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

Dewey Decimal Classification (DDC) System of Organization

AB COMMUNICATION


Dominick, Joseph R. The Dynamics of mass communication : media in the digital age. Boston : McGraw-Hill, 2009. 32120 PRO 302.23 D671 2009 Presents an up to date, detailed and comprehensive look at the contemporary media scene that would be a benefit to aspiring media professionals and at the same time provide a useful foundation of media knowledge for those who will end up in other career.


ACCOUNTANCY


ACCOUNTANCY/ HOTEL AND RESTAURANT MANAGEMENT/ FINANCIAL MANAGEMENT


ACCOUNTANCY/ LEGAL MANAGEMENT/ FINANCIAL MANAGEMENT


BIOLOGY

Peczon, Benigno D. (ed.) Straight talk on biotechnology : volume 1. Quezon City : Ateneo de Manila, University Press, 2008. 32154 FIL 660.6 S898 2008 Provides a historical perspective of various sciences and biotechnology, an explanation of basic concepts of biotechnology, including cloning, an overview of global trends in the commercial production of transgenic food and crops, including a case study on Bt corn, a status of government and nongovernment research initiatives, including an assessment of government guidance on biotechnology.

Laird, Brian. University Chemistry. Boston : McGraw Hill, 2009. 32127 PRO 540 L188u 2009 Includes the core topics that are necessary for a solid foundation of

Offers students a hands-on experience in learning about the diversity of life. It also provides students the opportunity to become acquainted with the principal groups of animals and to recognize the unique anatomical features that characterize each group as well as the patterns that link animal groups to each other.


Provides an overview of geography, geology, chemistry, biology of the oceans as well as the marine exploration and marine economics in full-color diagrams, graphs, charts and maps on every page.

BS LAW


Helps the students and law practitioners in their research work.

BSC MANAGEMENT/ FINANCIAL MANAGEMENT


Discusses factors outside the stock market, such as technology and demography.

BUSINESS ADMINISTRATION


Provides an excellent set of cases to help students analyze, integrate, and apply strategic management concepts.


Translates management experiences of the author in the classroom into a package of learning stimuli that will both appeal to and challenge young students of management.


Provides a clearly structured and comprehensive overview of the Managerial skills required for effective functioning at work and presents a micro-skill approach to skill development.


BUSINESS ADMINISTRATION/ BSC MANAGEMENT


Concentrates on the factors that enter into enabling each member of an ethics class to make a convincing presentation of the actions, decisions, and policies that consider to be "right" and "just" and "fair" in any given moral situation.


Gives reader a sense of continuity of the discipline's thinking and shows how the various writers and themes literary build upon each other.
Focuses particularly on the registration procedures for small-to medium-sized business.

Summary: Helps to develop a comprehensive, effective business plan in a thoughtful, yet time-efficient manner.

BUSINESS ADMINISTRATION/ LEGAL MANAGEMENT

Provides an introduction to collective bargaining and industrial relations.

BUSINESS ADMINISTRATION/ REFERENCE

Covers everyday business languages, as well as the more technical terms used in specialized business fields, including finance, insurance, computers, marketing and the stock exchange. It is an essential guide for anyone seeking to do business with Spanish-speaking countries.

COMPUTER SCIENCE

Helps everyone to master Microsoft excel for windows. The text takes step-by-step through the excel features that is likely to use in both personal and business life.

COMPUTER SCIENCE/ COMPUTER ENGINEERING

Shows first-time animators, hobbyists and digital enthusiasts how to create, render, and animate characters and even entire scenes that can be exported to various videos, TV and web formats for viewing and sharing.

CULTURAL

Describes the interaction of people and new ICTs as the technologies seep into everyday life, such as how mobile phones forge relationships among families separated by migration, how camera phone threaten personal space, how cultural identities are strengthened in call centres, and how religion is incorporated into the new communication technologies people use.

Explores acceptance, strength, resilience, loyalty and many other facts of friends invaluable relationship.

Provides a powerful affirmation of family life and the matchless benefits it bestows on individuals and society as a whole.

Includes work on how trips implementation strategies must differentiate among countries based on several factors, including their capacity and level of development and work on a fuller understanding of how innovation can emerge in developing countries.
Presents the comprehensive history of cannibalism (or anthropophagy) combining violence, horror and exotic customs.


Presents accurate, up-to-date coverage of key fitness and wellness topics and also provides the practical tools you need to take charge of your wellness-related behaviors and adapt a healthier lifestyle.


Presents practical ideas and offers easy-to-use information on issues ranging from ear-tube surgery to potty training.


Gives all Dr. Spock’s invaluable, time-tested advice, including the most current medical practices and advances in child care, along with an all-new glossary of medical terms.


Provides discussion on the field of tension between art and architecture and their concepts.


Showcases the works of Giorgio de Chirico.


Presents the stunning collection of the exquisite houses of the Northwest.


Presents choral anthologies essential elements for choir.


Shows how principles supported by current scientific research can be used to address issues and situations encountered everyday by physical educators, coaches and athletes.


Highlights the history of the New York Yankees.


Presents a true story of men against the sea.

**ECONOMICS**


Presents the history of economics thought, nature and scope, branches, divisions and tools of economics, together with the different factors of production. Included also the importance of land reform, taxation, and cooperatives.


Helps students read and understand Campbell R. McConnell and Stanley L. Brue textbook, Microeconomics, sixteenth edition.


Offers undergraduate and graduate students a clear perspective of the relationship between market activity and the environment.
Covers the presentation held in Tokyo, Japan on May 29–30, 2006, with the theme "Rethinking Infrastructure for Development."

Presents selected papers from the fourth annual ABCDE--Europe meeting, held June 24–26, 2002, in Oslo, Norway.

**EDUCATION**

Integrates arts and virtues in teaching grade school

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.

Helps students in understanding introduction, teaching strategy, development, guiding principles and counseling for educational technology in education.

Provides a comprehensive and balanced view of teaching.

Provides sensible tips for anyone who is on the spot when a problem occurs.

Focuses on three assumptions about the study and practice of educational administration.

**ELECTRONICS AND COMMUNICATION ENGINEERING**

Summary: Tells the reader how to design and integrate RF compact in very practical fashion.

**ENGLISH**

Serves as a tool for teaching and learning the English language through exploration of potentials of the variety of contents and styles of writing found in newspaper articles.

Guides both teacher and students on understanding literary arts.

Lastimosa, Pura J. *Style guide for research writers and editors.* Laguna : PCARRD, 2006. 31441 FIL 808.027 L349s 2006
Provides functional writing skills for budding research writers and serve as guide in the presentation of their ideas.
Dela Cruz, Clarissa. *Speech and oral communication*. Intramuros, Manila: Mindshapers Co., Inc, 2008. 32147 FIL 808.5 D332s 2008
Provides material on the sound patterns of English that is usable by students and professionals, and to report some of the pronunciation teaching activities.

Shows where the author's heart lies. The curiosity that drives him, the care with which he stitches his facts and paragraphs together, the simplicity and clarity that shines through.

Gives stories about the Chinese in the Philippines and Chinese Filipinos before they were stereotyped as wealthy businessmen.

Exemplifies current theories of second language development through a wide range of strategies and practical suggestions for the classroom teacher.

Helps to unleash writing skills, enabling students to write with more confidence.

Presents a story of a family's ordeal and sacrifice during the Vietnam year.

Contains 23 outstanding stories from exciting new voices in the Hispanic community.

Contains collection of stories of one of America's greatest writers: the best of matchlessly brilliant short fiction that has secured John Cheever's preeminent place in contemporary literature.


**ENGLISH/ AB COMMUNICATION**

Offers some practical and research - based tips on how to go about diary writing tasks so that students and teachers can maximize the diaries potential pedagogical beliefs.

**ENGLISH/ BUSINESS ADMINISTRATION**

Helps brush up the language skills and prepare for employment in a workplace communication skills are increasingly important.

**ENGLISH/ FILIPINO**
problems that beset them, grave problems that oppress and depress them, and
dreams and aspirants that inspire them.

FICTION

32003 FIC A547 1995

32020 FIC B467d 1994

31886 FIC D812b 1997

31995 FIC M476b 2004

32019 FIC S516b 1989

31974 FIC S531a 2006

32025 FIC S757l 2002

FILIPINIANA

32149 FIL 327.599052 D492h 2008

Focuses on the history of Philippine-Japanese relation specifically of the Japanese in the Philippines from 1900-1945

31792 FIL 352.35 D299 2006

Identifies trends in local development partnerships.

32082 FIL 899.2111 L965 2007

Contains the history of Marilao, Bulacan including the different poem and love letters of Leoncio S. Gonzales and Montano D. Esguerra.

32086 FIL 918.04 B517j 2008

Shows the Philippine priest adventures while traveling the length and breadth of Latin America; its people, ancient Inca cities, towering waterfalls, mountain lakes and beautiful cities.

32157 FIL 920 A656j 2008

Presents the first book written about the life of a native Chamorro priest that predated Msgr. Brigido "Bibi" Untalan Arroyo.

31847 FIL 920 R457 2004

32153 FIL 920 R458d 2008


31127 FIL 920.0599 S478 2002

Presents General Aguinaldo's answer to the accusation hurled against him by
Discusses the implementation of the republic act no. 8491, otherwise known as the "Act Prescribing the Code of the National Flag, Anthem, Motto, Coat-of-arms and Other Heraldic Items and Devises of the Philippines.

Examines Jose Rizal's great novels, Noli Me Tangere and El Filibusterismo, through a hitherto untried quantitative analysis of the scope and evolution of their political and social vocabulary, as well as their use of Tagalog and the Lengua de Parian.

Presents the history of Sorsogon Province.

Tackles the story of Ilocano responses to American aggression as reconstructed from the records of the antagonists preserved in the United States National Archives and the Philippine National Library.

Provides its readers with a deeper knowledge and understanding of CAPIZ and the CAPICENOS- their struggles, successes, problems and aspirations.

**FILIPINIANA/ REFERENCE**

Serves as an instrument in understanding deeply the world of corruption to those involved in anticorruption research and advocacy.

**FILIPINO**

Gives benefits to students in the field of communication using Filipino language.

Consists of collection of poems translated from original Tagalog to English different Filipino author.

Covers the literature of the different regions in the Philippines. it describes the history, characteristics and culture of each region including their literary works in the form of prose and poetry. Some selections are intentionally not translated in Filipino for the students to deeply understand the culture of the region.

Gives the author’s 40-volume series of collected works.

Consists of three independent, full-length plays.


Presents the collection of Waray poetry translated to English.

FINANCIAL MANAGEMENT/ ACCOUNTANCY

Smart, Scott. Introduction to financial management. Australia: South-Western Cengage learning, 2008. 32130 PRO 658.15 S636e 2008
Shows students how the concepts they've learned from their prerequisite courses--like economics, statistics, and accounting--directly connect to finance concepts.

HOTEL AND RESTAURANT MANAGEMENT

Discusses the modern quantity and institutional food production, standards, principles and techniques drawn on 14 years of research of what goes into standardization of procedure in the terms of quality and quantity in food service.

Helps students taking bar management subject to acquire the knowledge and skills they must possess to meet the demand in the hospitality industry.

Assists students to enhance learning through actual experience and application of theoretical in food microbiology.

Helps students learn key aspects of meal planning and management.

HOTEL AND RESTAURANT MANAGEMENT/ CULINARY ARTS

Offers the most comprehensive book on knife and valuable information as to how quality knives are manufactured and the type of knives available.

HOTEL AND RESTAURANT MANAGEMENT/ TOURISM

O' Shannessy, Vivienne. The Road to hospitality. Australia: Pearson Education Australia, 2008. 32131 PRO 338.4791 O82r 2008
Takes readers to the exciting and dynamic world of hospitality, which continues to be a growth industry in Australia.

LEGAL MANAGEMENT

Offers tried and tested methods of management, administration, planning, organizational and human resource development, crisis preparedness, and many other systems that increase the capability of an organization.

Deals with the impact of digitalization on libraries and management principles on managing the digital environment, explores the new roles of library and information professionals and discusses issues regarding the many facets of public services in digital libraries.

MANAGEMENT TECHNOLOGY/ BS INFORMATION SYSTEM

Provides practical advice on what is business intelligence, what drives its adoption by leading companies, what are its components and what are the technical and organizational issues that most affect its success.

MATHEMATICS

Presents the detailed and comprehensive step-by-step procedure in solving some mathematical concepts before engaging in the discussion of examples.

Covers topic of the Basic Education Curriculum require for Geometry.

Covers completely all topics listed in the official guide for Geometry subject in the Basic Education Curriculum.

Provides basic skills in data collection, presentation analysis and interpretation.

Attempts to illustrate a point with its applied approach to mathematics.

MATHEMATICS/ BSC MANAGEMENT

Provides information and procedures enabling students to master financial calculators simultaneously gaining a deeper understanding of financial mathematics.

MATHEMATICS/ BUSINESS ADMINISTRATION

Includes discussions about simple interest, compound interest, annuities, amortizations and sinking funds, bonds and depreciations.

Prepares the students with the skills and competencies they will need to enter the workforce or to go into a business career.

NURSING

Outlines the essential core knowledge base for emergency nursing in a systematic, concise and efficient manner.

Provides comprehensive reference for practicing emergency nurses.

Helps to revise base-level knowledge and build on it in order to achieve competency in drug calculations and the reading of drug dosage charts.

Provides details on the most effective combinations of different natural cures of more than seventy-five specific health concerns, including cancer, cholesterol eczema, PMS, hypertension, stress, menopause, diabetes, autism, depression, and high blood pressure.

Presents a complete guide to integrative healthcare.

**NURSING/ HOTEL AND RESTAURANT MANAGEMENT**

Features more than 200 delicious and easily prepared dishes for every occasion from breakfast to dessert and recipes that are low in salt to help reduce blood pressure and keep it firmly under control.

**PROFESSIONAL ENGINEERING**

Helps students to write computer solution to mathematical problem for science and engineering. Also, supplies complete programs, complete subroutines and fragments of code to be included directly within the user's program.

Presents written word, visual connections via hundreds of photographs, diagrams, and graphs, and simple mathematics for showing how the conceptual side of physics is interwoven with the quantitative side.

**PSYCHOLOGY**

Seeks to portray to the students the many possibilities of understanding man not just as an evolutionary specie but also an individual with enormous possibilities for development and even happiness in the million of lives. Discussions begin with prehistory, including biological, sociological and psychological development that be translated simply as anthropology, sociology and psychology.

Equips reader with the necessary tools that can utilize in determining how
Provides insights in the needs and problems of the students particularly those
who have chosen guidance and counseling as their chosen field of
specialization.

2008. 32124 PRO 155 S237e 2008
Presents the core concepts of life-span development along with its
applications for students in a variety of majors and career paths.

32006 PRO 158 M147l 2000
Contains an enlightening guide to help teenagers not only stay afloat but
thrive during these pivotal years.

Examines the power and promise of interpersonal communication in
relationships, families, communities, and cultures in the broad range of
scholarly and popular articles drawn from various disciplines, including
philosophy, social sciences, and psychology.

Cash, William B., Jr. Interviewing : principles and practices. Boston :
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.

REFERENCE

32095 REF 363.34 W568 2007
Shows how air, earth, water and fire have forged our world.

Brown, Paul. Global warning : the last chance for change. Pleasantville, NY :
Promotes understanding and insight into the complex issue of climate change
but even more important, it delivers a clarion call to action by showing how
each of us can do our part to save the planet.

32097 REF 500 W927 2005
Covers a uniquely interactive reference book that brings you the essentials
facts and a wealth of wide-ranging information on science and its
applications.

Knowledge quest planet, Earth and the universe. London : The Reader's digest
association limited, 2002. 32096 REF 550 P712 2002
Summary: Brings the essential facts and a wealth of wide-ranging information
on the Earth, the Solar System and the Universe.

RELIGIOUS EDUCATION

Cruz, O. V. Priest-politicians. Intramuros, Manila : CBCP Communications

Victorino, M. Gemma. A Key to the letter to the Galatians. Diliman Quezon
City, Philippines : Claretian Publications, 1993. 11860 FIL 227.4 V646k 1993
Shows the principal themes contained in the section and argues that is
basically his concrete response to the actual problem addressed by the letter.

de Mesa, Jose M. Bakas : retrieving the sense of sacramentality in the
31245 FIL 234.16 D376b 2008
Discusses sacraments and sacramentality through Bakas and pamamakas.

Eilers, Franz-Josef (ed.) Church and social communication in Asia : documents,
Summary: Contains a unique blend of theory and practice; of planning and implementation; of dreams and fulfillment.

Gives the story of how the mission began and how it has blossomed into a world-wide apostolate, under the watchful eye and in complete obedience to the Catholic Church.

Highlights the nine major versions of the retold legend, from sources as diverse as the pagan Celts, the courtly troubadours, the Cistercians makes and the greatest "novelist" of the 13th Century.

RELIGIOUS EDUCATION/ PSYCHOLOGY

Helps readers begin to take control of life and develop relationships that will build confidence, trust and joy.

RELIGIOUS EDUCATION/ REFERENCE

Offers interpretations on biblical statements of fact to the best of linguistic and historical knowledge.

SOCIAL STUDIES

Highlights the Philippine dictatorship of Ferdinand E. Marcos that Thompson conducted based on 150 interviews and unpublished materials collected during his five trips to the Philippines.

Gives greater focus on developments in the "shadows" or the periphery of nationally known historical events that involved the Leyte-Samar region, and highlight the pivotal roles and viewpoints of the unknown and unsung heroes and actors in these events. It also provides a comprehensive inventory of journal articles and books on the history of the region that were published over forty years since the late 1960s.

Illustrates the story of war with dramatic impact from the outbreak of hospitalities to the explosion of the first atomic bombs.

TOURISM

Rick Steves' Europe through the back door. Santa Fe, NM : John Muir Publications, 1999. 31588 REF 914.01 R539 1999
Discusses anyone on how to travel to Europe with less expenses but have great time in process.

TOURISM/ HOTEL AND RESTAURANT MANAGEMENT
Total No. of Titles : 153
Total No. of Volumes : 159