Books Processed and Cataloged for the Month of November 2010

AB COMMUNICATION

Features a discussion of the key challenges faced by media executives taking daily managerial and strategic decisions in an industry undergoing enormous change.

Presents a clear set of guiding public relation principles accompanied by cases that generally illustrate those principles in a positive light and thus serve as a model of effective management and practice.

Provides the combination of basic principles and hands-on application for any writing course
Examines community-based media from the theoretical, empirical, and practitioner perspectives.

Gives a comprehensive and critical account of the theoretical changes in communication studies from the early theories of development communication through to the contemporary critiques of globalization.

Introduces journalistic decision making into the classroom, alongside discussion of reporting and writing techniques.

Provides indispensable insights into the practical nature of communication theory.

Offers reader both an academic understanding of and rationale for learning portfolios and practical information that can be tailored to suit many disciplinary, pedagogical, programmatic, and institutional needs.

ACCOUNTANCY

Builds knowledge independently, leading students to integrate the concepts they have learned independently.

Offers a step-by-step process for assessing your personal skills and experience and applying them to accounting, business, and finance.
Continues to emphasize the decision-making skills needed by the students in management accounting.

Provides a comprehensive coverage of accounting topics.

Highlights coverage that is designed to help students make the connection between accounting concepts and business practices.

Features two pedagogical elements that help students see the larger picture of the audit process while providing additional detail and guidance on steps in that process.

**BIOLOGY**

Covers a comprehensive discussion on basic botany and includes sufficient depth to prepare students to go farther in the field.

Intends to be the centerpiece of a course on evolution or an evolution-based course, around which instructors can build a course that suits their interests and the focus of the students.

Gives students the tools needed to understand and make the connection between cell biology and experimental data.

**BSC MGT./ MARKETING MANAGEMENT**

Shows how to design and project the right image to achieve success.

Shows what it takes to make certain that the customer is the primary focus of your sales force.

**BUSINESS ADMINISTRATION**

Discusses available investment instruments and considers the purpose and operation of capital markets in the United States and around the world.

Provides a well-organized, comprehensive, and up-to-date coverage of the topics usually discussed in the teaching this area.


Maintains a tight, integrated flow between chapters which focuses on managerial implications and makes important theories accessible and interesting to students.


Focuses in the main text of understanding and interpreting the assumptions in light of actual empirical applications where the mathematics required is no more then college algebra and basic probability and statistics.

**COMPUTER SCIENCE/ INFORMATION TECHNOLOGY**


Uses IT-related examples to discuss business topics and recognizes the ever-changing and growing demands of IT in today's world as well as how these demands impact those who work in the field.


Helps the students not only to acquire the basic skills but prepares them to deal with the unexpected - which, as every good project management knows, is always to be expected.


Presents practical tips related to key concepts through the demonstration of interesting applications of computing.

**CULTURAL**


Provides a thorough orientation to contemporary cultural anthropology issues and illustrates the many concepts, terms, and examples that are in the course.


Brings together leading scientists, landscape designers and planners from developed and developing countries around the world, to explore how urban ecological research has been undertaken to date, what has been learnt, where there are gaps in knowledge and what the future challenges and opportunities are.

ECONOMICS


Presents international economics into the international trade theory and the monetary sides of the subject.


Provides a well-structured theoretical framework which is complemented by a range of appropriate conceptual illustrations as well as suitable applications related to real life examples.


Covers the fundamentals of microeconomics and macroeconomics.


Provides a well-structured theoretical framework which is complemented by a range of appropriate conceptual illustrations as well as suitable applications related to real life examples.


Covers the fundamentals of microeconomics and macroeconomics.


Provides a serious presentation of international economic theory with an emphasis on its current application.


Provides clarity to the reader economics more understandable, illustrates the power and relevance which make of economics to our daily lives and explains why both individuals and nations prosper.


Provides an entire spectrum of policy issues, while explaining how the theories work and how health-care financial systems operate in the real world.


Provides fundamental lessons of economics.


Helps the student to learn the fundamental lessons of economics and to show how such lessons can be applied to the world in which they live.


Provides a clear and concise perspective on economics.


Focuses on principles and wealth of applications that demonstrates the enormous scope of economics in everyday life.


Presents a straightforward and unbiased approach that effectively teaches the application of basic economic principles.

EDUCATION


Provides more than 50 practical activities designed to help K-12 literacy professionals to assess the current literacy program, plan changes that will foster a culture of literacy, collaborate for excellence in literacy instruction and direct professional development.

Maintains a strong yet accessible coverage which reflects a more balanced coverage of both quantitative and qualitative methodologies.


Offers an abundance of creative ideas for implementing a successful, integrated language arts program.


Helps school deliver effective training in curriculum mapping.


Shows students how each mode of writing may be used in various other courses, such as the sciences, humanities, engineering or business.


Presents a wealth of energizing and entertaining puzzles designed for training sessions that are a combination of words, letters, and pictures that represent a more complex word or phrase.


Deals with important ideas that cross the boundaries of specific areas of content and offers teaching suggestions for every major mathematics topic in the pre-K-8 curriculum.

**ENGLISH**


This book is an incredible true story of a tight-knit working-class community suddenly steeped in intrigue.


**Cambridge IELTS 2 : examination papers from the University of Cambridge local examinations syndicate.** Cambridge: Cambridge University Press, 2010. 34563 428.24076 C178 2010

Contains four complete tests for academic candidates, extra Reading and Writing modules for General Training candidates, a useful introduction to these different modules together with an explanation of the scoring system used by Cambridge ESOL and a comprehensive section of answers and tapescripts which make the material suitable for students working partly or entirely on their own.

**Cambridge IELTS 3: examination papers from the University of Cambridge local examinations syndicate.** Cambridge: Cambridge University Press, 2010. 34564 428.24076 C178 2010

Contains four complete tests for academic candidates, extra Reading and Writing modules for General Training candidates, a useful introduction to these different modules together with an explanation of the scoring system used by Cambridge ESOL and a comprehensive section of answers and tapescripts.
which make the material suitable for students working partly or entirely on their own.

**Cambridge IELTS 4: examination papers from University of Cambridge ESOL examinations : English for speakers of other languages.** Cambridge : Cambridge University Press, c2010. 34565 428.24076 C178 2010

Contains four complete tests for academic candidates plus extra Reading and Writing modules for General Training candidates, a useful introduction to these different modules together with an explanation of the scoring system used by Cambridge ESOL and answer keys and recording scripts making it ideal for self-study.

**Cambridge IELTS 5 : examination papers from University of Cambridge ESOL examinations : English for speakers of other languages.** Cambridge : Cambridge University Press, c2010. 34566 428.24076 C178 2010

Contains four complete tests for academic candidates plus extra Reading and Writing modules for General Training candidates, a useful introduction to these different modules together with an explanation of the scoring system used by Cambridge ESOL and answer keys and recording scripts making it ideal for self-study.

**Cambridge IELTS 6 : examination papers from University of Cambridge ESOL examinations : English for speakers of other languages.** Cambridge : Cambridge University Press, c2010. 34567 428.24076 C178 2010

Contains four complete tests for academic candidates plus extra Reading and Writing modules for General Training candidates, a useful introduction to these different modules together with an explanation of the scoring system used by Cambridge ESOL and answer keys and recording scripts making it ideal for self-study.

**Cambridge IELTS 7 : examination papers from University of Cambridge ESOL examinations : English for speakers of other languages.** Cambridge : Cambridge University Press, c2010. 34568 428.24076 C178 2009

Contains four complete tests for academic candidates plus extra Reading and Writing modules for General Training candidates, a useful introduction to these different modules together with an explanation of the scoring system used by Cambridge ESOL and answer keys and recording scripts making it ideal for self-study.


Focuses on the linguistics representation of temporality in the verbal domain and its interaction with the syntax and semantics of verbs, arguments and modifiers.


Contains four complete tests for academic candidates, extra Reading and Writing modules for General Training candidates, a useful introduction to these different modules together with an explanation of the scoring system used by Cambridge ESOL and a comprehensive section of answers and typescripts which make the material suitable for students working partly or entirely on their own.


Provides students with a basic introduction to most of topics dealt with in courses described as either "Sociolinguistic", "Language in Society", or "The Sociology of Language".


Contains more than 1600 poems drawn from dozens of languages and cultures, and spans a period of more than 4000 years from ancient Sumer and Egypt to the late twentieth century.

**FICTION**


35359  FIC G244h 2000

35326  FIC G378h 1996

35240  FIC G441v 1989

35346  FIC G458p 1993

35319  FIC G549j 1998

35313  FIC G794g 1986

35323  FIC G794i 1998

35341  FIC G869c 1994 c2


35288  FIC H319s 2002

35335  FIC H652f 1995 c2

35237  FIC H678p 2006


35324  FIC H849c 2003

35264  FIC H484k 2004

35336  FIC H853a 1994


35348  FIC I24b 2008


35293  FIC J96p 1989

35239  FIC K29m 2002

35347  FIC K54f 1980
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<th>Title</th>
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Steel, Danielle. To love again. [s. n.] : A Dell Book, c1980. 35367 FIC S813t 1980


FILIPINIANA


Presents the beauty of the Philippines through the use of art.


Contains a classic biography of Dr. Jose Rizal, his works and writings and also includes an essay explaining "Why is Jose Rizal our national hero?".

FINANCIAL MANAGEMENT


Provides professors with more flexibility in designing their courses.

GRADUATE SCHOOL

Addresses human behavioral issues that project leaders and other stakeholders are either weakly aware of or unsure how to address.

Provides a framework for resolving most of the kinds in ethical dilemmas and issues that arise in business.

HOTEL AND RESTAURANT MANAGEMENT

Provides a study guide in baking and pastry.

Presents an essential work of reference for every cook and lover of food.

HOTEL AND RESTAURANT MANAGEMENT/ TOURISM

Introduces its users to the scope and excitement of geography and its relevance to their daily lives and roles as informed citizens.

Examines key theoretical issues and real challenges facing current hotel managers around the world.

MARKETING MANAGEMENT

Beverland, Michael B. Building brand authenticity: 7 habits of iconic brands. UK : Palgrave Macmillan, c2009. 35057 658.827 B571b 2009
Identifies how marketers can create brands that reflect consumers' desired identity or authentic self.

Focuses on the implications for advertising of the continuing changes in the media infrastructure and media consumption patterns, and the new media funding models emerging as a result.

Provides a complete and timely treatment of business marketing while minimizing the degree of overlap with other courses in the marketing curriculum.

Continues to reflect the belief that the Wheel of Consumer Analysis is a powerful tool not only for organizing consumer behavior knowledge but also for understanding consumers and for guiding the development of successful marketing strategies.

Scott, David Meerman. The New rules of marketing and PR: how to use social media, blogs, news releases, online video, & viral marketing to reach
35053  658.802 S425n 2010  
Presents the reader with a unique playbook to navigate marketing in the Internet Age.

Shimp, Terence A. Integrated marketing communication in advertising and promotion. (8th ed.) Australia : South-Western Cengage Learning, c2010.  
35064  659.1 S556i 2010  
Focuses more than ever on managerial aspects of marketing communications and also gives increased attention to business-to-business-oriented marketing communications.

35059  658.827 T288a 2010  
Gives greater emphasis on the projection of brand personality as a means of differentiation.

MATHEMATICS

35270  515 A985s 1990  
Offers students a collection of carefully solved problems in elementary calculus courses.

35101  512.1 C657p 2010  
Provides both students and instructors with tools to address the challenges, as well as the diversity of the students taking this course, so that they will experience greater success in precalculus.

35250  515 Sw7c 1994  
Presents comprehensive discussions of the concepts of calculus and an impressively large collection of worked examples and illustrative figures.

MULTIMEDIA ARTS

34978  778.535 J82a 2010  
Shows how to speed the workflow and surprise the clients with practical insight, solid advance, and step-by-step instruction that will allow you to move seamlessly between the two suites.

34894  004.019 O52b 2010  
Presents the building of innovative user interfaces which requires a number of diverse skills.

34899  792.025 P244s 2009  
Provides the more extensive principles in stage lighting and scene design.

NURSING

35047  610.73 D489 2009  
Offers a comprehensive guide that will last through initial education and beyond.

Focuses on the essential knowledge and skills needed for effective patient-care while at the same time helping students to achieve the NMC outcomes required for entry into branch programmes.


Provides basic nutrition information and advice on how to apply that information to everyday situations.


Explores the nurse’s role as a healer/caregiver in a range of care settings from home to hospice, and from the clinical to the community settings—while building the problem-solving skills they will need in daily practice.


Provides the theoretical knowledge and skills content you need to successfully complete a nursing assistant certification exam.


Focuses on aiding critical thinking, conceptual understanding, and relevant application of knowledge when studying anatomy and physiology.

McGSonigle, Dee and Kathleen Mastrian. *Nursing informatics and the foundation of knowledge*. Boston: Jones and Bartlett Publishers, c2009. 34927 610.73 M146n 2009

Covers the history of healthcare informatics, current issues, basic informatics concepts, and health information management applications.


Covers basic and advanced dosage calculations, including intravenous and those specific to the pediatric patient.


Provides nursing students a comprehensive, research-based text for caring older adults.


Provides the ideal foundation, delivering a basic understanding of the structures and functions of the human body with an emphasis on homeostasis.

**PSYCHOLOGY**


Considers the nature of drama, theatre and dramatherapy, examining how dramatherapy has evolved over the past decade and how the relationship between dramatherapy and social theatre has developed as a result.


Shows how to uncover and act on your desires to help fix some of the pressing problems in the world today.
Addresses the important professional considerations when working with clients who are suicidal.

Shows teachers how to build resilience and emotional strength to prevent stress and burnout as well as the negative emotions that may result.

REFERENCE


Presents 28 new, tested experiments related to the intriguing field of computer science which utilize Internet-based computer research to teach key science concepts.


RELIGIOUS EDUCATION

Helps the student of religion to understand the often complicated content of the world's religions.

Proposes a process by which we could firm up the emergence of God in each one of us.

Reminds the reader that the most fundamental journey to make is the journey inward.

Addresses the need of people who choose to care for and nurture children.
SPECIAL EDUCATION


Helps bring clarity to this topic by applying the latest neuroscientific findings to separate fact from fiction and provide teachers with practical strategies for engaging artistically and intellectually advanced learners.