LIST OF BOOKS PROCESSED AND CATALOGED FOR THE MONTH OF
OCTOBER 2013

ABCOMM

and publishing (2nd ed.). Los Angeles : SAGE. 38932 070.4 B854j 2013
Covers all the major areas of online news in easy-to-read, student-
friendly chapters. The author provides good suggestions for activities and
chapters show all of this is relevant for a journalist.

Newsom, D., Turk, J. V., & Kruckeberg, D. (2010). This is PR : the realities
39016 659.2 N532t 2010
Shows how to understand the role and responsibilities of public
relations - in public and private companies, nonprofit organizations,
agencies and firms.

(2nd ed.). Los Angeles : SAGE. 38978 302.2072 T784i 2014
Demystifies the theories and applications of communication research
through its focus on research methods in practice. The author highlights
examples of research in real-world settings to help understand the relevance
of basic communication research skills and concepts to current studies and
future career.

(14th ed.). Australia : Wadsworth Cengage Learning.
39012 302.2 V483c 2014
Focuses on the fundamental processes of communication but is now
organized so that students see the primacy of messages and the canned plans
and scripts use to encode and decode different communication settings and
through various channels and offers updated examples of types of groups and
effective communication within them.

ACCOUNTANCY

tools for business decision making (7th ed.). Hoboken, New Jersey : Wiley. 38988 647.48 K49f 2013
Expands emphasis on student learning and improves upon a teaching and
learning package that instructors and students have rated the highest in
customer satisfaction.

Cengage Learning. 39074 657.45 K67a 2011
Features new cases, most of which are included in the international
section. The international cases in this edition provide auditing instructors
with an efficient and cost-effective way to introduce students to a wide
range of important issues within the global accounting profession that will
have far-reaching implications for careers.

the cornerstone of business decisions (4th ed.). Australia : South-
Western Cengage Learning. 39072 658.1511 M936m 2012
Supports accounting concepts with a compelling example, step-by-step
calculations to solve a business problem, and a link to a brief video segment
that reinforces and summarizes key concepts and procedures.


Warren, C. S., Reeve, J. M., & Duchac, J. E. (2014). Financial accounting (13th ed.). Australia: South-Western Cengage Learning. 38986 657 W287f 2014. Provides learning system that focuses on developing a better understanding of key terms and definitions, the economics of business transactions, how these transactions are recorded in the accounting system and where relevant and how these transactions are ultimately reflected in the financial statements.


BIOLOGY


Features full-color illustrations enhance and reinforce key concepts and themes and contributes to creating a genetically literate research and clinical population.

Features 35 laboratory experiments illustrating important concepts and principles in general, organic, and biochemistry. The experiments are designed to use small quantities of chemicals and emphasize safety and proper disposal of materials.

Focuses on the mechanisms and evolutionary histories of animal body functions from genes to organ systems to the whole organism interacting with its environment. This text also serves for general biology and zoology programs, pre-professional programs in animal husbandry, veterinary medicine and science, marine biology and wildlife and fisheries biology, as well as for human health sciences.

Provides unprecedented macroscopic-to-microscopic molecular illustrations, and consistent step-by-step worked exercises in every chapter, and new end-of-chapter assignment problems were added to make the content more relevant and improve learning outcomes for the international student.

Presents the basic concepts and facts relating to the developmental biology of animals.

Illustrates how chemistry explains many aspects of everyday life. It uses relevant and interesting applications for all basic chemical concepts and presents the material in a student-friendly fashion using bulleted lists, extensive illustrations, and step-by-step problem solving.

Includes a wealth of new information about recent discoveries in biology.

BUSINESS ADMINISTRATION

Features strong emphasis on ethical communication, focus on cultural diversity, and discussions of evolving communication technologies, self-assessment tools to help users analyze their own communication strengths and shortcomings, and coverage of communication in face-to-face mediated contexts.

Incorporates the changes occurring in the field of Human Resource Management at the international and Indian level and continues to explain the concepts and principles with contemporary business examples from multinationals across the globe.
Includes new chapters from outside Britain as part of a more thorough internationalization of the text. The chapters incorporate analysis of employees and other stakeholders as well as the implications for organizational performance.

Provides descriptions of the important concepts and practices of modern management.

Provides a comprehensive, accessible overview of the subject, incorporating a broad set of approaches and tools. The authors explore both "soft" and "hard" methodologies and highlight conceptual aspects rather than the mathematics of the techniques or computer methods.

Provides students and practicing managers with a concise but thorough review of essential human resource management concepts and techniques in a highly readable and understandable form. Also contains a practical and up-to-date review of essential human resource management concepts and techniques, practicing human resource and line managers use it to update their HR skills and to help prepare for certification exams.

Provides the skills needed to reach a good agreement. It examines how negotiations work and covers key issues such as trust, power and information exchange.

Uses a wide variety of case studies, illustrations, graphics and analytics to confront and expose prevailing inventory paradigms, re-establish inventory fundamentals, demonstrate inventory optimization, and present the proper role of inventory in supply chain and business strategy. It presents a proven, balanced, logical and fact-based approach to determine inventory levels that maximize financial, service, and operational performance.

Introduces the comprehensive foundational and functional tools to better prepare students for a global business landscape.

Provides a theoretical orientation to guide each chapter, derived from current research in mindful and ethical communication practices within a global context and focuses on ethics that combines a posed dilemma with discussion questions for each chapter.

Offers an introduction to consumer behavior. This title focuses on 'classic' consumer behavior topics, including consumer information processing, consumer decision making, persuasion, and the role of culture and society on consumer behavior. It also explores the topics and trends relevant to modern consumer behavior.

Provides topic-focused modules, allowing instructors to customize their resources piece-by-piece to best suite their course and teaching style. Each module has a strong workplace activity orientation, supporting students to build critical skills in writing, speaking, and listening.


Includes updated comparisons of the pay strategies or practices used in specific, named companies. This edition continues to emphasize the importance of total compensation and its relevance for achieving sustainable competitive advantage.


Provides framework for designing and implementing human resource management (HRM) systems in various kinds of organizations, even those with limited resources. It is intended for leaders, decision makers, senior managers, HR practitioners, and consultants wishing to innovate, structure and implement HRM systems in organizations.


Involves developing an understanding of the business and competitive strategy of the firm being analyzed and examining how accounting rules and conventions represent a firm's business economics and strategy in its financial statements.


Covers the essential principles of any strategic management course and how to apply them in the real world.


Introduces students to controversies in human resource management and presents critical thinking and reflection questions to provide further examination of the issue.


Provides a clear pathway to understanding public relations campaigns and other types of strategic communication and offers clear explanations, relevant examples, and practical exercises.


Provides ideas and events shaping public administration today and special attention have been paid to ensuring the accessibility of writings for students: contemporary topics and issues that students want and need to know about are addressed in the new selections.


Aims to guide the student through the entire research process by using actual student case examples and explaining the role of the supervisor and how to meet their expectations.
Contains a wealth of examples of how technology systems are used in different disciplines. Also contains exciting, current examples of how real people and organizations have used technology to achieve success.

Includes a host of time-saving techniques as well as little-known tools that will make you look like an expert in no time flat. This book is for busy professionals who need to get it done right, but also need it done fast.

Explores the origins of the Internet age and discusses how openness in cyberspace has brought about a range of both positive and negative consequences, from social networking and distance learning to identity theft and phishing.

Provides techniques on how to use your camera properly and how to take pictures like a pro.

Introduces the tools and options relevant to correcting and enhancing digital photos, show how to get the best from them and take you step-by-step through expert techniques for making the very best of your pictures.

Provides a basic but pragmatic approach ensuring that you can end up with a strong appreciation of the core professional techniques of moviemaking, without spending a fortune on your own film.

Provides a clear focus on developing your skills in film analysis. It features interviews with award-winning film practitioners, who offer insights into film form and style.

Uses cases to explain MIS concepts and illustrates how computer-based information systems can be used to support an organization’s objectives and strategic plans.

Transforms the novice into a professional who is able to use the software while applying industry-standard design principles. It helps readers understand how to use the features of Adobe InDesign CS5.

Presents instructions, along with examples, on how to effectively use third-party plug-ins with Adobe after effects.
ECONOMICS

Presents international trade theory and policy and follows the traditional division of international economics into the trade and monetary sides of the subject.

Provides a critical interdisciplinary introduction to the theory, practice and study of development. The thoroughly revised and updated new edition takes account of the impact of the global financial crisis, the economic rise of China and India and the further ramifications of global warming.

Provides additional examples, more questions along the way, and frequent summaries as a chapter unfolds and emphasizes the financial crisis, the recession, and the policy responses to them.

Provides perspectives on societal trends and public debates to stimulate classroom discussion and help students learn basic principles of economics.

EDUCATION

Offers foundational skills and tools needed by new coaching educators, as well as presenting an overview of the knowledge and theory base behind the practice. Established coaches will find numerous ways to deepen and refine their coaching practice.

Maps out easy-to-follow steps for usefully applying an action research approach and is full of practical tips and examples of real practitioner research projects from a range of schools, colleges and universities.

Offers a unique mix of theory and practical guidance, showing how to apply leadership techniques and approaches.

Explores how to create a thriving, learning-centered classroom through three critical concepts: relationships, relevance, and rigor.

Covers the four key areas of organization, classroom management, instruction, and assessment, and offers an excellent bridge from college to classroom.
Provides educators with background information on effective instructional strategies with sample lesson plans and student reproducible. These materials support students in truly understanding scientific concepts, rather than just memorizing procedures or following teacher-led lessons.

Provides a pragmatic, easy-to-follow blueprint for Positive Behavior Support Systems (PBSS) implementation that integrates academics, instruction, and achievement with discipline, behavior management, and student self-management.

Shows how to implement, customize, and master those techniques in practice. The activities are designed to help teachers reflect, self-assess, and discover what techniques are most valuable to them.

Continues to bring together the essential elements of qualitative research, including traditions and influences in the field and practical, step-by-step coverage of each stage of the research process.

Puts forward an argument that we should capitalize on the affordances that digital technologies offer in enabling better science learning, the general technological interest and knowledge of young people and the motivating influence of technology for learning, to foster the development of scientific literacy in students.

Provides an overview of different types of digital technologies as well as constructive guidance on how to safely and intelligently use them as tools for learning. This comprehensive, accessible textbook combines practical information on using all forms of social media for educational purposes and provides indispensable advice on how to tackle issues arising from social media.

Examines in detail the six major intervention methods: the traditional disciplinary approach; strengthening the victim; mediation; restorative practice; the support group method; and the method of shared concern. It aims to promote an understanding of what methods exist to address actual cases of bullying, and when and how they can best be applied.

Shows how to enhance both teaching and learning in the most efficient and effective way possible. This includes helpful tips on how to introduce the topic, sample scripts to follow, and implementation activities to ensure that the lessons learned really stick.

Provides the latest trends and issues affecting curriculum work in schools and educational institutions and shows updated list of relevant associations and organizations found in Resource B.

Introduces analog devices, circuits, and systems. It also presents various digital techniques that are now commonly used in what once was considered the sole domain of analog electronics.

**ENGLISH**


Uses sentence-combining techniques to help students develop confidence in their writing at the sentence level. This title includes unit that focuses on a specific sentence-level technique followed by a set of sentence-combining exercises involving a narrative story or factual topic.


Focuses on student writing and discusses options for introduction, drafting, and overcoming writer's blocks.


Delivers abundant practical advice and offers intriguing discussion on the role of ethics in public speaking as well as up-to-date coverage on effectively using technology in speech development and delivery.


Presents eight original models for teaching information literacy online. Each chapter describes successful online strategies for collaborative information literacy instruction and provides theoretical frameworks for real-world practice, presenting disciplinary and institutional contexts, as well as essential details about program planning and assessment.


Includes four pages of teaching notes for each topic and a research bibliography that lists general research and reports, resources for teaching vocabulary, reading, academic content, and study skills, standards references, and word lists.


Upholds the philosophy that information should be judged for what it conveys, not how it is conveyed - in other words, for its content rather than its format.


Covers the areas of grammar, punctuation and spelling studied by children aged 7-9. Each topic is clearly explained and accompanied with simple examples, followed by a series of questions to help develop and deepen understanding.


Defines more than 37,000 words and phrases that reflect the vocabulary level, curriculum requirements, and personal interests of students.
Contains eight chapters that guide students through the process of writing the short essay.

ENTREPRENEUR

Offers readers a genuine insight into the potential advantages and disadvantages of franchising. It also examines the financial, legal and ethical implications of franchising, while at the same time anticipating future concerns and challenges for the franchising model.

FINANCIAL MANAGEMENT

Offers a complete model for the quantification of so-called operational risks. It offers a detailed discussion on the link between modeling approaches and management, which has been neglected in the literature, as well as the mathematical modeling of the loss distribution approach.

Explores the tools and techniques of discretionary trading - the art of trading. It gives traders the tools and techniques they need to profit in today's competitive marketplace. This includes everything from the foundations of technical analysis and market structure to trading strategies, indicators and other confirming factors, sizing trades and managing positions, and tips for evaluating performance and growth as a trader.

Offers students a comprehensive and engaging treatment of personal finance, while incorporating unique themes, an application driven pedagogy, and a definitive action plan.

GENERAL INTEREST

Explains the world we live in by recognizing and exploring the relationships between and within the natural world and human societies.

Demonstrates the most effective forms for harnessing the healing power of chi, or energy and provides step-by-step guide with complete and detailed instructions and full color photo sequences for the basic movements and popular forms, such as Grasp Sparrow's Tail and Parting Mustang's Mane.

Provides you with a conceptual scaffold of social welfare administration which is also a method of social work per se in today's emerging scenario.

HOTEL AND RESTAURANT MANAGEMENT / CULINARY ARTS

Aims to train and empower students and professionals with essentials of front office services in the hospitality industry. This manual is aptly designed to serve as a handy companion for housekeeping professionals.
Aims to train and empower students and professionals with essentials of front office services in the hospitality industry.

Presents the most spectacular dessert recipes from the first decade of the competition, and shows how you can recreate the same desserts in your own kitchen.

Offers unique philosophical insights regarding a celebrated drink with undeniable links to the foundations of Western civilization itself.

Presents the history of hospitality industry in different parts of the world.

Offers techniques and practices on how to manage food and catering services.

Provides step-by-step technical procedures for creating numerous garde manger products and serves as a handy recipe guide, providing a myriad of proven formulas that have been tested.

Provides best information about the nutritive value of food strips for the benefit of all those interested in practical dieties and encompasses almost all the significant aspects concerning to basic of management of catering comprising food and beverage distribution.

Places catering and kitchen management in its most modern context as the foundation of this subject. It is an authoritative resource of the subject that will benefit researchers, students, and teachers alike.

Provides readers with an introductory overview of catering, food service, beverages and accommodation management.

Consists of information that will help scientists and academics to examine, modify and improve housekeeping management.

Focuses on the tools necessary for managing foodservice operations in today’s aggressive business environment. Reynolds & McClusky show readers how to position, manage, and leverage a successful food service operation--commercial and non-commercial--in a variety of venues.

Equips readers with the knowledge and tools to start and succeed with a competitive catering business. It addresses industry best practice and emerging trends while taking a practical approach to resources that can be used in implementing a business plan.

Contains advanced information about banquet management.

Shows the different techniques in napkin folding and serve the purpose of students and scholars on the subject and can be useful in allied fields.

Places researchers engaged in different areas of research on a common platform so as to be benefited by the current state of knowledge in the field of catering and food production.

Immerses readers not only in how political scientists work but also in how ideas produce research questions and guide the selection of research methods. Emphasizing the internal logic of research methods and the collaborative nature of the research process, this slender text explores the design behind interesting questions, problems in measurement and analysis, and key statistical methods.

Begins with a comprehensive overview of the field, moves into individual chapters covering each step of the collection life cycle, and ends with a chapter looking at the future.

Begins with an introduction to the transformational power of lean by comparing it to a smooth-flowing river as opposed to a twisting-turning river with dangerous white-water rapids. It provides eleven strategies that you can use to cut waste and costs dramatically while improving customer service.

Introduces the latest developments in the field and discusses their impact on marketing research applications - all in a macro-micro-macro framework to help students understand the big picture.

Examines the use of services marketing as a competitive tool from a uniquely broad perspective. This text explores services marketing not only as an essential focus for service firms, but also as a source of competitive advantage for companies that market tangible products.

Opens up this fascinating and important world to readers, clearly explaining the parallels between business to business and consumer marketing, while also emphasizing the unique concepts and practices developed for this
field. Wim G. Biemans draws from more than two decades' experience teaching students and training marketing executives, firmly rooting all the concepts in real business contexts to create a fresh and engaging introductory text.

Covers a broad range of public relations theory and practice and gives a foundation for subsequent courses devoted to developing and implementing program tactics, and to analyzing in-depth cases.

Provides comprehensive, practical guidance on how companies can get the most out of digital media to meet their marketing goals.

Offers a different perspective on some basic marketing approaches and explores marketing concepts that are often ever looked by services practitioners.

Provides a theoretical and practical understanding of marketing communications and follows a macro-to micro-marketing communications approach by first examining the broader implications of advertising, and then focusing on the promotion media that can be used to communicate with target audiences.

Emphasizes teaching students to think and act like marketers. This title presents strategy from a perspective that guides strategic marketing management in the social, economic, and technological arenas in which businesses function today - helping students develop a customer-oriented market strategy and market plan.

Provides a comprehensive theoretic foundation, which is demonstrated by the theoretical aspects discussed throughout the entire book and offers a practical orientation.

Reflects current marketing issues and events from around the world including the Gulf Cooperation Council in the Middle East, branding The Beatles in Europe and Tesco's global strategy. The authors balance these examples with conceptual and analytical tools that will help students apply the 4Ps to global marketing.

Provides a complete learning package for the current Certificate III Retail Operations and 9 units from the Certificate II Retail Services.

NURSING

Emphasizes a medical perspective while incorporating functional morphology, physiology, biochemistry, and immunology to enhance appreciation of the diverse implications of parasitism.
Features at the end of each section address homeostasis and direct
students to other sections of the textbook to emphasize how the body systems
interact to make homeostasis possible.

Brooks/Cole Cengage Learning. 39088 612 S796h 2012
Provides foundation by presenting basic scientific information and new
discoveries in the context of everyday experiences and the many concerns
students have about health and environmental issues.

39096 612 W183g 2008
Serves both as an essential home reference and a foundation-level text
for students and health professionals such as nurse and paramedics. It is an
illustrated handbook of the anatomy and physiology of the human body and a
concise A-Z medical encyclopedia, with more than 600 entries describing and
defining medical conditions and the elements of human biology.

PROFESSIONAL ENGINEERING

Attaway, S. (2011). MATLAB : a practical introduction to programming and
problem solving (2nd ed.). Amsterdam: Elsevier.
39076 518.028553 A883m 2011
Covers both the programming concepts and the built-in functions of
MATLAB which enables students to exploit its power to tackle challenging
problems. Using a systematic, step-by-step approach to facilitate easier
learning, this book also includes sections on common pitfalls and programming
guidelines to lead the reader toward best practices.

38973 629.895 B728t 2013
Provides readers with a comprehensive introduction to Programmable
Logic Controllers. This title discusses theory, hardware, instructions,
programming, installation, startup, and troubleshooting in a way that is easy
to understand and apply.

Jersey: John Wiley & Sons. 39054 620.11292 C886m 2011
Consists of two closely integrated parts, the twelve basic MDSolids
educational software modules and a special supplement of ninety example
problems.

Covers a two-semester course sequence in the basics of signals and
systems analysis during the junior or senior year. This title includes a
wealth of exercises, including drill exercises, and more challenging
conceptual problems.

PSYCHOLOGY

Australia: Wadsworth Cengage Learning. 39068 303.342 L334p 2013
Defines how we shall use the word "persuasion" after looking at various
definitions other theorists have used and focuses on one of the most
important and essential topics for both persuaders and receivers.

SCIENCES

39081 576.5 B872c 2012
Engages the reader through the use of formative assessment to assist
the student in understanding the core genetic principles.
Provides a third level of flexibility by providing 125 brief articles on a variety of topics written by the authors.

Provides an introduction to a scientific way of thinking as it introduces fundamental scientific concepts, often in historical context. Several features of the text provide opportunities for students to experience the methods of science by evaluating situations from a scientific point of view.

SOCIAL STUDIES

Provides foundation for understanding political life and the increasingly diverse field of political science.

Provides requirements of students and teachers to enable them to achieve success in community organization and related activities.

Includes a range of innovative features and boxed information to aid learning and stimulate critical reflection.

Describes the importance of community organization in managing conflicts and discusses the relevance of community organization for community development.

Offers guidance needed by the students to work through the nearly 100 varied and lively edited selections of scholarly and journalistic, theoretical and practical pieces.

Phillips, C. (2012). The illustrated encyclopedia of the Aztec and Maya: the definitive chronicle of the ancient peoples of Central America and Mexico - including the Aztec, Maya, Olmec, Mixtec, Toltec and Zapotec. Leicestershire: Lorenz Books. 39019 REF 031 P558i 2012
Offers enthralling insights into the art and architecture, myths and legends, and everyday life of the people of Mexico and Central America.

Comprises of 29 hands-on, active learning activities for use in research methods courses in the social sciences.

TOURISM

Serves as a most fitting reference material in the build-up of knowledge, skills and competencies in the travel management and tour operations sector.
Focuses on event planning and management, outcomes, the experience of events and the meanings attached to them, the dynamic processes shaping events and why people attend them. It brings together important discourses on events including event management, event tourism, and the study of events within various disciplines that are able to shed light on the roles, importance and impacts of events in society and culture.

Includes four new chapters on greener events, corporate social responsibility, international best practices, and expanding event fields. Readers will learn how technology, including the use of social media, may be harnessed to improve the financial, environmental, and other strategic outcomes of their special events.

Offers a fundamental overview of the industry previously left to on-the-job training and mentoring. Complemented by full color illustrations and diagrams, this book covers the information required to jump start a career in event planning and design.

Offers a concise introduction to all the core topics of tourism management. Covering both key theory and practice, it introduces general management issues across the whole tourism sector, focusing particularly on the challenges of managing tourism in the 21st century.

Deals with event management that should be helpful for teachers, researchers and students.

Provides critical information that business people – both men and women – need to understand the dynamics of cross-cultural communication, avoid embarrassing and costly gaffes, and succeed in business outside of the United States.

Provides a comprehensive description of tourism in natural areas allowing readers to understand the scope of, complexities arising from, and possibilities of undertaking successful tourism developments in natural areas.

Covers all the important topics that is required in a textbook and introduces the reader with latest developments and information in tourism and hospitality industry.

Presents the different tourist destinations, festivals and history of the Philippines.
Brings learning to life by featuring compelling images, media and text from National Geographic. This title is designed to be used in combination with several core texts in hospitality, travel and tourism.

Gives an overview of the world's largest and fastest growing industry groupings. Each chapter contains information about the numerous tourism segments, the many different areas of career opportunities, and career paths as well as profiles of industry practitioners and leaders.

Prepared by:

Clifford R. Torres
Technical Services Staff

Noted by:

Mr. Noel M. Savadera, RL
Technical Services Head

Ms. Lilian C. Rabino, RL, M. Ed.
Chief Librarian