Books Processed and Cataloged for the Month of February 2011

AB COMMUNICATION

Guides students on detail of how to gather facts, how to evaluate them and then how to write the new stories.

AB COMMUNICATION/ COMPUTER SCIENCE

Explains how to structure a page, place images, format text, create links, add color, work with multimedia, and use forms.

AB COMMUNICATION/ MULTIMEDIA ARTS

Includes stories that cover a variety of subjects.

BIOLOGY

Gives a real understanding of the power of biotechnology to change our lives and our environment. This book covers new developments, methods and application with key ethical issues and a historical review of landmark experiments that led to the biotechnological revolution.

BUSINESS ADMINISTRATION

Provides updated coverage of strategic-management concepts, theory, research, and techniques which is presented in a clear, focused, and relevant manner with hundreds of new examples integrated throughout.

Includes topics such as the role of intellectual assets and knowledge in value creation, entrepreneurial strategy and competitive dynamics, and the value of fostering entrepreneurship in established organizations.

Provides a systematic and holistic framework for looking at collective bargaining in the Philippine context.

Go, Josiah and Chiqui Escareal-Go. The we entrepreneur: understanding the five tasks and the five treasures of every entrepreneur. Manssmith, c2010. 35227 FIL 658.421 G573w 2010

Focuses on the importance of emerging nations in contemporary global marketing.

Focuses on the analysis needed for marketing decisions.


Explores the world of organizational communication in terms of both scholarship and application.

Payos, Ranulfo P. *Human resource management.* Manila: Rex Book Store, 2010. 35734 35735 35736 35737 35738 FIL 658.3 P345h 2010

Discusses the basic principles and concepts of managing people as well as the practical aspects of managing them.


Covers topics such as the marketing environment, segmentation, differentiation, and buyer behavior, as well as how marketing information systems and research provide information about these forces to improve marketing decisions.


Provides lasting solutions to the organizations plagued with the problems of defects, high costs on account of rework and waste, and delayed delivery of products and services and the like.


Offers a number of changes in organization, content, and design that respond to current themes and developments in management theory and practice.


Introduces a new theme that runs throughout all 12 chapters about the environmental sustainability.


Introduces supply chain management to be easily understood by the students.

**COMPUTER ENGINEERING**

Saleh, Kassem A. *Software engineering.* Fort Lauderdale, FL: J. Ross Publishing, c2009. 35018 005.1 S163s 2009

Provides the software engineering fundamentals, principles and skills needed to develop and maintain high-quality software products.

**COMPUTER SCIENCE**


Presents an updated description of tools to go along with the new kernel and operating system.

**COMPUTER SCIENCE/ INFORMATION TECHNOLOGY**


Explains in a simple way and easy-to-understand style the what, why and how of object-oriented programming with C++.


Miller, David. Business-focused IT and service excellence. UK: BCS, c2008. 35502 658.4038 M647b 2008 Includes a detailed explanation of an approach which has gained credibility in only a few months.


Wheatcroft, Peter. World class IT service delivery. UK: BCS, c2007. 35507 658.4038 W556w 2007 Explains why management of the customer is vital to both the actual and perceived success of overall IT service quality and guides the reader through the processes and techniques available to define and then deliver an appropriate level of IT service.

CULTURAL


Canfield, Jack and Mark Victor Hansen. Chicken soup for the soul: dads and daughters: stories about the special relationship between fathers and daughters. United States of America: Chicken Soup for the Soul Publishing, LLC Cos Cob, CT, c2008. 35678 810.8 C222c 2008 Includes stories about the special relationship between fathers and daughters.


Canfield, Jack and Mark Victor Hansen. *Chicken soup for the soul: moms and sons: stories by mothers and sons, in appreciation of each other.* United States of America : Chicken Soup for the Soul Publishing, LLC Cos Cob, CT, c2008. 35675 810.8 C222c 2008 Includes stories by mothers and sons, in appreciation of each other.


Canfield, Jack and Mark Victor Hansen. *Chicken soup for the soul: wisdom of dads: loving stories about fathers and being a father.* United States of America : Chicken Soup for the Soul Publishing, LLC Cos Cob,CT, c2008. 35680 810.8 C222c 2008 Includes loving stories about fathers and being a father.

Canfield, Jack and Mark Victor Hansen. *Chicken soup for the soul: woman to woman: women sharing their stories of hope, humor, and inspiration.* United States of America : Chicken Soup for the Soul Publishing, LLC Cos Cob,CT, c2009. 35676 810.8 C222c 2009 Contains heartfelt stories that will inspire you, make you laugh, and make you cry.


Glover, David. *Valuing the environment : economics for a sustainable future.* Ottawa : IDRC, 2010. 35746 333.7 G566v 2010 Shows how researchers from four IDRC's regional environmental economics network had studied the future of environmental economics on the developing regions of the world.

Kumar, Vijaya. *All you wanted to know about colour therapy.* New Delhi : New Dawn, c2004. 35223 615.831 K96a 2004 Provides essential guidelines on how to cure disorders and promote well-being by channelising healing energy through the use of colour; presents simple, easy-to-follow techniques to maximise your potential and create harmony in your environment.

Lilly, Simon and Sue Lilly. *The essential guide to crystals : all the crystals you will ever need for health, healing and happiness.* London : Duncan Baird Publishers, c2010. 35411 133.2548 L724e 2010 Includes detailed profiles of more than 100 crystals, describing their healing properties and other practical uses; links each crystal to key
qualities so you can quickly pick the stones to suit your needs; inspires practical ideas on how to choose and use crystals for specific purposes— from easing the body to creating a sacred space at home.

Explores the meaning of agriculture and guides the reader into new territory, where food, ecology, and culture converge.

Evaluates the involvement of the government with the primary healthcare budgeting in Africa.

Examines one such approach the participatory plant breeding.

ECONOMICS

Hirschey, Mark. Managerial economics. (12th ed.) Australia : South-Western Cengage Learning, c2009. 35089 658.4035 H61m 2009
Provides an efficient calculus-based introduction and guide to the optimization process.


EDUCATION

Contains the years of teaching and conducting researches in the field of behavioral science, education, business management, HRM, criminology, nursing education, science and technology; and other courses that the authors have developed as aids to help communicate the concept of good research and the processes required to make research good.


Presents a 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.

Refines and retools college students’ reading skills.

Exposes students to the different methodologies of teaching at different levels in the different areas of skills.

Introduces to prospective teachers and/or students the conceptual knowledge of learning and teaching and eventually enable them to transcend the concepts to operational skills in the learning and teaching process.


Contributes to the formation of the ideal professional teacher as concretely described in the seven integrated domains of the teaching and learning process.


Discusses the fundamental theories and principles of educational technology.

Green, Tena. *How to be successful in your first year of teaching elementary school: everything you need to know that they don't teach you in school*. Florida: Atlantic Publishing Group, Inc., c2010. 34963 372.11 G798h 2010

Discusses how to develop and implement a grading system, how to discipline students and how to gain respect and build the confidence as a teacher.


Aligns 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.

Salana, June P. *Field study 1*: the learner's development and environment. (1st ed.) Manila: Rex Book Store, 2010. 35701 35702 FIL 370.71 S161f 2010

Helps Field Study students verify the behavior of the child in the actual learning environment.

Salana, June P. *Field study 2*: experiencing the teaching / learning process. (1st ed.) Manila: Rex Book Store, 2010. 35703 35704 FIL 370.71 S161f 2010

Provides theories and practices where students can engage in practical learning.


Designs to enrich the students' experiences in developing and utilizing appropriate technology to facilitate learning.


Allows student to apply and verify knowledge gained on curriculum development through exposure to the existing curriculum.


Allows the students to have hands-on experiences in selecting, constructing and evaluating conventional, authentic and alternative tools used in the learning environment based on the principles of testing.


Designs to complement the professional education subject, The Teaching Profession.


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

Consolidates all pertinent topics on electric power distribution reliability into one comprehensive volume balancing theory, practical knowledge and real world application.

Presents the fundamental concepts of the subject in a comprehensive manner.

Guides reader step-by-step through the basics of commercial wiring.

Aims to help the reader to approach the drawing and interpretation of electrical diagrams with confidence, to understand the principles of testing and to apply this knowledge to fault finding in electrical circuits.

Provides reader with a comprehensive introduction to the essential elements of electrical grounding and bonding.

Guides reader step by step through the writing of an entire industrial building, making this an ideal resource for anyone who will work in the industrial electricity industry.

Provides up-to-date coverage of control topics, reflecting the current state of the art in electric energy systems theory.

Provides useful information and concepts on electric motor control components and how they are connected to form complete control circuits.

ENGLISH


Written for the purpose of teaching research and thesis writing in the simplest and most practical way.

A disfigured musical genius who lives beneath the Paris Opera House falls in love with a beautiful soprano and, in his desperation to have his love returned, embarks on some terrifying means towards that end.

Offers practical, in-depth guidance on each of the stages of the essay writing process - planning, drafting and editing - and relates them to the important sub-skills of information-gathering, reading academic texts, how to get the most out of lectures, referencing and citations, and fluency and appropriateness of style and language.


**FICTION**


While in Paris, Harvard symbologist Robert Langdon is awakened by a phone call in the dead of the night. The elderly curator of the Louvre has been murdered inside the museum, his body and the floor around him covered in baffling symbols. As Langdon and a gifted French cryptologist, Sophie Neveu, sort through the bizarre riddles, they are stunned to discover a trail of clues hidden in the works of Leonardo Da Vinci - clues visible for all to see and yet ingeniously disguised by the painter.


Burdened with the dark, dangerous, and seemingly impossible task of locating and destroying Voldemort's remaining Horcruxes, Harry, feeling alone and uncertain about his future, struggles to find the inner strength he needs to follow the path set out before him.

**FILIPINIANA**


Deals with the nature and principles of morality, the significance of moral actions to the daily life and to life's ultimate meaning.

Cardeño-Reyes, Crisanta N. *Katha ng munting isipan (tula).* San Pedro Laguna: Cardeño-Reyes Publisher, 2007. 35774 35775 35776 35777 FIC 899.211 C266k 2007

Presents a collection of poems written in Tagalog.


Encourages students' participation in physical education activities and to enhance their knowledge, motor skills, behavioral skills, and confidence which are necessary for a physically active and healthy lifestyle.


Serves as an instrument in the development and improvement of skills particularly in dance.

Recasts various Philippines narratives —familiar and unfamiliar—with an eye for the layers of pre-colonial, colonial and post-colonial histories that have fashioned a diverse and endlessly fascinating population.


Gives readers a detailed insight into the Filipino martial art of Eskrima.

Deals with the application of ethico-moral and legal concepts and principles to issues that affect the practice of nursing and provides the basis for appropriate decision-making given varied situations, to prepare the learner to render effective, efficient, and safe nursing care.


GRADUATE SCHOOL

Covers core themes and topics in the study of enterprise, as well as looking at subjects that are often ignored, from criminal entrepreneurs and the demise of Enron, to 'entre-tainment' and ethics and indigenous entrepreneurship.

Provides new ideas, concepts, and tools for starting and successfully operating home business.

Provides knowledge of the art and science of compensation practice and its role in promoting companies' competitive advantage.

Adds important component to the standard economic theory of the firm by exploring the implications of intra-firm knowledge dispersion.

Provides topics on event management which requires sophisticated skills in strategic planning, risk analysis, marketing, budgeting, cash flow planning and human resource management.

HOTEL AND RESTAURANT MANAGEMANT


Serves as a guide in the teaching banquet and catering subject.

Cousins, John and Dennis Lillicrap. Essential food and beverage service: for levels 1 and 2. London: Hodder Education, c2010. 35630 647.95068 C867e 2010

Provides valuable support for studying the foundation and bachelor degrees in restaurant, hotel, hospitality, leisure or events, or for in-company training programmes.


Presents a delightful collection of simple and delicious recipes on chicken.


Presents a delightful collection of simple and delicious recipes on chocolates.


Presents a delightful collection of simple and delicious recipes on muffins and cupcakes.


Presents a delightful collection of simple and delicious recipes on vegetables.


Focuses on the basics of alcoholic and non-alcoholic beverage products particularly wines, spirits, beer, coffee, tea and soft drinks.


Neumayer, Angkana and Alex Neumayer. Table decorations with fruits and vegetables. Atglen, PA: Schiffer Publishing Ltd., c2010. 35626 641.819 N493t 2010

Provides basic knowledge of various techniques, including how to make simple flowers, figures, and small decorations for plates and glasses.

Offers more than 200 scrumptious low-sodium recipes in which 50 of them is new to this edition.

HOTEL AND RESTAURANT MANAGEMENT/ CULINARY ARTS

Contains practical step-by-step guide to presenting all kinds of dishes.

INFORMATION TECHNOLOGY

 Discusses the basic foundation of information technology, from the history of computer to its development and the introduction of different computer applications.


INFORMATION TECHNOLOGY/ COMPUTER SCIENCE

 Introduces the students to some of today's most contentious issues in computing, to inform them of the arguments surrounding the issues, to encourage critical thinking, discussion and debate.

Reynolds, George W. Ethics in information technology. (3rd ed.) Australia : Course Technology Cengage Learning, c2010. 34974  174.96 R463e 2010
 Addresses different aspect of ethics in information technology.

LASALLIANA COLLECTION

 Presents the different La Sallian prayers translated into Filipino language.

LAW

 Helps in writing pleadings, legal opinions, memoranda, and other position papers, clearly and convincingly, to win others to your point of view. Consequently, apart from learning the general structure of effective legal writing, this book will do more.

 Shows an innovative and pioneering effort that seeks to address a vacuum that our own laws have yet to fully address.


Contains basic rules and principles which are stated in a concise manner with simple examples.


Bledsoe, Robert L. and Boleslaw A. Boczek. The International law dictionary. Santa Barbara, California: ABC-CLIO, 1987. 35615 REF 341.03 B646i 1987


Gutierrez, Angelina Sandoval. Lyrics from the heart: compilation of speeches and messages of Justice Angelina Sandoval-Gutierrez. Manila: The Supreme Court of the Philippines, 2008. 35612 FIL 808.85 G984i 2008


Presents special challenges to learners, with its mass of detail that requires memorization, its organization that addresses each individual system but requires you to understand the whole, and its focus on the person as well as the body.

Philippines. Supreme Court. The supreme court speaks in defense of the rule of law : landmark decisions showing that ours is a government of laws and not of men. [Manila] : The Supreme Court, [n.d.]. 35764 35765 FIL 328.23 P552


Discusses the Philippine environmental law.


Discussed that there is no codification of the various related laws involving torts or quasi-delict. This makes it difficult for researchers, students of law, lawyers, judges and professors to have a convenient and direct access to the scattered laws on torts.


Is one subject in the law curriculum sourced from different chapters of the New Civil Code, Rules of Court, Revised Penal Code, Family Code, Child Youth and Welfare Code, Curriculars of the Supreme Court and other special laws.

Puno, Reynato S. Rethinking democracy : significant opinions of Chief Justice Reynato S. Puno : volume I. Manila : The Supreme Court of the Philippines, 2010. 35754 FIL 347.077 P984r 2010

Contains judicial opinions that conditions the members of the society to behave a certain way, one that is conducive to peaceful and coexistence, and penalizes they who respond accordingly.


Contains judicial opinions that conditions the members of the society to behave a certain way, one that is conducive to peaceful and coexistence, and penalizes they who respond accordingly.

Quisumbing, Leonardo A. Light at the crossroads : selected opinions of Senior Associate Justice Leonardo A. Quisumbing : volume I. Manila : The Supreme Court of the Philippines, 2009. 35756 35757 FIL 347.077 Q81 2009
Represents authoritative opinions of the court, together with his dissenting as well as separate opinions.

Quisumbing, Leonardo A. Light at the crossroads: selected opinions of Senior Associate Justice Leonardo A. Quisumbing: volume II. Manila: The Supreme Court of the Philippines, 2009. 35758 35759 FIL 347.077 Q81 2009
Represents authoritative opinions of the court, together with his dissenting as well as separate opinions.

Quisumbing, Leonardo A. Shafts of light on law and justice: selected speeches, lectures, and messages of Senior Associate Justice Leonardo A. Quisumbing. Manila: The Supreme Court of the Philippines, 2009. 35766 35767 FIL 347.014 Q8s 2009
Contains speeches, lectures, and messages of the author which embodies his own personal views on various topics about law and justice.


Focuses the evident enough in our day-to-day life, with inequities of subjugations from which may suffer and which we have good reason to resent, but it also applies to more widespread diagnoses injustice in the wider world in which we live.

Presents a novel approach in learning the art of writing in the field of law.


Discusses the full of up-to-date advice on how to analyze Multistate Bar Exam (MBE) questions, including details on how to handle each MBE subject, specific, step-by-step strategies for analyzing different question types, tips about new subtle differences in wording can completely change the meaning of an answer, and strategies for "rewording" questions in your mind to make them easier to analyze.

LAW/LEGAL MANAGEMENT

Provides students and practitioners of medicine, law, and medical professionals with an organized and manageable format covering the essential components of legal and ethical issues to make learning and teaching easier.

Olarte, Leo O. Legal medicine: volume I. Quezon City: Central Book Supply, Inc., 2010. 35602 FIL 344.041 O421 2010
Focuses on the field of Legal Medicine in the Philippines. It has been published to meet the growing demands of students, lawyers, physicians and the public for highly informative and yet readily understandable textbook on the important subject of Legal Medicine.

LEGAL MANAGEMENT

Azucena, Cesario, Jr., A. The labor code with comments and cases: Volume I. (7nd ed.) Manila: Rex Book Store, 2010. 35473 FIL 344.01 A9971 2010
MARKETING MANAGEMENT
Go, Josiah and Chiqui Escareal-Go. Fundamentals of marketing in the Philippine setting: understanding the critical role of the marketing mix in the success and failure of a company's products and brands. (2nd ed.) Quezon City: Josiah and Carolina Go Foundation, Inc., c2010. 35690 35691 35692 35693 35694  FIL 658.8 G573f 2010
Presents the critical role of marketing mix in the success and failure of a company's products and brands.


Roberto, Ned. Segmenting: how market segmenting, self-segmenting and desegmenting are changing the marketing game. [s.n.]: LifeCycle Press, c2010. 35782  FIL 658.802 R639s 2010
Offers a framework and an approach to market segmentation that can make true segmentation's key marketing role.

MATHEMATICS
Takes you from the basic concepts of probability through hypothesis testing, linear regression and correlation, the analysis of variance, chi-square distribution, nonparametric and distribution-free-statistics, and more.

Emphasizes the relationships between probability, probability distributions, and hypothesis testing.

Presents the history and evolution of modern mathematics from the simple counting system which had evolved and expanded into numeral systems.

NURSING
Provides information that accurately reflects current practices in drug therapy.

Features a focused approach to the nursing process approach, which allows students to quickly find the content that is essential for them to know for safe, effective drug therapy.

Offers updated information on the terminology involving fluids and electrolytes as well as the need for acid/base balance in the body and study questions essential for the NCLEX.

Engages students in the assessment process through case studies, body systems integration and critical thinking.

Provides assessment information most likely to be needed in the clinical setting and promotes an integrated approach by focusing on the relationships among the various body systems.

Presents special challenges to learners, with its mass of detail that requires memorization, its organization that addresses each individual system but requires you to understand the whole, and its focus on the person as well as the body.

Combines medicines management and clinical use of drugs in one volume.

Simplifies the complexities in anatomy and physiology in ways that enhance understanding without diluting the essential subject matter.

Provides comprehensive yet user-friendly study tool and reference designed to help medical students prepare for OSCE, whether they are in their first year of study or have already completed earlier levels of this type of examination.

Joos, Irene, Ramona Nelson, and Marjorie J. Smith. *Introduction to computers for healthcare professionals.* (5th ed.) Boston: Jones and Bartlett Publishers, 2010. 35185 004 J84i 2010
Provides the foundational computer and information literacy knowledge and skills needed by these professionals.

Provides a comprehensive, authoritative and readable pharmacology textbook for students in the health sciences.

Designed the book to help and to apply what has been learned in each chapter of the book.

Provides the students with the most useful and up-to-date preparation guides for the USMLE.

Focuses on essentials and plays down secondary details. Gives the teaching through prototype, essentials information that effects and drug interactions that using evidence-based clinical guidelines.

Presents questions that take the student through the various aspects of biochemistry, starting with the basic chemical building blocks of the discipline through human genetics and the biochemistry of cancer.


Provides the most current and clinically relevant information in an appealing, understandable, and practical format. This text takes a unique approach to the study of pharmacology.


Presents the book in a manner that promotes a clear understanding of drug actions and body responses.


Uses the unique cycles of trauma framework to describe the science, current issues, trends and controversies of trauma care.


Focuses on patient safety, the handbook delivers concise, practical guidance to help you carry out the most difficult tasks you face.


Provides everything that the nurses must know to protect their patients as well as themselves when administering drugs.


Brings the most current and comprehensive trends and evidenced-based practices in psychiatric mental health nursing.


Offers student and practitioners a step-by-step guide to the process, helping them to overcome some of the anxieties of change and providing realistic guidance on the process.


Delivers the essential information you need to quickly and confidently make drug therapy decisions for eighty-four diseases and disorders.


Allows the reader to look through the kaleidoscopic perspective of these nurse leaders from diverse cultures around the globe , all working toward diverse outcomes for global health.


Provides the basic and advanced nurse with the most comprehensive evidence-based practice information about cardiovascular nursing practice.

PROFESSIONAL ENGINEERING

PSYCHOLOGY


Provides a convenient, inexpensive access to a wide range of current, carefully selected articles from some of the most respected magazines, newspapers, and journals published today.


Provides a convenient, inexpensive access to a wide range of current, carefully selected articles from some of the most respected magazines, newspapers, and journals published today.


Examines how practitioners can adapt their basic counselling skills to the online environment and guides them through the process of setting up, defining and maintaining a working relationship with a client within professional, ethical and legal boundaries.

REFERENCE


Shows the culture of the Filipinos in the Spanish and American colonization.


REFERENCE / FILIPINIANA


RELIGIOUS EDUCATION

Maboloc, Christopher Ryan B. Philosophy of man : the existential drama : fundamental topics and thinkers. Manila : Rex Book Store, 2009. 35696 FIL 100 M112p 2009 c2

Offers an invitations and opportunities for renewing our sense of self, of how we have acted and how we have come to be and how we can, as refreshed from the textual exchange of reading, continue our pursuit of a life worth living.

Mercado, Monina Allarey. Totus Tuus : Pope John Paul II in the Philippines. 35469 FIL 262.13 M553t 1981 c2


Offers a solid Catholic teaching and information.

SOCIAL STUDIES

Halili, Maria Christine N. Philippine history. (2nd ed.) Manila : Rex Book Store, Inc., 2010. 35650 FIL 959.5 H172p 2010 c3
SPECIAL EDUCATION


Introduces key questions in special education, so readers can learn from authors who have thought extensively about educational policy and practice and encourages thinking and discussion, so readers can explore possibilities and debate the consequences of positions and actions.


Offers a balance between theory, research and practice as well as a unique analysis of the implications of the effects of linguistic, cultural and ethnic diversity on special education needs.


Helps secondary students with exceptionalities learn to improve their relationships with others.

SPECIAL COLLECTION / FILIPINIANA


TOURISM

Buckley, Ralf. *Adventure tourism management.* Amsterdam : Elsevier Ltd., c2010. 35826 338.4791 B924a 2010

Draws on all existing research, as well as the author's several decades of experience, to present a cohesive and comprehensive look at this exciting industry sector.


This instructional text was designed to develop the competence of Hospitality Management students. Its contents specifically provide students with pertinent principles and laws related to hospitality industry. The book presents varied activities that are built around the author's philosophy of law.


Challenges the sustainable tourism development paradigm that has come to dominate both theoretical and practical approaches to tourism development over the last two decades.