Books Processed and Cataloged for the Month of September 2010

AB COMMUNICATION

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.

Deals with the emerging as well as the established mass communication media.

ACCOUNTANCY

Continues to provide strong coverage of advanced accounting topics.

Reflects changes occurring in the role of management accounting in business enterprises.

Focuses mainly on the discussion of taxation and other aspects that affects its nature and function.

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.

Explains to the extent applicable, the technicalities of accounting terms to be easily understood by the students.

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.

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

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

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.

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 O15z 2010
Presents auditing problems for CPA reviewees based on PFRS, PAS, PSA.

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.

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

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

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.

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.

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

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.

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

Teaches students how to use Peachtree Complete Accounting 2006 software.

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

BIOLOGY

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

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

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

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

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

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

Discusses topics on Microbiology in general.

**BUSINESS ADMINISTRATION**

Examines how information technology (IT) enables organizations to conduct business in radically different and more effective ways.

Takes a practical, down-to-earth approach to conceiving, planning, organizing, and managing a small business.

Guides that can be consulted for clarification on statistical economics.

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.

Intended for the use of commerce students who, for the first time, will study business law.

Develops the core analytical tools with patience and attention to detail.

Provides a user-friendly introduction to econometric theory and techniques.

Provides the student with the usable, managerial understanding of consumer behavior.

Unlocks the door to many of the major changes and events that are remarking the banking and financial services fields today.

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

Aims to support a different approach to teaching about Operating Systems (OSs).

Serves as a guide to a maturing engineering discipline.

COMPUTER SCIENCE

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.

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

Offers hugely stimulating insights regarding the sustainability of governance.

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

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.

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.

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.

Focuses on making positive changes in lifestyle.

Prepares student and new researcher for research projects.
Includes more than 100 color photographs—many of them the subject of analysis either in the caption or the accompanying text.

Consists of 17 lessons, wherein each of the lessons has a very consistent pattern.

Brings huge range of experience and knowledge about the relationship between the economically advanced and the emerging and developing nations.

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**

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**

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**

Helps students to get more in experiencing Philosophy as an academic study.

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 bugay: 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 environment.


Gives a new dimension to the national hero by bringing to light his little-known personality quirks, habits, viewpoints and ideas.


Showcases the works of sixty one Filipino artists.


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.


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.


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.


Provides complete information on physical fitness testing.


Provides a flashback on the origin of man and how he developed his culture along the history of civilization.

**FINANCIAL MANAGEMENT**


Discusses the financial analysis needed by managers.
GRADUATE SCHOOL

Provides a comprehensive and original analysis of peace processes.

Provides the most comprehensive overview of sport marketing environment available within the textbook market.

Offers a comprehensive introduction to philosophical issues raised by international politics.

Provides a thorough, state-of-the-art treatment of the critical business skills needed to plan and manage strategic activities.

HOTEL AND RESTAURANT MANAGEMENT

Provides information and guidance for Facilities Managers, allowing readers quick and easy access to the answers to their most pressing questions.

Contains a tribute to the prodigious writing career of Doreen Gamboa Fernandez, which covered, aside from food, literature and theater as well.

Presents the up-to-date and skilful integration of all core areas of management designed specifically for hospitality students.

INFORMATION TECHNOLOGY

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.

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.

Serves as an introductory logic design book for students in computer science, computer engineering, and electrical engineering.
INFORMATION TECHNOLOGY/ EDUCATION


*Uses hands-on tasks to explain how to use ICT effectively and in an engaging way.*

LAW


*Presents more than 500 new entries of terms and phrases of Philippines law and jurisprudence.*

LAW/ LEGAL MANAGEMENT


*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


*Focuses on knowledge needed to implement service strategies for competitive advantage across industries.*

MATHEMATICS


*Serves as an aid in the beginning statistics course to students whose mathematical background is limited to basic algebra.*


*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.*


*Presents statistical tests and their three Ws- what, why and when.*


*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 N1651 2009

*Covers 15 major topics in Statistics together with their exercises.*


*Presents the computations of research data with computer.*
Demonstrates how differential equations can be useful in solving many types of problems.

**MATHEMATICS/ BUSINESS ADMINISTRATION**

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**

Gives student a comprehensive background of different maladjustment and mental disorder, their causes and symptoms and possible prevention and treatment.

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.

Includes a special section on the nature and nurture of various aspects of behavior.

Explores the scientific research on affection exchange to emerge from the disciplines of communication, social psychology, family studies, psychophysiological, anthropology and nursing.

Provides numerous useful ideas for topics, course structuring, activities, and logistical issues for instructors teaching a life-span human development course.

Discusses how developments in relational approaches have an impact on integration in practice.

Aims to define learning and show how the learning process is studied, to place learning theory in historical perspective, and to present essential features of the major theories of learning with implications for educational practices.

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

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.

Includes current research that reflects the international focus of both health problems and the health research community.

**REFERENCE**

Provides concise reference to the whole history of Western philosophy, from ancient Greece to the present day.

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

**RELIGIOUS EDUCATION**

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

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

Includes discussion questions and learning exercises to help better understand each of the five key leadership areas.

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.

Presents a comprehensive and traditional resource for the pastor to rely on.

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


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.

Outlines the essential information on Christian personalities, groups, and literature to the end of the sixth century A.D.

**SPECIAL EDUCATION**


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.


Provides fun activities, for children ages three to six, designed to develop the skills, concepts and knowledge underpinning literacy.

**TOURISM**


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


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.

de Blij, H. J. *Geography of the world*. Hoboken, NJ : John Wiley and Sons, c2010. 34737 910 D286g 2010

Aims to link the perspectives of geography to the problems and issues of today.


Focuses on the generic features that differentiate regional resort management from urban-centric management needs and priorities.


Covers the fundamentals of tourism, including the development of tourism; tourism supply and demand; sectors involved; and the future of tourism.


Explores the impact of mainstream tourism while analysing ecotourism concepts and principles to highlights the potential positive social and environmental benefits of ecotourism.

Presents valuable critical insights into tourism, exploring the cultures of meaning, mobilities and engagement that shape and define both the tourist experience and traveller identities.


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


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


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


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