Books Processed and Cataloged for the Month of July 2011

AB COMMUNICATION

Contains film criticism and caricatures from 1943 to 1953.

ACCOUNTANCY

Hugo-Macapilit, Cecilia. *Worktext in basic accounting (service/merchandising).* (Rev. ed.) Manila: Rex Book Store, 2009. 36122 36123 FIL 657 H895w 2009 c4, c5
Gives a compilation of basic techniques on how to deal with accounting problems and illustrates the difficult part of solving problems about adjustments.

Presents a complete and easy-to-use guide to a broad range of governmental accounting topics that fall under the new Governmental Accounting Standards Board 34 (GASB34) financial reporting model.

BIOLOGY

Presents chemistry in more comprehensive and simple manner that the students can understand.

Reinforces and enhances reader's enchantment with a marine life while providing a rigorous introduction to marine biology as a science.

Continues the tradition of presenting the materials that is essential to a one-year general chemistry course.

Covers a wide realm of topics, including the forensic used in crime scene investigations, the burgeoning field of nanobiotechnology, bioethics and other cutting edge topics in today's world of biotechnology.

Contains more material than would reasonably be covered in a conventional second-year Bachelor of Science course in Biochemistry and Molecular Biology.

Integrates information and images from around the world into its presentation of environmental problems and their possible solutions.

Provides an introduction to general chemistry, organic chemistry, and biochemistry.
Attempts to simplify and clarify a course that intimidates many students - to make organic chemistry interesting, relevant and accessible to all students.

Conveys the vision of the dynamic science of biology and how it affects every aspects of lives, form health and behavior to the challenging environmental issues that confront us.

Teaches the basic principles of ecology and to relate these principles to many of the Earth's ecological challenges, of which there are many.

Presents chemistry conceptually, focusing on the concepts of chemistry with little emphasis on calculations.

Presents clearly and visually the concept of microbiology.

Covers the entire spectrum, from fundamentals of molecular and cell biology, via an overview of standard methods and technologies, the application of the various "-omics" and the development of novel drug targets, right up to the significance of system biology in biotechnology.

**BIOLOGY / PROFESSIONAL ENGINEERING**

Incorporates a wide variety of contemporary topics as well as research-based discussions designed to help students appreciate the beauty of physics and see how physics concepts are related to the development of new technologies in the field of engineering, medicine, astronomy and more.

Presents the role of chemistry in many areas of engineering and technology and of interplay between chemistry and engineering in a variety of modern technologies.

**BUSINESS ADMINISTRATION**

Contains the same broad applications-oriented approach that has made the United States edition a market leader in statistics textbooks while focusing examples and practice problems towards a more international audience.

Provides student taking up business courses and accountancy sufficient knowledge on the theories of investment and applications of interest and annuities.
Bredeson, Dean A. *Applied business ethics*. Australia: South-Western Cengage Learning, c2012. 36178 174.4 B631a 2012
Provides with tools that will be useful in thinking through the countless ethical dilemmas that will face while working in a typical business.

Focuses on deepening the understanding of how best to incorporate ethical values into governance, strategies and actions to benefit all.

Shows how effective organization change is grounded in sound knowledge about human behavior in the workplace.

Addresses the themes and issues directly relevant to both the everyday demands and significant challenges facing managers today.

Develops three key themes—the historical, the contemporary and policy-oriented and the theoretical—and emphasizes the extent to which they complement one another.

Emphasizes the multilateral aspects of international marketing to prepare students become well-versed in global marketing activities.

Presents an evidence-based approach in managing the behavior in the organization.

Provides with in-depth insights and expert advice on investment analysis and portfolio management and the practical guide to critical learning process.

Addresses various topics in applied ethics from Western and non-Western perspectives.

Explores the major strategic role of purchasing and supply chain management.

Presents the definitive introduction to the widely popular 'business in context' model that integrates business activities into broader internal and external contexts.

Discusses the international relations particular world politics.
Provides a thorough, a state-of-the-art treatment of the critical business skills needed to plan and manage strategic activities.

Provides the business students with the rock solid foundation they need to succeed in today's competitive business world.

Presents comprehensive and most recent research within the field of organizational behavior.

Offers in-depth coverage of critical international corporate finance topics including risk management, capital budgeting, financing, working capital management and acquisitions and alliances.

**BUSINESS ADMINISTRATION / LEGAL MANAGEMENT**

Covers a wide range of topics on international politics and relations from historical evolution of international politics to the present global economic crisis and policies of various new government around the world.

**COMPUTER SCIENCE**

Mozgovoy, Maxim. *Algorithms, languages, automata, and compilers: a practical approach.* Boston: Jones and Barlett Publishers, c2010. 36203 511.3 M939a 2010
Devotes the theoretical foundations of computer science with an emphasis on practical examples.

**COMPUTER SCIENCE / COMPUTER ENGINEERING**

Covers both theory and application to design reliable and error-free software.

**COMPUTER SCIENCE / INFORMATION TECHNOLOGY**

Hein, James L. *Discrete structures, logic, and computability.* (3rd ed.) Boston: Jones and Bartlett Publishers, c2010. 36171 004.0151 H468d 2010
Provides elementary introductions to those ideas and techniques that are necessary to understand and practice the art and science of computing.

**COMPUTER SCIENCE / INFORMATION TECHNOLOGY / INFORMATION SYSTEMS**

Incorporates the basic concepts of programming, problem solving and programming logic as well as the design techniques of an object-oriented, event driven language.
Delivers 3D Photoshop techniques specifically for animators.

Helps manager understand the implication of IT, identify and evaluates potential opportunities to employ IT, and take an active role in ensuring the successful use of IT within the organization.

Introduces student to the elegant theory that underlies modern computing.

Present the three important benchmarks such as; the impact of digital convergence, the importance of cyberspace and the ascendancy of the "Always On" generation.

**CULTURAL**

Provides a thorough overview of what knowledge translation (KT) is and how to use it most effectively to bridge the 'know-do' gap between research, policy, practice and people.

Includes twenty new or updated articles covering essential social issues such as poverty, immigration, segregation.

Presents the illustrative materials and exercises taken from events and controversies in real life, from history and classical sources, but mainly from contemporary periodicals and books.

Provides a unique, insiders' perspective on the process of international governance and its future prospects.

Covers all the aspects of badminton and serve as a guide for those who want to learn about the game.


Offers a comprehensive examination of U.S environmental politics and policy.

Develops student understanding of on of the basic Earth science principles.
Shows how simple lifestyle changes, not restrictive diet can help reach a healthy weight.

Teaches the fundamentals of badminton, golf, racquetball, soccer, tennis and volleyball.

Presents 12 real-life stories of immigrant families which exemplify not only the extraordinary variety of today's newcomers but also the often surprising ways in which parental histories, the surrounding context, and the children's own development combine to mold particular modes of "growing up American."

Tells the story of how diamonds came to be so dangerous, describing the great diamond cartel and a dangerous pipeline leading from war-torn Africa to the glittering showrooms of Paris, London and New York.

Examines the challenges to private sector growth in 12 Middle East and North African (MENA) countries, assessing comparative performance against indicators and focusing on the special role of SMEs and entrepreneurial activity.

Introduces the different aspects of research theory, methods and practice.

ECONOMICS

Angeles, Rey. The Philippine economy: do our leaders have a clue? Quezon City: Natural Filipinas Corp., c2007. 36095 FIL 330.9599 A581p 2007
Presents numerous economic challenges that the Philippine economy faces during the remaining years of the first decade of the 21st century.

Show how to use common sense to understand business and solve managerial problems.

Provides student with the better understanding of recent economic events and policy.

Presents a comprehensive, up-to-date and clear exposition of the theory and principles of international economics that are essential for understanding, evaluating and suggesting solutions to the important economic problems and challenges.

Explains the vast shortcomings of global economic policy.

Presents theory in the context of policy debates, how theory and applied studies relate to the problems and prospects of developing countries.

EDUCATION


Demonstrates how practitioners and young children can articulate their perspectives and shows how participatory methods can support new relationships between children, practitioners and architects.


Examines the role of universities and national research institutes in social and economic development processes.


Introduces the elements of measurement and assessment that are essential to good teaching.


Recognizes that the future of economic well being in today’s knowledge and information society rest upon the effectiveness of the schools and corporations to empower their people to be more effective learners and knowledge creator.

ELECTRICAL ENGINEERING


Provides insights on human development, summary of Lawrence Kohberg’s seventh stage and more.


Brings together comprehensive technical information on power system engineering, covering the fundamental theory of power systems and their component, and other related analytical approaches.


Presents the principles of electrical, electronics, and electromechanical engineering to an audience composed of non-electrical engineering majors, and ranging from sophomore students in their first required introductory electrical engineering course, to senior, to first-year graduate students enrolled in more specialized course in electronics, electromechanics, and mechatronics.

ENGLISH


Features a selection of the year’s outstanding essays, essays of literary achievement that shows an awareness of craft and a forcefulness of thought.
ENTREPRENEURSHIP


Introduces the theories, knowledge and financial tools an entrepreneur needs to start, build and harvest a successful venture.


Composed of 5 volumes which discusses agricultural products planting and raising, the fruits and vegetables preservations and the like.


Covers a range of key topics on entrepreneurship and the entrepreneurial process.

FICTION


FILIPINIANA


Contains a collection of stories of people who were relatively unknown, or at least deserved to be known to the citizens of the Philippines and to the world.

FILIPINO


FINANCIAL MANAGEMENT


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

FINANCIAL MANAGEMENT / ACCOUNTANCY


Offers a new and updated real-life examples from companies operating in a range of countries throughout the world with conformity to the current IFRS/IAS.
GRADUATE SCHOOL


Reflects the changing business environment, with a greater focus on service-delivering organizations, as well as much more geographic diversity in the organization being discussed and explained.


Selects a mixture of data mining techniques originating from statistics, machine learning and databases, and presents them in an algorithmic approach.

HOTEL AND RESTAURANT MANAGEMENT


Gives a complete foundation of cooking techniques and the theories behind them.


Provides professionals and avid wine lovers with a complete education on the very latest in wine lists, wine service, wine storage and present wealth insight on important and practical wine business issues.

INDUSTRIAL ENGINEERING


Provides first-rate treatment of rigid bodies without vector mechanics.

INFORMATION TECHNOLOGY / BUSINESS ADMINISTRATION / COMPUTER SCIENCE


Designs to be an essential resource for both the student in the field manufacturing and supply chain planning and the practicing professional.

INFORMATION TECHNOLOGY / COMPUTER SCIENCE


Presents proven techniques for SQL Server 2008 installation, upgrades, backup/restore, data transfer, indexing, high availability, security and others.

Soriano, Mary A. *Computer fundamentals*. Manila: Mindshapers Co., Inc., c2010. 36143  36144  FIL 004 S714c 2010

Covers the types of application software, introduction to internet which covers the introduction in creating a web using the HTML.
INFORMATION TECHNOLOGY / INFORMATION SYSTEMS

Provides the reader a comprehensive data of Microsoft Office 2007 technology or software application.

Grant, Kevin, Ray Hackney and David Edgar. Strategic information systems management. Australia: Course Technology Cengage Learning, c2010. 36192 658.4038 H762s 2010
Presents a timely, authoritative, and comprehensive collection of scholarly materials in the area of Strategic Information Systems Management (SISM).

Vacca, John R., (editor). Managing information security. Amsterdam: Elsevier, c2010. 36200 005.8 V113m 2010
Provides a broad overview of information security program elements to assist practitioners and IT professionals in enhancing their skills and knowledge on how to establish and implement an information security program.

LAW


Serves as tool to increase the barangay officials and Lupong Tagapamayapa members’ knowledge on the Access to Justice for the Poor Project’s principles of human rights, participation and good governance.

Barangay primer. (2nd ed.) Pasig City: Local Government Academy, c2011. 36050 36051 FIL 352.1409599 B225 2011
Contains the role and creation of barangay, the general power and attributes of barangays, roles and functions of barangay officials, Sangguniang Barangay and the like.

Faces of the MDGs. Pasig City: Local Government Academy, c2009. 36037 36038 FIL 307.34 F198 2009
Presents the project implementation on "2008 Family -based Actions for Children and their Environments in Slums of UNDP, in partnership with the Local Government Academy of the Department of Interior and Local Government (DILG).

Improves the awareness of the people of relevant information that is necessary for them to claim for the achievement of social justice, starting from the smaller communities to larger Philippine society.

Guides on to formulation of capacity development agenda.

Provides a very practical and useful reference for charting agenda and development directions.

Trainings, researches and other technical services for Local Government Units (TREATS) digest. Pasig City: Local Government Academy, c2009. 36044 36045 FIL 352.1409599 T768 2009
Imparts the current supply of capacity building interventions that the LGU provide to their clients.

LEGAL MANAGEMENT

Serves as tool to increase the barangay officials and Lupong Tagapamayapa members' knowledge on the Access to Justice for the Poor Project's principles of human rights, participation and good governance.

Barangay primer. (2nd ed.) Pasig City: Local Government Academy, c2011. 36003 FIL 352.1409599 B225 2011
Contains the role and creation of barangay, the general power and attributes of barangays, roles and functions of barangay officials, Sanguniang Barangay and the like.

Faces of the MDGs. Pasig City: Local Government Academy, c2009. 36022 36023 FIL 307.34 F198 2009
Presents the project implementation on "2008 Family-based Actions for Children and their Environ in Slums of UNDP, in partnership with the Local Government Academy of the Department of Interior and Local Government (DILG).

Guides on to formulation of capacity development agenda.


Provides a very practical and useful reference for charting agenda and development directions.

MARKETING MANAGEMENT

Focuses on the marketing decisions and management processes involved in developing export and other types of international marketing operations.

Focuses on how organization plan, develop and implement marketing strategies.
Written by specialist in marketing, supported by a co-author in another cognitive area of management and introduce a cross-fertilization of ideas in much the same way as BPR.

**MATHEMATICS**

Show students how mathematics can be applied to their lives in interesting, enjoyable and meaningful ways.

Presents and demonstrates clearly the concepts and techniques of discrete mathematics.

Addresses the challenge of generating enthusiasm and mathematical sophistication in an audience that is too often underprepared for and uninspired by traditional mathematical course.

**MATHEMATICS / COMPUTER SCIENCE**

Provides a secure grounding in the theory of discrete mathematics and augment the theoretical foundation with salient applications.

**NURSING**

Presents a clear and accessible introduction to the scientific and clinical aspects of creation, development and administration of drugs or drug regimens used in the treatment of cancer.

Provides a simple and straightforward lifetime program that anyone can follow.

Addresses the needs of the growing consumer market through a focused review of key nutrition topics, and hands-on, lively approach to useful information for everyday good nutrition and health.

Offers how-to strategies for incorporating the burgeoning field of technology into classroom.

Daniels, Rick, Ruth N. Grendell and Fredrick R. Wilkins. *Nursing fundamentals: caring and clinical decision making*. (2nd ed.) Australia: Delmar Cengage Learning, c2010. 36168 610.73 D186n 2010 c3
Addresses the fundamental topics that supports the nursing practice.
Provides knowledge and skills needed to underpin decision-making and provide effective evidence-based care involved in caring for children.

Designs to teach the safe administration of medications to health care students entering nursing, medical assisting, and other allied health professions.

Offers an accessible overview to the essentials of the subject providing a balanced coverage of the range of organisms used as evidence in forensic investigations; invertebrates, vertebrates, plants and microbes.

Outlines the basic principles of clinical and laboratory haematology and shows how manifestations of blood diseases can be explained by new knowledge of the disease processes.

Focuses on today's key issues in public health nursing, including: populations and aggregates, the political process, public health nursing activism, and leadership in health policy development.

Contains two volumes in one book that shows simple home remedies from plants right in our backyard.

Helps student in studying the social aspects of health and illness, whether as part of a health studies degree, nursing course or other professional qualification.

Provides all necessary information, within on short volume, to achieve a thorough understanding of how drugs work, their

Provides the information needed for the optimal care of the trauma patient.

Shows how to incorporate effective teaching strategies into the unique teaching atmosphere of the emergency department, how to effectively lecture, lead small group, give feedback, foster life-long faculty development skills, and much more.

Rose, Patti R. **Cultural competency for health administration and public health.** Boston: Jones and Bartlett Publishers, c2011. 36197 362.1 R797c 2011
Presents a clear and concise introduction to the topics and tools necessary for the application of cultural competency processes in various healthcare settings.

Offers a detailed and comprehensive discussion of the reigning theoretical models of mental health, and their application to later life.


Helps students to learn how to identify concerning symptoms and signs, lifestyle practices, unexpected findings, and a nursing diagnosis that considers the clients holistically.


Presents 60 real-life cases that illustrates essential concepts in psychiatry.


Presents the highlights of current global thinking about sexual and reproductive health.

Wandberg, Robert and John Rohwer. **Teaching health education in language diverse classrooms.** Boston: Jones and Bartlett Publishers, c2010. 36194 613.071 W245t 2010

Guides prospective and current health education teachers in elementary and secondary school settings to design, implement, assess and evaluate active achievement-focused activities for diverse learners.

**PROFESSIONAL ENGINEERING**

Jewett, John W., Jr. and Raymond A. Serway. **Physics for scientists and engineers.** (8th ed.) Australia: Brooks/Cole Cengage Learning, c2010. 36106 530 J59p 2010

Provides student with the clear and logical presentation of the basic concepts and principles of physics and strengthen an understanding of the concepts and principles.


Contains a calculus-based introduction to probability and statistics for students in engineering, with emphasis on problem solving through the collection and analysis of data.

**PSYCHOLOGY**

Baumeister, Roy F. and Brad J. Bushman. **Social psychology and human nature.** (2nd ed.) Australia: Wadsworth Cengage Learning, c2011. 36230 302 B347s 2011 c2

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


Brings reader the latest research development that informs contemporary understandings of abnormal behavior in a way that both stimulates student interest and makes complex material understandable.


Provides an introduction to research method in psychology for students about the research process and help them become competent practitioner of research method.
Sue, David, Derald Wing Sue and Stanley Sue. *Understanding abnormal behavior*. Australia: Wadsworth Cengage Learning, c2010. 36231 616.89 S944u 2010
Provides the most extensive coverage and integration of multicultural models, explanations and concepts available.

**REFERENCE**


**RELIGIOUS EDUCATION**

Represents a serious dialogue within the Christian community about vexed problem of theology of religions.

Illustrates the methods and goals of modern biblical scholarship.

Papers presented at a conference sponsored by the Wethersfield Institute, New York City, September 20, 1991.

Offers a substantive explication of what inculturation is, what it is not, how and when it occurs, and what its limits are or should be.

**SOCIAL STUDIES**

Follows the principles that guided the book since its inception in 1990.

Follows the principles that guided the book since its inception in 1990.

**SPECIAL COLLECTION**


**SPECIAL EDUCATION**

Helps gifted students realize their potential and their contribution to self and society.
36093 362.4 U55 2009  
Includes backgrounds about education, medicine, nursing, physical therapy, parenting a child with a severe health impairment, and grandparenting a child with severe physical activities.

36088 371.9 E96 2004  
Helps prepare readers to become effective special educators using four themes: universal design for learning, inclusion, collaboration and multicultural responsiveness.

**TEACHER’S REFERENCE**

36081 TER 371.9046 J34m 2000  
Provides special and general educators, school principals, counselors, and related services staff with a bridge from research to practice, one subject at a time, targeting topics that are essential to successful inclusive school programs.

**TOURISM**

36154 613.122068 U55 2008  
Examines management practices in this industry and offers a groundbreaking and comprehensive approach to global spa management, covering everything from the beginning of the industry through to contemporary management and social and ethical issues.

36086 910 G394i 2004  
Covers all of the systematic topics that geographers study.