AB COMMUNICATION

Helps the reader understand the complex contemporary world of electronic media management.

Takes a basic, nontechnical approach to audio production.

34458 302.2301 B225m 2009 c2
Takes a historical approach in presenting media theory.

Includes a more focused emphasis on the myths of human communication.

Offers a truly comprehensive guide in making the new online marketing tools.

34557 384.54 M689 2010
Includes new and updated materials designed to provide the reader with insights into the quickly changing world of radio.

Presents the revision of Writing for television, radio, and new media 2003 edition.

Presents a comprehensive resource, exploring every aspect of alternative process image making.

Presents a concise and candid guide to the internal workings of radio stations and the radio industry in all of its various forms.

Teaches student on how to succeed in a convergent newsroom where they will write for print, online, radio and television formats.

34451 302.2343 L899c 2009
Features interview with Randy Thom and Walter Murch, filmmakers involved in creating some of the most successful films of recent years.

34457 302.2072 C734 2010
Acquaints student with communication research and the vast array of information sources available in communication.

Breaks down the walls between code and style and explains in simple examples how to describe the designs for the online world.

Focuses on dramatic text but more importantly, refers to literature, film and
Presents the core principles of animated movements and unique approaches to learn principle of animation and old-fashioned "cartoon" film making.

AB COMMUNICATION/ MULTIMEDIA ARTS

Features the latest changes in mass communication, including the impact/culture, impact/audience and impact/business.

Sparks, Glenn G. Media effects research : a basic overview. Australia : Wadsworth Cengage Learning, 2010. 34558 302.23072 S736m 2010
Introduces a number of theoretical ideas the context of asking about the effects of media.

Introduces the major aesthetic image elements--light and color, space, time/motion, and sound--shows you how to use them in television and film.

BIOLOGY

Helps student develop an understanding of how plants impact the environment, grow, produce and function.

Helps student in understanding the important basic concepts in biology and the integrated technological researches.

BSC MANAGEMENT


BUSINESS ADMINISTRATION

Pagoso, Cristobal M. Money, credit and banking. Manila : Rex Book Store, 2010. 34681, 34682, 34683, 34684, 34685 FIL 332.1 P139m 2010
Presents the concept in simple, straightforward and interesting manners about money, banking and credit.

BUSINESS ADMINISTRATION/ ECONOMICS

Guides student to be economically literate.

COMPUTER SCIENCE

Offers a step-by-step screen shot that demonstrates over 150 key HTML, XHTML, and CSS techniques.

Guides computer user on how to use computers efficiently and provides a step-by-step screen shot that shows how to tackle more than 175 tasks involving HTML and CSS.

COMPUTER SCIENCE/ COMPUTER ENGINEERING


Delves deeply into the complex philosophical strands woven throughout the series-issues including skepticism, the ethics of war and peace, and the nature of privacy, personal dignity, knowledge, love, happiness and justice.


Intended for all who seek to improve the critical thinking, reasoned decision making and advocacy skills.


Draws together material presented at a conference in Jordan in 2007, and examines the technical approaches to treating and using greywater for irrigation.


Presents novel approaches to collaborative learning by drawing on research and practical experiences from China, South Asia, and Southeast Asia.


Addresses all the major environmental issues that confront our society and helps define the subject matter of environmental science.

**ECONOMICS**


Contains essays by leading citizen-oriented trade experts like Ralph Nader, Jerry Mander, Lori Wallach, Margaret Atwood etc.

**EDUCATION**


Introduces to prospective teachers and students the conceptual knowledge of learning and teaching and eventually enable to transcend the concepts to operational skills in the learning and teaching process.


Discusses the fundamentals of education.


Provides important insight into education and professional opportunities that exist for knowledgeable and dedicated educators.


Provides information needed to understand the historical foundation in conventional chronological approach primitive time to the present.


Contains a collection of stories from some of the country's top educator which was a tribute to the hardwork teachers do and at the same time a motivation for them to continue.


Focuses on clarifying the goal called "student understanding" while exploring the methods.
Provides novice with a comprehensive overview of the basic principles of reading assessment and the researcher with an in-depth discussion of the major issues in the field.

Aims to refine and retool college students' reading skills.

Provides various activities teachers might use to develop phonemic awareness and phonics.

Describes strategies for teaching writing to adolescents.

Provides template that helps reader to prepare in taking the tests.

Gives reader the confidence to speak to any audience, at weddings and funerals, impromptu office meetings or an international conference of thousands.

Roldan, Aurora H. *Concept development : basic to reading education*. Ortigas Center, Pasig City : Reading Dynamics Center, Inc., 2000. 34541 FIL 428.4 R744c 2000
Outlines a teacher-training program specifically designed for those assigned to implement the reading-as-concept-development method.

Roldan, Aurora H. *Developmental reading for content*. Pasig City : Reading Dynamics Center, Inc., 2003. 34542, 34543 FIL 418.4 R744d 2003
Helps better understand and appreciate various subjects in your academic curriculum and, more importantly, equip you with a comprehensive approach to lifelong learning through reading.

**FICTION**


**FILIPINIANA**

Presents a teenager's thoughts on growing up.


Infuses new data, issues and research literatures in sociology with the particular focus on the Philippines.

**FILIPINIANA/ LEGAL MANAGEMENT**

Inculcate minds of readers the greater consciousness of and interest in national and international affairs to raise the level of literacy in the realm of political science.

Lazo, Ricardo S. *Introduction to political science*. Manila : Rex Book Store, 2009. 34671, 34672 FIL 320 L431i 2009
Provides a simple, clear and comprehensive discussion and introduction to the study of political science.

Discusses the literature of the sixteen regions of the Philippines in Filipino language.

**GRADUATE SCHOOL**


Describes the existing system of international financial regulation and proposes some needed improvements.

Shapiro, Alan C. *Multinational financial management*. [s.l]: John Wiley & Sons, c2010. GS581 GS 658.1599 S529m 2010

Provides a conceptual framework within which key financial decisions of a multinational firm can be analyzed.

**HOTEL AND RESTAURANT MANAGEMENT**


Presents a comprehensive guide to bread and pastry, designed as a resource for colleges and universities, private culinary schools and professionals.

**LASALLIANA**


**MARKETING**


Explores in depth the resources that the retailers use to develop sustainable competitive advantage.


Takes away all the excuses of beginners for not succeeding in direct sales or MLM.

**MATHEMATICS**


Contains sixteen original essays, in language accessible to mathematicians and mathematics students, sketching positions on a variety of contemporary issues in the philosophy of mathematics.


Helps student learn Math by practicing the problem-solving skills and reinforcing understanding in the context of actual problems.


Assists teacher and learner in the teaching and learning, and helps facilitate a better grasp of different Calculus-related concepts.

Concentrates on the balance between the analytical, qualitative and quantitative approaches in the study of differential equation.

NURSING


Presents a wealth of timely information on the legal and ethical principles in health care.

PROFESSIONAL ENGINEERING


Helps student interrelate Physics principles through its many application.

PSYCHOLOGY


Brings together current knowledge from psychological and neuroscience research into hallucination and thereby providing a state-of-the-art survival.


Provides a comprehensive, balanced, accurate and insightful introduction to the major contemporary models of psychotherapy.


Focuses on the positive view of human nature and reflects on what is special about this.


Describes the fundamental ethical dilemmas embedded in the psychologists array of roles- assessor, treater and researcher.


Provides a model for a successful integration of multiple points of view in the fields of family therapy and family counseling.


Provides student the basic grounding in psychometrics.


Provides an outline of the basic issues and key concepts of group process and shows how group leaders can apply these concepts in working with a variety of groups.


Provides a thorough overview of what students and practicing mental health/human service professionals must know and be able to do effectively practice consultation and collaboration an overview.


Helps child and play therapist and other mental health professional become aware of the many hands-on-play-based techniques and resources available across the variety of treatment approaches for working positively and effectively with the children and adolescent.
Provides a foundation based on principles of social justice which is fundamental to the counseling process.

Consists of 85 training cases that illustrate a variety of problems related to test use.

Integrates a variety of elements that foster students' understanding of psychology and its impact on everyday lives.

Goes beyond the basic outline of introductory materials by applying the theory, insights and methods of cultural anthropology to those situations that students are likely to encounter in their professional and personal lives.

Reflects the orientation of social psychology in the twenty-first century.

Freberg, Laura A. Discovering biological psychology. Australia : Wadsworth Cengage Learning, 2010. 34463  612.8 F849d 2010
Synthesizes the author's experience in conveying the excitement and fascination on biological psychology in a way that will appeal to both the instructors and the students.

Explores the role of educational psychologist, by examining cognitive developement, cognitive psychology and individual differences and secondly through the analysis of social development and social psychology.

Provides introductory students with a comprehensive overview of the history of Psychology.

Brings together the philosophical and practical elements of a wide range of psychological therapies.

Serves as an introduction to group dynamics, group theory and group skills.

Presents an absorbing and comprehensive look at the concept of stress and explores its physiological effects, our body's stress responses and its results.

Tackles some of the top challenges in multicultural counseling, including how to implement multicultural theory and how to practice social justice and equity.

Addresses three specific goals such as (1) providing a comprehensive account of human development across the life span; (2) providing theoretical and empirical foundation and ; (3) providing a blend of basic and applied research.

Gives basic facts and skills needed to understand and prevent challenging behavior.

34500 150 K52e 2010
Connects reader intimately to the methods and discoveries of the science of psychology.

34509 150 L183p 2009
Offers thorough topic coverage and standards organization designed to provide a clear, informative, challenging, exciting and personal introduction to psychology.

Represents an innovative departure from the majority of multicultural counseling texts.

Helps gain a better understanding of the variety of psychological problems that any person may experience.

Offers a broad range of skills to overcome the problems medical clients face with disease onset.

Provides a forum for the direct comparison of the major theoretical models of play therapy and their implications for treatment.

Enhances emphasis on evolutionary theory as it affects the study of child development.

Emphasizes how psychologists examine biological, psychological and environmental factors in their quest to understand behavior.

Teaches the skills and techniques to handle the daily stress in life.

Integrates values development in General Psychology.

Presents the current and comprehensive overview of child and adolescent development that reflects the best theories, research, and practical advice that developmentalists have to offer.

Combines fresh concepts and contemporary research with long-standing theory and applications to create a textbook that speaks to today's teachers and students.

Explores the core principles of learning and memory in a clear, reader-friendly style, covering animal learning and human memory in a balanced fashion.


Synthesizes reader to a wide range of ethical and legal issues in the practice of counseling and psychotherapy and provide the resources which can rely to help deal responsibly with the crucial issues.

**PSYCHOLOGY / RELIGIOUS EDUCATION**


Provides informative, interesting, and useful tools for everyone who cares about learning and dealing more effectively with these universal, human concerns.

**RELIGIOUS EDUCATION**


Focuses on Liberation theologies on societies of Asia, Africa and Latin America.


Offers a general vision of what it means to be human from a Christian standpoint.


Explores the clash between faith and reason -- one that gives powerful new meaning to traditional truth.


Offers to the public another book on Third World theology as part of its effort to bring into the theological realm the voices of those who, until recently, were not heard in the First World, or not heard at all.


Presents the story of a greatest woman of the century, Mother Teresa of Calcutta.


Invites reader to look back at these original followers and their sometimes confounding experiences as they followed their teacher, hearing his words firsthand and participating in his ministry.


Offers the first comprehensive introduction to the history and significance of hermeneutical thinking in theology.


Helps broaden the understanding of the nature of Christianity as a truly multicultural world religion.

Soccio, Douglas J. *Archetypes of wisdom: an introduction to philosophy.* Australia : Wadsworth Cengage Learning, 2010. 34554 100 S678a 2010

Designs to demonstrate to even moderately interested readers that philosophy --as both popularly and professionally conceived --is interesting and worthwhile for its own sake.


Introduces briefly many of the great philosophers throughout the history.

Sta. Maria, Daniel B. *A Day in the life of a parish priest.* [s.l.] : Catholic Book Center, 1999. 34382 FIL 200.92 S775d 1999
Includes the fascinating discovery on the area of natural remedies, faith and healing, diet and foods, disease prevention, stress-free living and peace of mind.


Offers a comprehensive historical introduction to the central questions of philosophy of religion.

**SPECIAL EDUCATION**


Includes a detailed section on using applied behavior analysis, providing practical examples for teachers to employ in their own classrooms in order to modify student’s behaviors and increase learning.


Provides general education with practical, researched-based teaching and learning strategies that form an overall framework for effective instruction and management appropriate to the realities and challenges of schools in the 21st century.


Presents the history and the facets of Special Education, giving emphasis on the following disabilities: Learning Disability, Autism, and Attention Deficit Hyperactivity Disorder (ADHD).


Offers school counselors a wealth of valuable insights, knowledge and strategies for working more effectively to meet the needs of students with disabilities.


Supports students who are interested in understanding the early childhood education field beyond the children's classroom.

**TOURISM**


Explores the Philippine archipelago and provides basic information about the Filipino people and culture found in different places in the Philippines.


Offers the inside scoop on every aspect of travel. Packed with savvy travel tips, bargain- finding strategies and insider secrets.


Provides stakeholders, and interested university students in particular, with a balanced and comprehensive exposure to the growing knowledge based of ecotourism.