Books Processed and Cataloged for the Month of January 2011

AB COMMUNICATION

Takes a closer look at more than 500 current and classic examples of investigative writing that describes and organizes hundreds of titles according to popular subgenres and themes.

Offers a guide for further reading, and explores a challenging future of web stations, podcasts, and rolling news delivered to mobile phones.

AB COMMUNICATION/ MULTIMEDIA ARTS

Ashford, Rod. 500 lighting hints, tips, and techniques: the easy, all-in-one guide to those inside secrets for better photographic lighting. Singapore : Page One, c2007. 35537 778.3 A824f 2007
Covers both natural and artificial light, with tips on working outdoors, in low-light conditions, and in the studio.

Shows beginner to intermediate animation students and enthusiasts how to create professional-quality characters, explaining the full character animation process from pre-production to final full body and facial animation.

ACCOUNTANCY

Emphasizes the business processes, and how to plan and evaluate the related activities from both a financial and a managerial perspective.

Demonstrates accounting in action using a wealth of actual examples from numerous leading companies throughout the world.

Presents fundamental managerial accounting concepts in a very clear and concise manner and offers many effective mechanisms that help students reinforce the concepts.

Provides an overview of the broadly defined area of international accounting, but that focuses on the accounting issues related to international business activities and foreign operations.

Presents all the essential course information in an easy-to-follow, topic-by-topic format.
Brings to the study of bookkeeping and accounting the same solved-problems approach that has proved so successful in the disciplines of engineering, mathematics, and accounting.

Provides an introduction to both analytical tools and descriptive materials that are useful in financial management.

Covers both theory and a large number of examination oriented problems.

**Philippine financial reporting standards: volume 2.** [s.l.] : [s.n.], 2005. 22555 22556 FIL 657.0218 P522 2005
Reduces or eliminates accounting alternatives, redundancies and conflicts within the standards.

**Philippine financial reporting standards: volume 3.** [s.l.] : [s.n.], 2005. 22557 FIL 657.0218 P522 2005 c2

**Philippine financial reporting standards: volume 4.** [s.l.] : [s.n.], 2005. 22559 FIL 657.0218 P522 2005

Provides in-depth coverage of cost management concepts and procedures in a logically sequencial and student-friendly framework.

Guides the students to master the foundations of financial accounting for them to understand easier how accounting is used for decision-making in the business world.

**ACCOUNTANCY/ FINANCIAL MANAGEMENT**

Bragg, Steven M. *Treasury management : the practitioner’s guide.* New Jersey : John Wiley and Sons, Inc., c2010. 35451 658.15 B813t 2010
Allows the students to quickly grasp the real world of treasury management and the many practical and strategic issues faced by the treasurers and financial professionals today.

**BIOLOGY**

Intends to serve students as a textbook in their general biology course and also later as a useful tool for review and reference.

**BUSINESS ADMINISTRATION**

Presents an indispensable text for all business management and commerce students and teachers, and a useful reference resource for professional.

Addresses the practical financial reporting problems encountered in consolidated financial statements, goodwill, other intangible assets, and derivative securities.

Focuses on the interrelationships of purchasing with the rest of the functional system areas of the organization, with particular emphasis on the interface with marketing, logistics, supply chain management, and operations management.

Describes the wide range of instruments for financing, investing, and controlling risk available in today's financial markets.

Provides coverage of essential topics expected by the vast majority of faculty teaching undergraduate and MBA strategic management courses.

Provides an excellent foundation for students learning to conduct background searches for relevant information.

Introduces the concept of entrepreneurship and explain the entrepreneurial process.


Uses a variety of activities and example to gain and hold readers' interest while providing additional insights into the concepts and skills related to customer service.

Outlines brilliantly and simply the rationale of how and why the bubble developed.

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

Emphasizes on supply chain management, matching supply with demand, dealing with variation and sustainability.

Features a major change in focus from delivering corporate objectives to achieving strategic change, including embedding corporate change after a project is completed.
BUSINESS ADMINISTRATION/ ENGLISH


Contains general guides for report writing; specific guides for a variety of common business reports; illustrations and examples of the guides presented; and an abundance of application exercises that encourage students to practice their research, writing and speaking skills.

BUSINESS ADMINISTRATION/ INTERDISCIPLINARY STUDIES/ INDUSTRIAL ENGINEERING


Focuses on product development activities that benefit from the participation of all the core functions which were defined as marketing, design, and manufacturing.

COMPUTER SCIENCE


Teaches you both the language and the concepts involved with programming C++.

COMPUTER SCIENCE/ INFORMATION TECHNOLOGY


Explains how specific tasks are accomplished and why—that is, it explains how tasks fit into larger process of producing 3D animation.


Includes a wide variety of new, improved examples and illustrations, and preserves coverage of the core material from inheritance, performance, memory management, and STL to object creation, object serialization, and scripting languages.


Considers the ethical issues that arise in connection with the unwanted computer intrusions and is highly valuable to people concerned with the growing number if Internet security issues and intrusions facing the society today.


Covers the core topics that provide the fundamentals of programming and the intermediate-level topics such as sorting, searching, recursion, inheritance, polymorphism, and file I/O.

CULTURAL

Gonsalves, Julian, et. al. (editors). *Participatory research and development for sustainable agriculture and natural resource management: a sourcebook.* Volume I: understanding participatory research and development. Canada: International Potato Center-Users' Perspectives with Agricultural Research and Development\ International Development Research Centre (IDRC) c2005. 22131 333.708095 P273 2005 v1

Gonsalves, Julian, et. al. (editors). *Participatory research and development for sustainable agriculture and natural resource management: a
sourcebook: Volume 2: enabling participatory research and development.
Canada : International Potato Center-Users' Perspectives with Agricultural Research and Development Centre (IDRC) c2005. 22132 333.708095 P273 2005 v2


Inspires readers to accept no substitutions for God's success plan; make room for blessing by clearing out the baggage; be a strong leader who listens, follows, and steps up; partner with your Creator to follow your vision; and fuel your talents and desires with passionate commitment.


Shows accurate translations and perceptive interpretations that reveal extraordinary and sometimes shocking predictions for the future.

ECONOMICS

Highlights the importance of long-run growth in the economy.

Provides an accessible discussion to those students, whether undergraduate or those pursuing advanced degrees in international relations, public policy, and related fields, who have only an elementary background in economics.

EDUCATION

Contains imaginative art projects that students can make during holidays, such as Columbus Day mural, a Day of the Dead Skull made with string, and a Chinese New Year paper lantern.

Provides a valuable tool for educators who are doing the hard work of improving their schools.


Gives readers new insights into what is happening in early childhood education and enhances their ability to articulate the needs of young children and the nature of the field.


Presents the theories behind the methods, so you will be free to choose, adapt, and/or construct approaches and techniques that best fit your style and teaching situation.


Focuses on the pedagogical issues of technology: using technology as an instructional and management tool and to meet students' needs in a twenty-first-century learning environment.


Features a new four-part organization that corresponds with a new framework for diversity-responsive teaching.


Includes an introduction that explains the strands and the standards.


EDUCATION/ ENGLISH

ELECTRONICS AND COMMUNICATION ENGINEERING


Provides a comprehensive and clear coverage of basic electrical and electronic concepts, practical applications, and troubleshooting.

ENGLISH


Focuses on the five aspects of teaching and learning English namely: English vocabulary, reading comprehension, linguistic or grammatical competence, oral and written discourse competence and interpersonal-relationship development.


Describes in careful detail how to assess students and how to use assessment results to screen students, monitor progress, and provide effective instruction.


Organizes intervention for diverse classroom setting including classroom with English learners and students with exceptionalities by combining and adapting thoughtful strategies that meet individual student needs within the reading and writing curriculum.

Williams, Karen Schneiter and Elaine Langlois. *Basic english review*. Australia : South-Western Cengage Learning, c2010. 34908 425.076 W721b 2010

Covers the basics of grammar, punctuation, capitalization, number expression, word choice, spelling, vocabulary, and writing skills.

FICTION


FILIPINIANA

Aquino, Gaudencio V. *Everyone’s practical guide to fitness and health*. Mandaluyong City : National Book Store, 2009. 35226 35665 FIL 613.7 A657e 2009
Serves as a guide for all fitness and health enthusiasts who desire to attain and maintain a healthier, longer, richer, and more meaningful life.

Buenrostro, Juan C., Jr. More than books: perspectives on the management of information resources and services in libraries. Quezon City: Great Books Trading, Inc., 2004. 35464  FIL 025.1 B928m 2004
Introduces novel ideas in transforming a traditional library into a center of information that will lay down a strong foundation for educational, research and development.

Contributes to the deepening engagement of Filipino and non-Filipino scholars and public intellectuals with political and social change in the Philippines.

Aims to encourage students' participation in physical education activities and to enhance their knowledge, motor skills, behavioral skills, and confidence which are necessary for a physically active and healthy lifestyle.

Depicts the author's meticulous attention to all ages by offering concrete advices and practical steps on how to start and maintain health and fitness through progressive exercise, proper supplementation and the adoption of an open positive outlook.

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

Contains general education and professional courses which were divided into two major parts: Part I - Inputs which deals with the significant concepts and principles about the specific courses; Part II - Checkpoints which provides practice exercises in analyzing and determining the best answer.

Shows how a person could be successful in managing his money.

Attempts to give you a glimpse at the character and brand of governance that President Cory displayed.

Presents the life and art of Botong Francisco.

Presents the life and art of Francisco Coching.

Showcases the stories written by Severino Reyes (Lo la Basyang) which can be presented as a play inside the classroom thus helping the students as well as the teachers in the course of their learning.

Rodis, Rodel E. Telltale signs : Filipinos in America. [s.l.] : INA Development Corp, c1991. 17461 FIL 304.8 R685t 1991 c2

Sorneo, Higino A. Teaching the fundamentals of music. Mandaluyong City : NBS, 1993. 35655 FIL 780.7 S713t 1993 c2


FINANCIAL MANAGEMENT


Focuses on how companies invest in real assets and how they raise the money to pay for these investments.


Introduces the standard techniques and recent advances on the managerial implications of financial analysis.

GRADUATE SCHOOL


Provides students the best possible understanding of what is happening and will likely to happen in the world of business.
Presents the conceptual tools and frameworks for analyzing recurring problems in marketing management.

Gives students a comprehensive understanding of marketing in today's globally connected way.

Brings the reader up-to-date on the most important issues in biomedical ethics today.

Integrates theory with practice with the objective of helping its readers in developing sound concepts and in applying them in their managerial career.

Includes proper business manners, polite telephone protocol, courtesy in the workplace, entertaining without anxiety, staying with a friend as a house guest and graciousness while traveling.

Explores the intricacies and delights of a whole host of spices.

Enhances the students' skills through the mastery of the theories and through the application of the laboratory projects.

Provides a framework on which to build further studies and to relate further acquired knowledge and experience in food and beverage service.

Provides those answers in a visual step-by-step format.
LAW


Accentuates decisional rules on the Expanded Senior Citizen's Act under Republic Act No. 9257, as well as the Destination Principle under the Reformed Value Added Tax Law or Republic Act No. 9337. It also includes a vital discussion on the strict observance of the rule on valid assessment and tax refund.

Jurado, Desiderio P. Comments and jurisprudence on obligations and contracts. (12th rev. ed.) Manila : Rex Book Store, 2010. 34727 FIL 346.02 J95c 2010


LAW/ LEGAL MANAGEMENT


Contains all cases determined by the Supreme Court from December 16 - Dec. 18, 2008.


Contains all cases determined by the Supreme Court from Dec. 23 - Dec. 24, 2008.


Contains all cases determined by the Supreme Court from Jan. 8 - Jan. 20, 2009.

Contains all cases determined by the Supreme Court from Jan. 21 - January 30, 2009.

Contains all cases determined by the Supreme Court from Feb. 2 - Feb. 12, 2009.

Contains all cases determined by the Supreme Court from Feb. 13 - Feb. 18, 2009.

Contains all cases determined by the Supreme Court from Feb. 19 - Mar. 12, 2009.

Contains all cases determined by the Supreme Court from Mar. 13 - Mar. 17, 2009.

Contains all cases determined by the Supreme Court from Mar. 19 - Mar. 31, 2009.

Contains all cases determined by the Supreme Court from Apr. 1 - Apr. 2, 2009.

Contains all cases determined by the Supreme Court from Apr. 7, 2009.

Contains all cases determined by the Supreme Court from Apr. 8 - Apr. 16, 2009.

Contains all cases determined by the Supreme Court from Apr. 17 - Apr. 24, 2009.

Contains all cases determined by the Supreme Court from Apr. 28 - May 8, 2009.

Contains all cases determined by the Supreme Court from May 15 - June 5, 2009.

Supreme court reports annotated: (June 8 - June 18, 2009). Quezon City: Central Book Supply, Inc., 2009. 35567 FIL 348.599 S959 2009
Contains all cases determined by the Supreme Court from June 8 - June 18, 2009.

Contains all cases determined by the Supreme Court from June 19 - June 23, 2009.

Contains all cases determined by the Supreme Court from June 25 - July 3, 2009.

**Supreme court reports annotated:** (July 7 - July 14, 2009). Quezon City: Central Book Supply, Inc., 2009. 35570  FIL 348.599 S959 2009
Contains all cases determined by the Supreme Court from July 7 - July 14, 2009.

Contains all cases determined by the Supreme Court from July 15 - July 23, 2009.

**Supreme court reports annotated:** (July 24 - July 31, 2009). Quezon City: Central Book Supply, Inc., 2009. 35572  348.599 S959 2009
Contains all cases determined by the Supreme Court from July 24 - July 31, 2009.

**Supreme court reports annotated:** (Aug. 4 - Aug. 13, 2009). Quezon City: Central Book Supply, Inc., 2010. 35573  FIL 348.599 S959 2010
Contains all cases determined by the Supreme Court from Aug. 4 - Aug. 13, 2009.

Contains all cases determined by the Supreme Court from Aug. 14 - Aug. 24, 2009.

Contains all cases determined by the Supreme Court from Aug. 25 - Sept. 2, 2009.

**Supreme court reports annotated:** (Sept. 3 - Sept. 8, 2009). Quezon City: Central Book Supply, Inc., 2010. 35576  FIL 348.599 S959 2010
Contains all cases determined by the Supreme Court from Sept. 3 - Sept. 8, 2009.

**Supreme court reports annotated:** (Sept. 10 - Sept. 15, 2009). Quezon City: Central Book Supply, Inc., 2010. 35577  FIL 348.599 S959 2010
Contains all cases determined by the Supreme Court from Sept. 10 - Sept. 15, 2009.

**Supreme court reports annotated:** (Sept. 16 - Sept. 18, 2009). Quezon City: Central Book Supply, Inc., 2010. 35578  FIL 348.599 S959 2010
Contains all cases determined by the Supreme Court from Sept. 16 - Sept. 18, 2009.

**Supreme court reports annotated:** (Sept. 25 - Sept. 30, 2009). Quezon City: Central Book Supply, Inc., 2010. 35579  FIL 348.599 S959 2010
Contains all cases determined by the Supreme Court from Sept. 25 - Sept. 30, 2009.

Contains all cases determined by the Supreme Court from Oct. 2, 2009.

**Supreme court reports annotated:** (Oct. 5 - Oct. 15, 2009). Quezon City: Central Book Supply, Inc., 2010. 35581  FIL 348.599 S959 2010
Contains all cases determined by the Supreme Court from Oct. 5 - Oct. 15, 2009.

Contains all cases determined by the Supreme Court from Oct. 16 - Oct. 30, 2009.

**Supreme court reports annotated:** (Nov. 5 - Nov. 25, 2009). Quezon City: Central Book Supply, Inc., 2010. 35583  FIL 348.599 S959 2010
Contains all cases determined by the Supreme Court from Nov. 5 - Nov. 25, 2009.

Contains all cases determined by the Supreme Court from Nov. 27 - Dec. 3, 2009.

Contains all cases determined by the Supreme Court from Dec. 4, 2009.

Contains all cases determined by the Supreme Court from Dec. 7 - Dec. 21, 2009.

Contains all cases determined by the Supreme Court from Dec. 23, 2009.

Contains all cases determined by the Supreme Court from Jan. 6 - Jan. 22, 2010.

Contains all cases determined by the Supreme Court from Jan. 25 - Feb. 5, 2010.

Contains all cases determined by the Supreme Court from Feb. 8 - Feb. 16, 2010.

Contains all cases determined by the Supreme Court from Feb. 17 - Feb. 26, 2010.

Supreme court reports annotated: (Mar. 2 - Mar. 9, 2010). Quezon City : Central Book Supply, Inc., 2010. 35592 FIL 348.599 S959 2010
Contains all cases determined by the Supreme Court from Mar. 2 - Mar. 9, 2010.

Contains all cases determined by the Supreme Court from Mar. 10 - Mar. 17, 2010.

LEGAL MANAGEMENT

Deals with the correct use of grammar of legal commentators and authorities.


MARKETING MANAGEMENT

Provides a comprehensive, practical and contemporary foundation for understanding how advertising is practiced.

Presents advertising as it is actually practiced and make the fundamentals accessible and relevant to the students real life.


Explores the factors of relation marketing in its contemporary context.


Examines the underlying logic and processes for designing and implementing market-driven strategies.


Includes insights on ongoing developments in the service economy, new search findings, and enhancements to the structure and presentation of the book in response to feedback from reviewers and adopters.

**MATHEMATICS**


Presents the subject in such a way that even an average student may find no difficulty in understanding it.


Presents the innovative approach of using numerical methods as a practical laboratory for all undergraduate mathematics courses in science and engineering streams.

De Vera, Dennis A. *A brief guide to symbolic logic.* Pateros, Metro Manila: Grandwater Publishing, 2010. 35652 FIL 511.3 D491b 2010

Presents symbolic logic topics in the simplest language possible.

**MULTIMEDIA ARTS**


Enables you to achieve excellent image quality and professional-looking results.

**NURSING**

Altman, Gaylene Bouska. *Fundamental and advanced nursing skills.* (3rd ed.) Australia: Delmar Cengage Learning, c2010. 35097 35167 610.73 A468f 2010

Equips nurses with the knowledge and abilities they will need to survive and thrive in today's changing health care environment.


Helps nurses functioning in different clinical contexts to become knowledgeable and competent to practice transcultural nursing.

Provides the students and practicing nurses with and the knowledge base that would enable them to make critical assessments and judgments regarding the child and his or her family in a variety of settings across the continuum of care.

Calano, Roel B. and Fernando Del Rio. *Nursing informatics (an illustrative approach) : text-workbook.* (1st ed.) Ermita, Manila : Educational Publishing House, c2010. 35482 FIL 610.73 C142n 2010

Daniels, Rick, Ruth N. Grendell and Fredrick R. Wilkins. *Nursing fundamentals : caring and clinical decision making.* (2nd ed.) Australia : Delmar Cengage Learning, c2010. 35165 35166 610.73 D186n 2010
Addresses the fundamental topics that supports the nursing practice.

Illustrates the relevance of nutrition in real-world nursing and will prepare readers to think on their feet and apply nutritional expertise with confidence.

Gabriel, Orestes. *Nursing informatics.* (1st ed.) Ermita, Manila : Educational Publishing House, c2010. 35483 FIL 610.73 G118n 2010
Describes the history of nursing informatics, the use of informatics in clinical practice, informatics education, informatics research, and government initiatives and professional outreaches.

Includes a review of anatomy and physiology and treatment information for commonly occurring disease states.

Guides to the professional standards, today's nurses must meet to stay sharp and competitive.

Provides information that is applicable to all research traditions, whether descriptive, quantitative, or qualitative.

Provides broad and comprehensive coverage of leadership and management theories and processes by synthesizing information from nursing, health care, general administration and management, and leadership literature and applying to nursing.

Presents up-to-date information on a total of 75 native and non-native medicinal plants growing in Singapore.

Teaches students on how to read, understand, analyze, and evaluate research reports in nursing practice.

Provides timely guidance on computer systems, data standards, nursing informatics theory, implementing and upgrading clinical information systems, knowledge discovery in large databases, and the consumer's use of the Internet for medical information.


Explains the basic principles and techniques of quality management in healthcare such as measuring, assessing, and improving healthcare management.


Features more than 38,000 terms drawn from Stedman's Medical Dictionary and Stedman's Medical Dictionary for the Health Professions and Nursing.


Includes cases which are designed to stimulate a patient encounter with open-ended questions.


Helps students develop a solid, basic understanding of essential concepts in anatomy and physiology without an encyclopedic presentation of detail.


Contains all the theoretical and conceptual material typically present in a fundamentals text.


Presents a multicultural family throughout, and applies the critical thinking learned in volume 1 to the "hands-on" clinical procedures needed for skills lab.

PROFESSIONAL ENGINEERING


Contains a substantially larger number of exercises that challenges the students to be able to use concepts from the text to solve problems dealing with many real-life scientific and engineering situations.

PSYCHOLOGY


Presents the subject matter in a clear, effective and systematic approach, the way the authors illustrate them in the classroom lectures and discussions.


Focuses on the qualities and special expertise of psychologists that make them suited for working with individuals who have alcohol and/or drug problems.
REFERENCE


Contains facts about economy, business, energy; health and vital statistics; personalities, entertainment awards; science and technology; U.S. facts, history, cities, states, population; nations of the world and sports.

RELIGIOUS EDUCATION


Describes pain in a perspective so that we can see how it fits into the overall plan of God for His world and demonstrate that it is not incongruent with His love or power.


Focuses on students wandering attention on contemporary ethical and moral issues underscored with the damage irrevocably done to real people and culture.

SPECIAL EDUCATION


Explains all aspects of the condition of Autism Spectrum disorder including its causes, education programs, strategies and practical tips for the family.