

**Books Processed and Cataloged for the Month of September 2010**

**AB COMMUNICATION**

West, Richard and Lynn H. Turner. **Introducing communication theory: analysis and application.** Boston: McGraw-Hill, 2010.  
**34763 302.2 W516i 2010 c2**  
*Explores the practical, engaging and relevant ways in which the communication theory operates in our lives.*

**AB COMMUNICATION/ MULTIMEDIA ARTS**

Brathwaite, Brenda and Ian Schreiber. **Challenges for game designers.** Australia : Course Technology Cengage Learning, c2009.  
**34759 793.932 B824c 2009**  
*Covers a wide range of topics important to game designers.*

Eastman, Susan Tyler and Douglas A. Ferguson. **Media programming: strategies and practices.** Australia : Thomson Wadsworth, c2009.  
**34465 791.4502 E13m 2009**  
*Deals with the emerging as well as the established mass communication media.*

**ACCOUNTANCY**

Baker, Richard E. et. al. **Advanced financial accounting.** Boston : McGraw-Hill, 2009. **34782 657.48 A244 2009**  
*Continues to provide strong coverage of advanced accounting topics.*

Cabrera, Ma. Elenita Balatbat. **Management accounting : concepts and applications.** Manila : GIC Enterprises & Co., Inc., 2010.  
**34827, 34828, 34829, 34830, 34831 FIL 658.1511 C117m 2010**  
*Reflects changes occurring in the role of management accounting in business enterprises.*

Co Untian, Crescencio Jr. P. **Tax digest : a bar reviewer on National Internal Revenue taxes, local and real property taxes, tariff and customs duties.** Manila : Rex Book Store, 2009.  
**34687, 34688 FIL 336.2076 C855t 2009**  
*Focuses mainly on the discussion of taxation and other aspects that affects its nature and function.*

Conti, Indalicio P. **Fundamentals of Philippine income taxation.** Manila : Rex Book Store, 2009. **34698, 34699, 34700 FIL 336.24 C762f 2009**  
*Addresses the enlarged outputs of income tax and its practical application.*

Conti, Indalicio P. **The law and accounting of transfer and business taxation (comprehensive textbook for college students, CPA and bar candidates and tax practitioners).** Manila : Rex Book Store, 2009.  
**34695, 34696, 34697 FIL 336.207 C762i 2009**  
*Presents an exhaustive discussion with illustration, computations, and jurisprudence, important and relevant provisions of the Tax Code under RA 8424, as amended by RA 9361, and further amended by RA 9337 and the latest Revenue Regulation, Circulars, and BIR rulings.*

Ebusca, Saturnino Yadao and Jaime Rodriguez Lopez. **Bookkeeping for servicing and merchandising firms (an introduction to accounting).** Manila : Rex Book Store, 2008. **34690, 34691, 34689 FIL 657.2 E15b 2008**  
*Explains to the extent applicable, the technicalities of accounting terms to be easily understood by the students.*

Garcia, Percy C. **Basic accounting concepts and procedures : the why and wherefore approach to learning accounting : PAS, IAS, and BIR Compliant.** Manila : Rex Book Store, 2006.  
**34701, 34702, 34703 FIL 657 G216b 2006**

*Introduces the beginner to the basic accounting concepts and procedures involved in processing the business transactions of a sole proprietor engaged in the business of providing service to clients as well as those engaged in the trading or merchandising business.*

Guerrero, Pedro P. and Jose F. Peralta. **Advanced accounting : a procedural approach : volume 2.** Manila : GIC Enterprises and Co., Inc., 2009.  
**34822, 34823, 34824, 34825, 34826      FIL 657.046 G934a 2009**

*Continues to provide strong presentation of advanced accounting topics, clear discussion, and integrated coverage based on continuous case examples.*

Hugo-Macapilit, Cecilia. **Worktext in basic accounting (service/merchandising).** Manila : Rex Book Store, 2009. **34692, 34693, 34694      FIL 657 H895w 2009**

*Gives a compilation of basic techniques on how to deal with accounting problems and illustrates the difficult part of solving problems about adjustments.*

Hurt, Robert L. **Accounting information systems: basic concepts and current issues.** Boston : McGraw-Hill/ Irwin, c2008.  
**34783      657.0285 H967a 2008**

*Merges traditional topics such as transaction cycles, internal controls and systems documentation with cutting-edge coverage of ASPs, computer crime, and an overview of auditing.*

Norton, Curtis L. and Gary A. Porter. **Introduction to financial accounting.** Australia : South-Western Cengage Learning, c2009.  
**34864      657.48 N883i 2009**

*Helps student to understand how to read and comprehend a simple annual report.*

Ocampo, Reynaldo R. **Reviewer in auditing problems.** [s.l.] : [s.n.] 2010.  
**34842, 34843, 34844, 34845, 34846      FIL 657.45076 O15r 2010**

*Presents auditing problems for CPA reviewees based on PFRS, PAS, PSA.*

Punzalan, Angelito Roque. **A comprehensive and procedural approach in practical accounting 2 (for accounting students and CPA reviewees).** [s.l.] : [s.n.] 2010.  
**34837, 34838, 34839, 34840, 34841      FIL 657.076 P984c 2010**

*Contains actual CPA Board examinations adapted from AICPA Uniform CPA Examination, CMA Examinations, and the Philippines CPA Board Examinations, which were solved based on the current Philippine Accounting Standards (PFRS), International Financial Reporting Standards (IAS) and other authoritative pronouncements.*

Robles, Nenita S. and Patricia M. Empleo. **Intermediate accounting: volume 1.** [s.l.] : [s.n.] 2010.  
**34832, 34833, 34834, 34835, 34836      FIL 657.3 R654i 2010**

*Contains detailed discussion of the development of the accounting profession and the principles for the recognition, measurement and financial statement presentations of assets.*

Sacdalan-Casasola, Eufrocina M. and Rosario S.Santiago-Bernaldo. **National internal revenue code of 1997 : as amended, consolidated, and annotated up to March 1, 2009 : as amended by R.A. Nos. 8761, 9010, 9224, 9238, 9243, 9294, 9334, 9337, 9361, and 9504.** Manila : Rex Book Store, 2009.  
**34719      FIL 343.599 S119n 2009**

*Keeps abreast the taxpaying public of the latest changes in the internal revenue tax laws and the implementing rules and regulations.*

Saunders, Anthony. and Marcia Millon Cornett. **Financial institutions management : a risk management approach.** Boston : McGraw-Hill, c2008.  
**34733      332.1068 S257f 2008**

*Relates ways in which the managers of modern Financial institutions can expand return with a managed level of risk to achieve the best, or favorable, return-risk outcome for FI owners.*

Valix, Conrado T. **Financial accounting : volume one.** Manila : GIC Enterprise & Co., Inc., 2010.  
**34802, 34803, 34804, 34805, 34806      FIL 657.48 V173f 2010**

*Covers the financial accounting standards and disclosure requirements relative to cash and cash equivalents, accounts receivable, notes receivable, loans receivable, inventories, investments, financial assets, derivatives, property, plant and equipment, and intangible assets including revaluation and impairment of assets.*

Valix, Conrado T. **Financial accounting : volume two.** Manila : GIC Enterprises & Co., Inc., 2010.

**34807, 34808, 34809, 34810, 34811      FIL 657.48 V173f 2010**

*Covers the financial accounting standards relative to the recognition, measurement, statement presentation and disclosure requirements of liabilities and shareholders' equity.*

Valix, Conrado.T. et al. **Financial accounting : volume three.** Manila : GIC Enterprises and Co., Inc., 2010.

**34812, 34813, 34814, 34815, 34816      FIL 657.48 V173f 2010**

*Conforms with the undergraduate course syllabus for Financial Accounting Part III as promulgated by the Commission on Higher Education through the recommendation of the Board of Accountancy.*

Valix, Conrado T. and Christian Aris M. Valix. **Practical accounting I.** Manila : GIC Enterprises and Co., Inc., 2010.

**34817, 34818, 34819, 34820, 34821      FIL 657.076 V173p 2010**

*Helps the reviewees in large measure in preparing for the Philippine CPA Licensure Examinations in Practical Accounting Problems I.*

Yacht, Carol. **Computer accounting with Peachtree complete 2006 for Microsoft Windows: release 13.0.** Boston : McGraw-Hill/Irwin, c2007.

**33961      657.0285 Y12c 2007**

*Teaches students how to use Peachtree Complete Accounting 2006 software.*

Zimmerman, Jerold L. **Accounting for decision making and control.** Boston : McGraw-Hill, c2009. **34780 658.1511 Z72a 2009 c2**

*Provides students and managers with an understanding and appreciation of the strengths and limitations of an organization's accounting system.*

## **BIOLOGY**

Beyl, Caula A. and Robert N. Trigiano (editors). **Plant propagation : concepts and laboratory exercises.** London : CRC Press Taylor & Francis Group, c2008. **34881      631.53078 P713 2008**

*Develops a working knowledge of the principles of plant propagation, as they apply in temperate and tropical environments.*

Enger, Eldon D. **Concepts in biology.** Boston : McGraw-Hill/ Higher Education, c2009. **34747      570 E57c 2009**

*Introduces students to the core concepts and the current state of science.*

Hickman, Cleveland P. Jr. et.al. **Animal diversity.** Boston : McGraw-Hill/ Higher Education, c2009. **34879      590 A598 2009**

*Presents a survey of the animal kingdom with emphasis on diversity, evolutionary relationships, functional adaptations, environmental interactions, and certainly not least, readability.*

Karp, Gerald. **Cell biology.** Hoboken, NJ : John Wiley & Sons, Inc., c2010. **34753      571.6 K18c 2010**

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

Kratz, Rene Fester. **Molecular & cell biology for dummies.** Hoboken, NJ : Wiley Publishing, Inc., c2009. **34755      571 K89m 2009**

*Explains the structure and function of the cell and how recombinant DNA technology is changing the face of science and medicine.*

Mader, Sylvia. **Biology.** Boston : McGraw Hill/ Higher Education, c2010. **34887 570 M181b 2010**

*Begins with chemistry and ends with the biosphere.*

Stern, Kingsley R. **Introductory plant biology**. Boston : McGraw-Hill/Higher Education, c2008. **34748 580 S839i 2008**  
*Covers a comprehensive discussion on basic botany and includes sufficient depth to prepare students to go farther in the field.*

Weaver, Robert F. **Molecular biology**. Boston : McGraw-Hill/Higher Education, c2008. **34754 572.8 W363m 2008 c3**  
*Discusses topics on Microbiology in general.*

#### **BUSINESS ADMINISTRATION**

Applegate, Lynda M. **Corporate information strategy and management : text and cases**. Boston : McGraw-Hill, c2009. **34787 658.4038011 A648c 2009**  
*Examines how information technology (IT) enables organizations to conduct business in radically different and more effective ways.*

Byrd, Mary Jane Leon C. Megginson. **Small business management : an entrepreneur's guidebook**. Boston : McGraw-Hill, c2009. **34781 658.022 B995s 2009**  
*Takes a practical, down-to-earth approach to conceiving, planning, organizing, and managing a small business.*

Clayton, Gary E. **A guide to everyday economic statistics**. New York : McGraw Hill/Higher Education, c2010. **34790 330.0727 C619g 2010**  
*Guides that can be consulted for clarification on statistical economics.*

Cornett, Marcia Millon. **Finance : applications and theory**. Boston : McGraw Hill/Irwin, c2009. **34784 332 C813f 2009**  
*Covers many crucial topics that instructors need to focus on core ideas to ensure that the students are getting the preparation they need for future classes and for their lives beyond college.*

De Leon, Hector S. **The law on obligations and contracts**. Manila : Rex Book Store, 2008. **34720 FIL 346.02 D3461 2008**  
*Intended for the use of commerce students who, for the first time, will study business law.*

Frank, Robert H. **Microeconomics and behavior**. Boston : McGraw Hill, c2008. **34778 338.5 F828m 2008**  
*Develops the core analytical tools with patience and attention to detail.*

Gujarati, Damodar N. and Dawn C. Porter. **Essential of econometrics**. Boston : McGraw-Hill, c2010. **34779 330.015195 G943e 2010**  
*Provides a user-friendly introduction to econometric theory and techniques.*

Hawkins, Del I. and David L. Mothersbaugh **Consumer behavior: building marketing strategy**. Boston : McGraw-Hill Irwin, c2010. **34776 658.8342 H398c 2010**  
*Provides the student with the usable, managerial understanding of consumer behavior.*

Rose, Peter S. and Sylvia C. Hudgins. **Bank management and financial services**. Boston : McGraw Hill, 2010. **34734 332.1068 R825b 2010**  
*Unlocks the door to many of the major changes and events that are remarking the banking and financial services fields today.*

Thompson, Jr., Arthur A. **Crafting and executing strategy: text and readings**. Boston : McGraw-Hill/Irwin, c2010. **34788 658.4012 T468c 2010 c2**  
*Features a substantive presentation of core concepts and analytical techniques and an attractive collection of 20 readings that amplify important topics in managing a company's strategy-making, strategy-executing process.*

**COMPUTER ENGINEERING**

Elmasri, Ramez. **Operating systems : a spiral approach.** Boston : McGraw-Hill/ Higher Education, c2010. **34792, 34793 005.43 E48o 2010**  
*Aims to support a different approach to teaching about Operating Systems (OSs).*

Pressman, Roger S. **Software engineering : a practitioner's approach.** Boston : McGraw-Hill/ Higher Education, 2010. **34794, 34795 005.1 P935s 2010**  
*Serves as a guide to a maturing engineering discipline.*

**COMPUTER SCIENCE**

Flowers, Stephen. **Software failure: management failure: amazing stories and cautionary tales.** New York : John Wiley & Sons, c1996.  
**34287 005.1 F644s 1996**

*Brings together material about a number of significant information systems which did not perform as originally envisaged and to provide a coherent account of the surrounding events.*

York, Richard. **Beginning JavaScript and CSS development with jQuery.** Indianapolis : Wiley Publishing, Inc., c2009. **34490 006.76 Y63b 2009**  
*Covers the jQuery JavaScript framework and the jQuery UI JavaScript framework and demonstrates in great detail how to use the jQuery framework to get more results quickly out of JavaScript programming.*

**CULTURAL**

Adger, W. Neil and Andrew Jordan (editors). **Governing sustainability.** Cambridge : Cambridge University Press, c2009. **34764 333.7 G721 2009**

*Offers hugely stimulating insights regarding the sustainability of governance.*

Akhtar, Shahid and Patricia Arinto (editors). **Digital Review of Asia Pacific 2009-2010.** Los Angeles : Sage Publications, Pvt., Ltd., c2009.  
**32067 303.4833 D574 2009**

*Contains reports on thirty economies and four sub-regional groupings.*

Aplin, Nick (editor). **Perspectives on physical education and sports science in Singapore: an eye on the youth Olympic Games 2010.** Boston : McGraw Hill, c2009. **34744 796.071 P578 2009**

*Recognizes the concurrent need to apply new knowledge and develop a greater understanding of meaningful sport and physical education in order to sustain these initiatives in a growing population.*

Belshaw, Christopher and Gary Kemp (editors). **12 modern philosophers.** United Kingdom : Wiley-Blackwell, c2009. **34772 190 T971 2009**

*Explores the ideas of twelve of the most influential contemporary thinkers tackling the fundamental concerns of philosophy, from logic to metaphysics to ethics and political philosophy.*

Connes, Alain et.al. **On space and time.** Cambridge : Cambridge University Press, c2008. **34771 523.1 O58 2008**

*Brings together world leaders in cosmology, particle physics, quantum gravity, mathematics, philosophy and theology to provide fresh insights in the deep structure of space and time and its wider context.*

Corbin, Charles B. et. al. **Concepts of fitness and wellness: a comprehensive lifestyle approach.** Boston : McGraw-Hill, 2009. **34742 613.7 C744 2009**  
*Focuses on making positive changes in lifestyle.*

Henn, Matt. **A critical introduction to social research.** Los Angeles : Sage Publications, c2009. **34765 300.72 H515c 2009**  
*Prepares student and new researcher for research projects.*

- Moore, Brooke Noel and Richard Parker. **Critical thinking**. Boston : McGraw-Hill/ Higher Education, c2009. **34777 160 M821c 2009**  
*Includes more than 100 color photographs--many of them the subject of analysis either in the caption or the accompanying text.*
- Pangemanan, Frits H. **Let's speak Indonesian: introduction to Indonesian grammar**. Manila : [s.n.] 2007. **34188 499.22182421 P1911 2007**  
*Consists of 17 lessons, wherein each of the lessons has a very consistent pattern.*
- Pieterse, Jan Nederveen. **Development theory deconstructions/reconstructions**. Los Angeles : Sage Publications, c2010. **34770 338.9001 P625d 2010**  
*Brings huge range of experience and knowledge about the relationship between the economically advanced and the emerging and developing nations.*
- Ryle, Gilbert. **The concept of mind**. London : Routledge, 2009. **34862 128.2 R994c 2009**  
*Contains philosophical arguments which are intended not to increase what we know about minds, but to rectify the logical geography of the knowledge which we already possess.*
- Williams, Melvin H. **Nutrition for health, fitness and sport**. Boston : McGraw Hill/ Higher Education, c2010. **34743 613.7 W725n 2010**  
*Serves as a college text in professional preparation programs in health and physical education, exercise science, athletic training, sports medicine and sports nutrition.*
- Wilson, George C. **This war really matters: inside the fight for defense dollars**. Washington, D.C. : CQ Press, c2000. **34277 355.62209 W748t 2000**  
*Gives reader a close-up view of the battle between the 105th Congress and the Pentagon as they worked to agree on a 250 billion dollars defense budget.*

## EDUCATION

- Aquino, Avelina M. **Facilitating Human Learning**. Manila : Rex Book Store, Inc., 2009. **34614, 34615 FIL 370.1523 A657f 2009**  
*Provides key concepts and practical examples of embedded learning, study skills, and strategies for more effective learning.*
- Lipton, Laura and Bruce Wellman. **Pathway to understanding: patterns and practices in the learning-focused classroom**. USA : Mira Via, LCC Sherman CT, 2004. **29896 371.102 L767p 2004**  
*Discusses on how learner learns in different ways, through the processes like research and experiments.*

## ENGLISH

- Buck, Gary. **Assessing listening**. Cambridge : Cambridge University Press, c2001. **34571 418.0071 B922a 2001**  
*Shows language teachers and testing practitioners how to assess listening comprehension.*
- Nunan, David. **ELT advantage: introduction to task-based teaching**. Australia : Cengage Learning, c2009. **34534 371.102 N972e 2009**  
*Provides lessons regarding task-based teaching done by the author himself.*

## FILIPINIANA

- Articulo, Archimedes C. **The experience of philosophy : general introduction to philosophy**. Manila : Rex Book Store, 2008. **34717 FIL 100 A787e 2008**  
*Helps students to get more in experiencing Philosophy as an academic study.*

- Bathan, Eleuterio L. **Handbook on local governance**. Manila : Rex Book Store, Inc., 2006. **34669 FIL 320 B331h 2006**  
*Serves as legal guidance, basic pattern and mechanism towards meaningful and effective governance.*
- Dasig, Sheila Marie M. **Sa dagat at bundok, sa simoy at sa langit mong bughaw: mga kwento ng pampamayanang pagkilos**. [s.l.]: Tanggol Kalikasan, Inc., [2009]. **31776 FIL 363.7 D229s [2009]**  
*Discusses enriching strategic ways on how to conserve our rights on our environment.*
- Fadul, Jose A. **A workbook for a course in Rizal**. Quezon City : C & E Publishing, Inc., 2008. **33563 FIL 920 F146w 2008**  
*Gives a new dimension to the national hero by bringing to light his little-known personality quirks, habits, viewpoints and ideas.*
- Go, Vernon (editor). **Philippines yearbook 2009: 61 artists that will change the world**. [s.l.] : Fookien Times Philippine Yearbook LTD., c2008. **33370 REF 050.599 P552 2008**  
*Showcases the works of sixty one Filipino artists.*
- Jimena, Edgar C. **Ball sports for fitness : textbook in physical education 4 for college**. Manila : Rex Book Store, 2006. **34660 FIL 796.3 J61b 2006**  
*Contains information and activities that the student may do for the mastery of the fundamental skills of basketball and volleyball.*
- Lazo, Ricardo S. **Philippine governance and the 1987 constitution**. Manila, Philippines : Rex Book Store, 2009. **34670 FIL 342.023 L431p 2009**  
*Entails recent political, administrative, and legal issues, with related judicial decisions, applicable citations in the Philippines that are indeed noteworthy of discussions these days and perhaps the years ahead.*
- Maboloc, Christopher Ryan B. and Edgar P. Pascua II. **Elements of logic : an integrative approach**. Manila : Rex Book Store, 2008. **34716 FIL 160 M112e 2008**  
*Provides college students with the fundamental principles and concepts that enable them to appreciate that logic is operative in human life.*
- Maboloc, Christopher Ryan B. **Philosophy of man : the existential drama : fundamental topics and thinkers**. Manila : Rex Book Store, 2009. **34721 FIL 100 M112p 2009**  
*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.*
- Nolasco, Gilbert I. and Charisma I. Nolasco. **Laws to go : a quick look on Philippine election laws**. Manila : Rex Book Store, 2010. **34715 FIL 342.59907 N787I 2010**  
*Includes rules and regulations to be observed in election contests before the different electoral tribunals and the latest COMELEC Resolutions governing the May 10, 2010 Synchronized National and Local Elections.*
- Oyco, Virginia D. **Physical fitness for college freshmen**. Manila : Rex Book Store, 2007. **34661 FIL 613.7 O11p 2007**  
*Provides complete information on physical fitness testing.*
- Palispis, Eпитacio S. **Introduction to sociology and anthropology**. Manila : Rex Book Store, 2007. **34722 FIL 301 P162i 2007**  
*Provides a flashback on the origin of man and how he developed his culture along the history of civilization.*

#### **FINANCIAL MANAGEMENT**

- Gitman, Lawrence J. et.al. **Financial analysis for managers**. Boston : Pearson Custom Publishing, c2002. **34296 658.15 F491 2002**  
*Discusses the financial analysis needed by managers.*

**GRADUATE SCHOOL**

- Brewer, John D. **Peace processes : a sociological approach.** Cambridge : Polity, c2010. **GS584 GS 327.172 B847p 2010**  
*Provides a comprehensive and original analysis of peace processes.*
- Fullerton, Sam. **Sports marketing.** Boston : McGraw Hill, c2010.  
**GS585 GS 796.0698 F971s 2010**  
*Provides the most comprehensive overview of sport marketing environment available within the textbook market.*
- Graham, Gordon. **Ethics and international relations.** Australia : Blackwell Publishing, c2008. **GS583 GS 172.4 G739e 2008**  
*Offers a comprehensive introduction to philosophical issues raised by international politics.*
- Pearce II, John A. and Richard B. Robinson Jr. **Formulation, implementation, and control of competitive strategy.** Boston : McGraw-Hill/Irwin, 2009.  
**GS582 GS 658.401 P359f 2009**  
*Provides a thorough, state-of-the-art treatment of the critical business skills needed to plan and manage strategic activities.*

**HOTEL AND RESTAURANT MANAGEMENT**

- Booty, Frank (editor). **Facilities management handbook.** Amsterdam : Elsevier, c2009. **34874 658.2 F141 2009**  
*Provides information and guidance for Facilities Managers, allowing readers quick and easy access to the answers to their most pressing questions.*
- Fernandez, Doreen G. **In good taste.** Las Piñas City : Larawan Book Publishing, 2003. **34435 FIL 641.5 F363i 2003**  
*Contains a tribute to the prodigious writing career of Doreen Gamboa Fernandez, which covered, aside from food, literature and theater as well.*
- Tesone, Dana. **Principles of management for the hospitality industry.** Amsterdam : Elsevier, 2010. **34873 647.94068 T335p 2010**  
*Presents the up-to-date and skilful integration of all core areas of management designed specifically for hospitality students.*

**INFORMATION TECHNOLOGY**

- Chakrabarti, Soumen, et.al. **Data mining : know it all.** Amsterdam : Morgan Kaufmann Publishers , c2009. **34858 005.74 D232 2009**  
*Presents a complete insider's guide to the essentials of data mining and analysis.*
- Harrington, Jan L. **Relational database design and Implementation : clearly explained.** Amsterdam : Elsevier, c2009. **34857 005.756 H299r 2009**  
*Presents the most lucid and effective introduction to relational database design and database environment available.*
- LeBlanc, Steven E. **Process systems analysis and control.** Boston : McGraw-Hill, c2009. **34797 660.2815 L445p 2009**  
*Provides students with the tools to learn the basic material and be in a position to continue their studies in the process dynamics and control course.*
- Marcovitz, Alan B. **Introduction to logic design.** Boston : McGraw-Hill/Higher Education, c2010. **34796 621.395 M321i 2010**  
*Serves as an introductory logic design book for students in computer science, computer engineering, and electrical engineering.*



**INFORMATION TECHNOLOGY/ EDUCATION**

Ahrenfelt, Johannes. and Neal Watkin. **Innovate with ICT : enhancing learning across the curriculum.** New York : Network Continuum, c2008.  
**34855 371.334 A287i 2008**  
*Uses hands-on tasks to explain how to use ICT effectively and in an engaging way.*

**LAW**

Salao, Ernesto C. **Law dictionary : definitions of terms and phrases of Philippine laws and jurisprudence.** Manila : Rex Book Store, 2009.  
**34714 REF 340.03 S161l 2009**  
*Presents more than 500 new entries of terms and phrases of Philippines law and jurisprudence.*

**LAW/ LEGAL MANAGEMENT**

De Leon, Hector S. **The Law on negotiable instruments (with documents of title).** Manila, Philippines : Rex Bookstore, 2009.  
**34723 FIL 346.096 D346l 2009 c2**  
*Discusses at some length the Civil Code provisions on Documents of Title and the Warehouse Receipts Law which are included in the study of the subject.*

**MARKETING**

Zeithaml, Valarie A. **Services marketing : integrating customer focus across the firm.** Boston : McGraw Hill, 2009. **34736, 34749 658.8 Z48s 2009**  
*Focuses on knowledge needed to implement service strategies for competitive advantage across industries.*

**MATHEMATICS**

Bluman, Allan G. **Elementary statistics : a brief version.** Boston : McGraw-Hill / Higher Education, c2010. **34746 519.5 B658e 2010**  
*Serves as an aid in the beginning statistics course to students whose mathematical background is limited to basic algebra.*

Bostock, David. **Philosophy of mathematics: an introduction.** UK : Wiley-Blackwell, c2009. **34756 510.1 B747p 2009**  
*Guides reader through the basic ideas on the nature of mathematics that has played a major part in the development of philosophy from antiquity to the present.*

Brown, Reva Berman and Mark Saunders. **Dealing with statistics: what you need to know.** England : Open University Press, 2008. **34739 519.5 B879d 2008**  
*Presents statistical tests and their three Ws- what, why and when.*

Currell, Graham and Antony Dowman. **Essential mathematics and statistics for science.** UK : Wiley-Blackwell, 2009. **34740 507.2 C976e 2009**  
*Allows science students to extend necessary skills and techniques, with the topics being developed through examples in science which are easily understood by students from a range of disciplines.*

Nalangan, Li-ann Lee C. and Metche Anne C. Casinillo. **Laboratory manual in statistics 1 (elementary statistics).** Manila : Rex Book Store, 2009.  
**34667, 34668 FIL 519.5 N165l 2009**  
*Covers 15 major topics in Statistics together with their exercises.*

Paler-Calmorin, Laurentina and Ma. Lauremelch Calmorin-Piedad. **Statistics with computer.** Manila : Rex Book Store, 2009.  
**34666 FIL 519.50285 P156s 2009**  
*Presents the computations of research data with computer.*

Tattao, Luis A. **Differential equation (worktext)**. Manila : Rex Book Store, 2010. **34673, 34674, 34675 FIL 515.35 T221d 2010**  
*Demonstrates how differential equations can be useful in solving many types of problems.*

#### **MATHEMATICS/ BUSINESS ADMINISTRATION**

Hoffmann, Laurence D. and Gerald L. Bradley. **Calculus : for business, economics, and the social and life sciences**. Boston : McGraw-Hill/ Higher Education, c2010. **34791 515 H693c 2010**  
*Provides a sound, intuitive understanding of the basic concepts students need as they pursue careers in business, economics, and the life and social sciences.*

#### **PSYCHOLOGY**

Beltran, Jane Q. **Abnormal psychology**. Manila : Rex Book Store, 2008. **34704, 34705, 34706, 34707, 34708 FIL 616.89 B453a 2008**  
*Gives student a comprehensive background of different maladjustment and mental disorder, their causes and symptoms and possible prevention and treatment.*

Bordens, Kenneth S. and Bruce B. Abbott. **Research design and methods : a process approach**. Boston : McGraw Hill, 2008. **34735 150.72 B728r 2008**  
*Retains the basic theme of taking students through the research process, from getting and developing a research idea, to designing and conducting a study, through analyzing and reporting data.*

Feist, Gregory J. and Erika L. Rosenberg. **Psychology: making connections**. Boston : McGraw-Hill/ Higher Education, c2010. **34800 150 F299p 2010**  
*Includes a special section on the nature and nurture of various aspects of behavior.*

Floyd, Kory. **Communicating affection : interpersonal behavior and social context**. Cambridge : Cambridge University Press, c2006. **34799 302.34 F645c 2006**  
*Explores the scientific research on affection exchange to emerge from the disciplines of communication, social psychology, family studies, psychophysiological, anthropology and nursing.*

Knight, Elizabeth Brestan and Ember L. Lee. **A Guide to teaching developmental psychology**. UK : Wiley-Blackwell, 2008. **34751 155.071 K71g 2008**  
*Provides numerous useful ideas for topics, course structuring, activities, and logistical issues for instructors teaching a life-span human development course.*

Lapworth, Phil and Charlotte Sills. **Integration in counselling and psychotherapy**. Los Angeles : Sage Publications, 2010. **34798 361.06 L317i 2010**  
*Discusses how developments in relational approaches have an impact on integration in practice.*

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*Offers on of the most comprehensive models for communication management and effectiveness in theory and application.*

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*Provides an introduction to research methods in psychology that both excites students about the research process and helps them to become competent practitioners of research methods.*

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*Draws together a wide range of information on all kinds of jobs--everything from accountant to zoologist.*

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*Showcases how Jesus and Buddha--whether talking about love, wisdom or materialism, were guiding us along the same path.*

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*Guides to read and to handle a reality of silence in deeply human and beneficial.*

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*Presents the 26 characteristics of a true leader based on the writings of one of the most effective spiritual leaders of all time--the apostle Paul.*

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*Provides a problems-based orientation to leading topics of philosophical inquiry that is accessible to undergraduate students and general readers.*

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*Aims to study the development and growth of Catholic Schools in relation to the National Educational Policy of Malaysia. This study also explores the privileges enjoyed by the Catholic Schools in the country in the past, and the problems and difficulties faced by them today.*

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*Introduces and guides teachers to the world of special education.*

Maanum, Jody L. **The general educator's guide to special education.** California : Corwin, c2009. **34738 371.9 M111g 2009**  
*Provides much-needed guidance to new and veteran teachers as they meet the diverse needs of their students.*

Palmer, Sue and Ros Bayley. **Foundations of literacy: a balanced approach to language, listening and literacy skills in the early years.** London: Network Continuum, c2008. **34507 372.6 P176f 2008**  
*Provides fun activities, for children ages three to six, designed to develop the skills, concepts and knowledge underpinning literacy.*

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*Covers subjects such as climate change, eco-tourism, destination regeneration and social impact.*

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*Contains well-written and engaging chapters that include topics like introduction to the field of human resources, planning and organization, personnel management, training and organizational development, industrial relations, global and local challenges and anticipated HR trends by 2020.*

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*Helps to develop critical understanding of how different geographies of tourism are created and maintained.*

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*Enlightens its readers regarding the scope and dimensions of tourism industry worldwide.*

Smith, Melanie. **Key concepts in tourist studies.** Los Angeles : Sage Publications, c2010. **34774 338.4791 S655k 2010**

*Provides student with accessible and authoritative knowledge of the essential topics in a variety of disciplines.*

Tum, Julia. **Management of event operations.** Amsterdam : Elsevier, 2006. **34866 394.26068 T925m 2006**

*Provides an introduction to the management of operations for the event planner and venue provider.*