public Accounting (CPA) Exam.


Provides the knowledge to pass the Financial Accounting and Reporting portion of the Uniform Certified Public Accounting (CPA) Exam.

Knapp, Michael C. *Auditing cases*. Australia: South-Western Cengage Learning, 2009. 33565 PRO 657.45 K67a 2009

Provides student with context-specific situations that make it much easier for them to grasp the relevance of important auditing topics, concepts, and procedures.


Comprehensive guide to accounting management, planning, controls, processes and administration, in short, a repository for all the skills that a modern controller needs.

**ACCOUNTANCY/ ENTREPRENEURSHIP**


**BIOLOGY**
Serves as a study guide in biology. It covers exploring life and its beginnings; life and its structures, processes, and controls; perpetuation of life; and, ecology.


Provides student with straightforward explorations of fundamental concepts presented from the evolutionary viewpoint that binds all of the biological science together.


Presents topics on Microbiology in general.


Contains updated current trend in the field of genetics.


Contains unique features that were carefully planned to enhance the student's comprehension of ecology.


Aims to reinforce and enhance the reader's enchantment with marine life while providing a rigorous introduction to marine biology as a science.


Covers broad scope of information, from basic microbiology, viruses, drugs, microbes, infections, fungi, bacteria and industrial microbiology.


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**BS INFORMATION TECHNOLOGY/ MANAGEMENT TECHNOLOGY**


Discusses various business initiatives first and how technology supports those initiatives second.

**BSC MANAGEMENT**


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.

**CULTURAL**


Offers an accessible historical survey of philosophical ideas and a wealth of primary source readings at an excellent value.
Involves updates or other changes to content in virtually every chapter.

Provides a comprehensive coverage of the major theoretical perspectives that are at the core of anthropological study.

Presents up-to-date art, tables, and graphs with the most current available data.

Contains a comprehensive collection of normative data of numerous fitness, performance and health components across a range of ages, abilities, occupation and athletic background.

Presents a comprehensive guide to practicing yoga and finding a mental and physical balance in life.

Offers a gentle but powerful pathway to achieving natural potential for health, strength, flexibility, and stamina.


Presents more than 500 boredom-beating ideas for kids of all ages.

ECONOMICS

Gathers the papers delivered during the Ateneo Center for Asian Studies 2004 Conference on nationalism and globalization in the Asian Center, which eventually evolved into the present collection.

EDUCATION

Discusses the Education Law in the Private Schools.

Aims to align teacher education with the CHED-prescribed new teacher education curriculum that is reflective of the National Competency-Based Teacher Standards with the end in view of contributing to the formation of the ideal professional teacher as concretely described in the seven integrated domains of the teaching and learning process.

Aims to align teacher education with the CHED-prescribed new teacher education curriculum that is reflective of the National Competency-Based Teacher Standards with the end in view of contributing to the formation of the ideal professional teacher as concretely described in the seven integrated domains of the teaching and learning process.

Ornos, Petra S. Facilitators of the learning process. Metro Manila:
Aims to align teacher education with the CHED-prescribed new teacher education curriculum that is reflective of the National Competency-Based Teacher Standards with the end in view of contributing to the formation of the ideal professional teacher as concretely described in the seven integrated domains of the teaching and learning process.

Focuses on the development and utilization of assessment tools to improve the teaching-learning process.


Adheres to the Experiential Learning Courses Handbook, a project of the Teacher Education Council (TEC) Department of Education. The activities or exercises at the end of every lesson were intended not only for drill and evaluative purposes but also for purposes of bridging the gap between theory and practice and advocacy for current trends in education such as reflective education, multiple intelligences, and multicultural education, interactive and brain-based teaching, and authentic assessment.

Attempts to properly guide would-be teachers, to ensure that they learn correct concepts and theories and to allow them to gain experiences and meaningful insights from their professional concepts.

Provides the student and the instructor with suggested activities and questions that will lead to the formulation of new and meaningful insights in the teaching-learning process.

Attempts to properly guide would-be teachers, to ensure that they learn correct concepts and theories and to allow them to gain experiences and meaningful insights from their professional concepts.

Attempts to properly guide would-be teachers, to ensure that they learn correct concepts and theories and to allow them to gain experiences and meaningful insights from their professional concepts.


Focuses on the teacher as a person, the teacher as a professional, the teacher in the school setting, the teacher in the community, and the global teacher.

Aims to help prepare the student teacher for a very important phase of his/her pre-service preparation, Practice Teaching."
Addresses the different cognitive skills of its users, particularly knowledge, comprehension, application, and analysis.

Serves as a guide for those who will take licensure examinations for teachers.

Helps enrich the background knowledge of the students in social sciences.

Covers various topics in English including language, reading comprehension, literature and communication.

Gives the source of basic and practical knowledge in government and constitution in the Philippine context and is a handy reviewer companion for those who will take the Licensure Examination for Teachers (LET).

Covers various disciplines in Filipino, particularly in Literature, Linguistics and skills in critical reading and understanding for Licensure Examination for Teachers.

Covers general topics in Chemistry and Physics, and some topics in earth sciences for those who intend to like licensure examination for teachers (LET).


Libunao, Ezperanza P. **Creative and innovative lesson presentations for effective teaching and learning**. Quezon City: Great Books Trading, 2003. 33179 FIL 371.3 L697c 2003
Aims to enhance the teaching effectiveness of a classroom teacher at all levels, for basic education to higher levels of learning.

Guides the teachers in planning the smooth operation and management of all the elements contributory to student learning.

**Lesson plans for the Adarna House big books**. Quezon City: Adarna House, 2005. 33387, 33390, 33388, 33687, 33389 FIL 371.3028 L641 2005
Offers 36 lesson plans for Big Books published by Adarna House.

Discusses the actual and potential needs of listeners and provides different activities that can be carried out by the listeners.


Helps supervisor in conducting training programs for teachers, the classroom teachers in planning instruction, and the student teachers in the teachers training universities and colleges.


Presents comprehensive account of the latest theories in planning, constructing, implementing and evaluating an instructional system where content of the subject matter and its sequencing across the entire period of schooling must be put together in a scientifically justifiable program of study.


Presents stories for young Filipinos published in a popular magazine, Liwayway, a Lola Basyang series from 1925 to 1942.


**EDUCATION/ ENGLISH**


Lays emphasis on the basic concepts and at the same time introduces modern methods of solution of power system problems.

**ELECTRONICS AND COMMUNICATION ENGINEERING**


Covers discrete devices and circuits and linear circuits.

**ENGLISH**


Offers a new approach to literature through a constructively meaningful account of humanity.


Offers a heterogenous selection of works by various Filipino writers. These works provide a more exciting representation of the extraordinary diversity of Philippine society that both teachers and students of literature inhabit.


Attempts to bring together the covers of a single instructional material the best that has been said and thought of in Philippine literature.

Gutierrez-Ang, Jaime (ed.) Kritika : selected readings in Philippine literature from pre-colonial to post EDSA. Intramuros : Mindshapers Co., Inc, 2009. 33118 FIL 899.21 K92 2009

Showcases selected readings in Philippine literature from pre-colonial to post EDSA.


Contains a short collection of short fiction, poetry, essays, and play.


Contains a collection of essays on literary text and popular culture on the Philippines written in English Language.


Offers an unillusioned, compassionate portrayal of contemporary society from a Philippine perspective, and utterly compelling.


Brings together for the first time 22 short stories by nine Muslim Filipinos
Contains stories originally written in English by Filipinos, and all published originally, with one exception, in Philippine periodicals during the period 1941-1955.

**Teaching English as a second or foreign language.** United States : Thomson, 2006. 33586 PRO 408.0071 T253 2006
Provides a comprehensive introduction to the profession of teaching English to speakers of other languages. The goal has been to maintain a balance between theory and practice—between providing necessary background information and relevant research, on the one hand, and offering many classroom suggestions and resources for teachers, on the other.

Widdowson, H.G. *Teaching language as communication.* Walton St., Oxford, 33752 PRO 418.07 W63t 1978


**ENTREPRENEURSHIP**

Covers topics from macro perspective on the viewpoints of both franchisor and franchisee.

Presents an alternative to employment—by being a business owner.

**ENTREPRENEURSHIP/ BSC MANAGEMENT**

Contains descriptions and explanations of recommended conceptual frameworks that have been developed in the fields of family business and strategic management.

**FICTION**


When seventeen-year-old Bella leaves Phoenix to live with her father in Forks, Washington, she meets an exquisitely handsome boy at school for whom she feels an overwhelming attraction and who she comes to realize is not wholly human.


Accompanied by her demon, Lyra Belacqua sets out to prevent her best friend and other kidnapped children from becoming the subject of gruesome experiments in the Far North.


**FILIPINIANA**


Focuses on literary publishing and Tagalog literary bestsellers of the twentieth century. It spans more than four centuries of publishing, from 1593 when the first book was printed in the country to 2003 when the first nationwide survey on reading attitudes and preferences was conducted.


Presents the comparative field data of urbanization and formation of ethnicity in Southeast Asia, namely: the Philippines, Indonesia, Malaysia, and Vietnam.


Highlights the unprecedented forced migrations, of the mass of captives and slaves caught in the cogs of the Sulu economy, which shaped the demographic origins of the Iranun and Balangingi and the over population trends and settlement patterns of large parts of the Philippines and eastern Indonesia until the end of the nineteenth century.


Fills the information gap about the “desert” kingdom and brings to life the aspirations and sacrifice of millions of hardworking overseas Filipino workers (OFW) in that country.


Discusses the effectiveness of service which is based on the needs of the community, particularly on the social problems.


Answers the urgent need of NSTP male students, specifically those who are enrolled in Reserve Officers' Training Corps (ROTC). It can be considered as a prelude in the field of Military Service.
and hazardous waste management modules, water resources (the blue environment) management issues, air pollution, conservation of biodiversity and forest conservation (the green environment) and last but not the least community awareness and action planning.

Provides not only insight into the behavior of the ordinary individual but also reveals much about the policy and practice of Spanish colonialism in the Philippines.

Addresses two aspects of a provincial town in the Philippines.

Provides a range of international theories and methodologies in analytical folklore investigations and a classification scheme based on genre is offered as the system of taxonomy for Philippine traditional materials.

Presents a bird's eye view of the whole range of Philippine folk literature and offers a sampling of the rich and varied branch of the Filipino cultural heritage.

Uriarte, Jr., Filemon A. Solid waste management principles and practices : an introduction to the basic functional elements of solid waste management, with special emphasis on the needs of developing countries. Quezon City: University of the Philippines Press, 2008. 33699 FIL 628.44 U76s 2008
Provides an introduction to the principles and practices of solid waste management.

Provides the student with the necessary knowledge about the meaning and importance of the political, cultural, historical, and social development.

Continues the first volume by looking deeply into the interaction between the lives and the works of another group of Filipino artists, ranging from the established to the not so well established, from the formally trained to the self-taught. Without exception, all of these artists have integrated their life concerns and experiences into their works interesting and creative ways.

Provides straightforward historical narrative and architectural criticism of the buildings within the prime site of Marcosian architecture that is the CCP Complex.

Tolentino, Francisca Reyes. Philippine national dances. [s.l.] : [s.n.], c1990. 33480 FIL 793.31 T649p 1990

Adopts a practical approach that will certainly attract students and scholars to use as guide and reference in their own respective pursuits of thesis and dissertation writing.

Presents a collection of essays that center on the emergence of Filipino national consciousness in the second half of the nineteenth century.

**FILIPINO**

Helps teachers and students enhance their abilities and skills in comprehensive, effective speaking, and writing.


Presents teaching rhetoric in Tagalog.


Consists of poetry, prose, and drama that show Filipino literature.

Presents literature of regions in the Philippines.


Aguila, Reuel Molina. *Balisa: trilohiya ng mga dulang may tatlong yugto: (satirika, ligalig, baligho).* Quezon City: The University of the Philippines Press, c2009. 33531 FIL 899.2112 A283b 2009
Shows the trilogy's scope and link in the events involved in the novel: Satirika, Ligalig at Baligho.


Provides a compendium of biosketches and reviews of Cebu's history and culture to commemorate the centenary of the Revolution in Cebu.

**FINANCIAL MANAGEMENT**

Offers 17 new or significantly updated case studies in finance.
**HOTEL AND RESTAURANT MANAGEMENT**


Contains more than 90 original bar drink recipes that are easy and exciting to make, serve and enjoy at parties.


Explains why French women don't get fat.


Introduces the importance of housekeeping department in the hotel and will showcase the different responsibilities the department handles.


Aims to give an adequate standard to the theories, ideas and methods essential for the interpreting of operations in the Beverage Service Department.


Helps create the best possible catered events by obtaining maximum value for available budget.


Presents a comprehensive approach to planning and developing a restaurant or foodservice space. It also encompasses everything from creating a restaurant concept to maintaining a commercial-grade oven, and is unique in its attention to both the front and back of the house.


Offers insight into a variety of casino operating departments where in each department and each game meets the needs of a different costumer segment or a different costumer expectation.


Provides solid explanation of accounting principles as well as examples of accounting entries.


Focusses on the more traditional theoretical approach of strategic market planning and then places the different aspects of casinos within that framework.


Covers a variety of topics from gaming methods, to financial controls, to marketing, to organization and culture of casinos.


Contains large number of definitions covering food commodities of every description and also many definitions of terms which are specific to food science and technology.

**HOTEL AND RESTAURANT MANAGEMENT/ CULINARY ARTS**

Intends to teach the fundamentals of the culinary arts and to prepare students for a rewarding career in the food service industry.


Presents a step-by-step culinary adventure that offered insights into the exciting culinary traditions of Asia focused on French cooking.


Covers every aspect of cookery: the history and traditions of foods and eating; biographies of important chefs and people who have made an impact on the world of gastronomy.

**HOTEL AND RESTAURANT MANAGEMENT/ TOURISM**


Gives a broad overview of MEEC industry and is thus an introduction. 33648 PRO 647.94 F333m 2008

**INDUSTRIAL ENGINEERING**


Focuses on office design and health effects of VDI work, design of manual work to prevent musculoskeletal injury, health, nutrition and performance at work, environmental factors which affect productivity and health, new technologies for control and display design, cognitive ergonomics and human-machine interaction, ergonomics and developing countries and job design philosophies, employee liability, and other legal aspects.


Provides a useful quick reference and valuable tool for the novice and experienced professional alike.


Discusses the human interaction with work task and technology in order to build a knowledge-based understanding to be able to amplify human capabilities, utilize human abilities, facilitate human efficiency, and avoid overloading or underloading ourselves in tasks on the job.


Provides quick access to the ergonomic information required to engineer workplaces, machinery, offices, computers, lightning, and more to fit the humans who use them.


Showcases a comprehensive guide assembling new and updated information on the operations about planning facilities today.


Provides an introduction to the quality function in the modern manufacturing and servicing organization.


Provides a fundamental coverage of statistical quality control concepts.

**INTERDISCIPLINARY STUDIES**

INTERDISCIPLINARY STUDIES/ AB COMMUNICATION

Discusses the production process, the major tools of video production and how to use them.

Approaches the process of making films from the perspective of projects that require collaborative work with a skilled crew whether small or of features of film proportions.

Introduces to students the three production phases: preproduction, production, and postproduction.

INTERDISCIPLINARY STUDIES/ COMPUTER SCIENCE

Presents macromedia dreamweaver 8 as a useful tool to enhance web creation.

LAW/ LEGAL MANAGEMENT

Includes amendments introduced into the Magna Carta for Micro Small and Medium Enterprises (Kalakalan 20) and also Universally Accessible Cheaper and Quality Medicines Act 2008, and covers decisions of the Supreme Court up to June 2008.

MANAGEMENT TECHNOLOGY/ BSC MANAGEMENT

Covers the essential business and managerial applications of MIS and IT, from strategic and competitive technology opportunities to the organization and management of information using database and data warehouses.

MANAGEMENT TECHNOLOGY/ BUSINESS ADMINISTRATION

Aims to help business students learn how to use and manage information technologies to revitalize business processes, improve business decision making, and gain competitive advantage.

MARKETING MANAGEMENT

Contains twelve updated new cases that involve sales management problems faced by real companies.

Offers a thorough, up-to-date, and integrated overview of the accumulated theory and research evidence relevant to sales management.

Gives an up-to-date coverage of the fundamentals in graph theory.

Provides the proper balance between computation, problem solving, and abstraction.

Presents introduction to linear algebra which will be found helpful to all readers regardless of their fields of specification.

Provides an introduction to number theory and algebra, with an emphasis on algorithms and applications, that would be accessible to a broad audience.

Provides a sound, intuitive understanding of the basic concepts students need as they pursue careers in business; economics; finance and investment; the life; health, and environmental sciences; the physical sciences; and the social sciences.


Includes both the classical theory of differential equations and a myriad of solution techniques, including matrices, series methods, Laplace transformation and several numerical methods.

**NURSING**

Helps the clinician to meet the practical need in working with individuals with schizophrenia and their families.

**NURSING/ENGLISH**

Aquino, Avelina M. *Speech and oral communication for nursing*. Sampaloc, Manila: Rex Book Store, Inc, 2008. 33685 FIL 808.5 A657s 2008
Provides the needed skills in speaking and oral communication intended for nursing students.

**PROFESSIONAL ENGINEERING**

Highlights vector mechanics both statics and dynamics intended for engineers.

Covers the basic, traditional subject matter that forms the foundation of more advanced courses.

Covers the use of digital multimeters (DMMs) and other testing equipment to troubleshoot electrical and electronic circuits used for power and control applications.
Presents the fundamental concepts and principles with fewer examples to elaborate the course General Psychology with Drug Education.

Sanchez, Bo. *How to find your one true love: 8 steps to attract God's best for the single person*. Quezon City: Shepherd's Voice Publications, Inc, 2006. 33545 FIL 158.2 S211h 2006
Helps in liberating all the wrong beliefs and behavior that prevented from finding the one true love.

Sanchez, Bo. *How to find your one true love (book 2): the complete course manual on how to attract, choose and marry the partner of your dreams*. Quezon City: Shepherd's Voice Publications, Inc, 2007. 33536 FIL 158.2 S211h 2007
Offers a more comprehensive, more detailed, more step-by-step approach on how to find your one true love.

Presents the essential elements and the theories that underlie career planning.

Provides broad coverage of the field of psychology including the theories, research, and applications that permeate the discipline.

Contains a number of features intended to stimulate interest and enhance students’ learning.

Aims to teach students to select wisely from various theories and techniques and to begin to develop a personal style of counseling.

Continues to reflect the growing sophistication with which interviewing is being approached, the ever-expanding body of research in all types of interview settings, the recent interpersonal communication theory, and the importance of equal opportunity laws on interviewing practices.


Discusses the rapid progress in biological psychology.

Covers chapter which address developmental issues of adolescence and special issues associated with treatment/prevention.

PSYCHOLOGY/EDUCATION

Presents to public an understanding of what Guidance and Counseling Programs and Services are about, what they involve and how they are administered.
Wiley encyclopedia of computer science and engineering. New Jersey : John Wiley and Sons, 2009.  33641 REF 004.03 W676 2009 vol.2


Wiley encyclopedia of computer science and engineering. New Jersey : John Wiley and Sons, 2009.  33643 REF 004.03 W676 2009 vol.4


RELIGIOUS EDUCATION

Showcases stories of 40 ordinary people on how to make life extraordinary beautiful.

Aims to bring the "Good News" of Christ, our Lord to the Filipino of today in a way that is up-to-date, systematic and typically Filipino.

Aims to bring the "Good News" of Christ, our Lord to the Filipino of today in a way that is up-to-date, systematic and typically Filipino.

Presents new perspectives on old religious issues.

Offers student a fresh account of the origins, major features and lasting impact of the Islamic tradition.

SOCIAL STUDIES

Brings together the cultural writings of friends and colleagues to honor outstanding Philippine historian and anthropologist William Henry Scott.

Focuses on critically important themes such as the meaning and constitution of culture, the global political economy, human trafficking, urbanization and colonial policy and practice.

Presents author’s own interpretation of history extracted from lectures delivered in classes and seminars.


Deals with circumstances surrounding the Balangiga massacre.

Offers a painstaking and through-going analysis of the travails of the Aguinaldo government during the war with the United States.


Focuses on current efforts to meet the challenges being shown by the Pantayong Pananaw in understanding and appreciating existence and practice of radical movements and the toiling masses in the Philippines.


Highlights the journey of 11 young Ateneans who gave their lives for their convictions during those horrendous first ten years of Martial Law.


Highlights the biography of Edgar Jopson and the First Quarter Storm Generation during the Martial Law.


SOCIAL STUDIES/ LEGAL MANAGEMENT

Simbulan, Dante C. The Modern principalia : the historical evolution of the Philippine ruling oligarchy. Diliman, Quezon City : The University of the Philippines Press, 2005. 33501 FIL 320.4599 S588m 2005

Gives the historical evolution of the Philippine Ruling Oligarchy.

TOURISM


Equips student with a comprehensive knowledge about techniques and best practices in guiding and escorting travelers locally and abroad.


Seeks to orient tourism and hospitality students and practitioners on the nature of tourism and how it continues to be a major part of the economic, environmental, and social development of many nations.


Presents a comprehensive introduction to travel and tourism, while continuing the tested approach of successful previous editions.


Focuses on contemporary issues concerning the potential of festivals and events to produce economic, social, cultural and community benefits and disbenefits.


Explores the broad context within which visitor attractions operate and provides the role of visitor attractions as a major component of the tourism system.


Provides the comprehensive overview of the theory and procedures associated with festivals and special events established in previous editions.

Provides design guide for low impact, environmental friendly tourist resorts in the tropics.

TOURISM/ LEGAL MANAGEMENT


Provides different laws affecting the Philippine tourism industry with the hope of achieving the following: (a) to serve as a working guide to students, teachers and professionals in their daily conduct; (b) to prevent unnecessary litigation by promoting industrial peace; and (c) to serve as a catalyst in improving the lives of the workers and executives in the tourism industry.

Total No. of Titles : 286
Total No. of Volumes : 347