

FEBRUARY 2014

WILEY

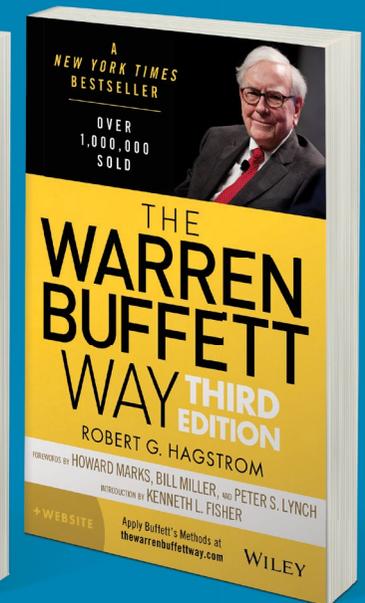
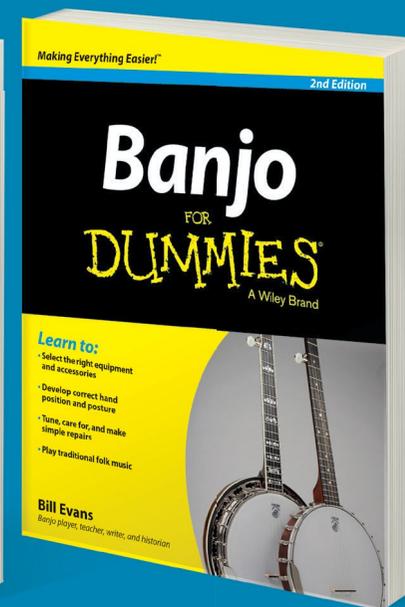
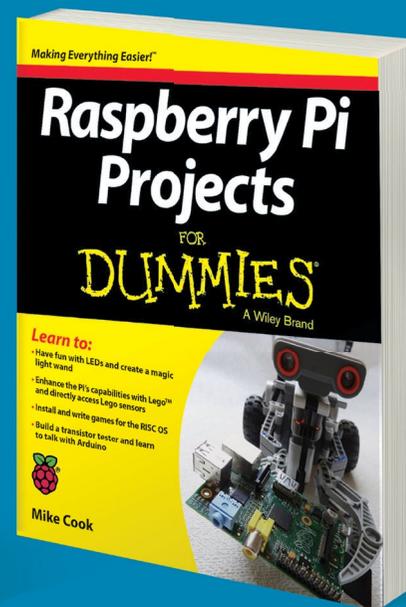
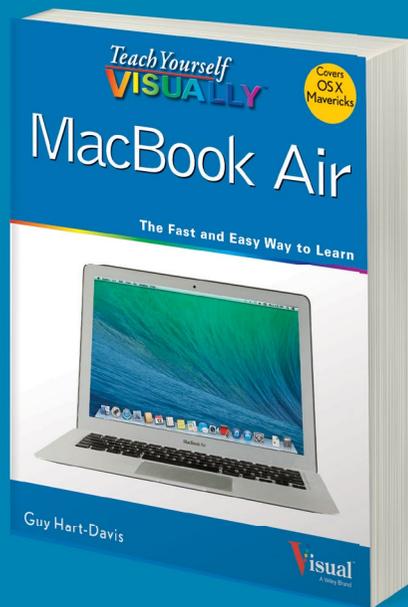
# NEW BOOKS

## PROFESSIONAL DEVELOPMENT

- Business
- Finance
- Non Fiction
- Architecture & Design
- Professional

## TECHNOLOGY

- Hardware Devices and Networking
- Software
- Digital Photography & Video
- Programming
- Certification



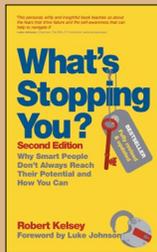
Please note that all prices are correct at time of going to press but are subject to change without notice.



# PROFESSIONAL DEVELOPMENT

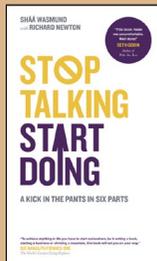


## Also Available Titles



**What's Stopping You?**  
Why Smart People Don't Always Reach Their Potential and How You Can  
2nd Edition

**Robert Kelsey**  
978-0-85708-307-4  
£10.99 | \$17.95 | €13.20



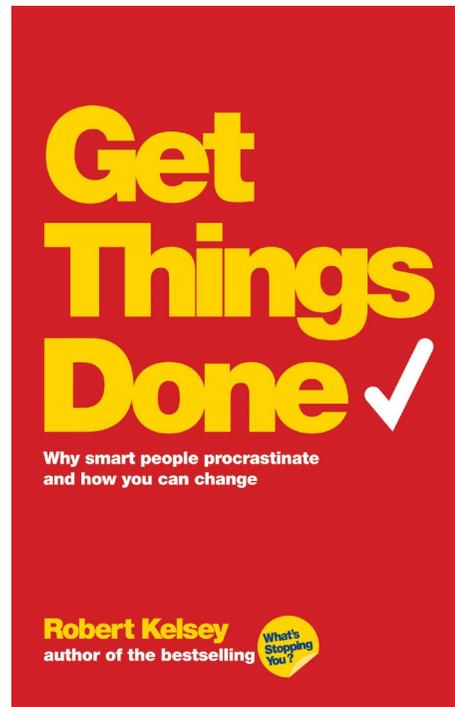
**Stop Talking, Start Doing**  
A Kick in the Pants in Six Parts

**Shaa Wasmund  
Richard Newton**  
978-0-85708-173-5  
£9.99 | \$19.95 | €12.00



**What's Stopping You Being More Confident?**

**Robert Kelsey**  
978-0-85708-309-8  
£10.99 | \$17.95 | €13.20



**PUB DATE:** 28 FEBRUARY 2014  
**ISBN:** 978-0-85708-308-1  
**BINDING:** PAPER  
**PAGES:** 240PP  
**PRICE:** £10.99 | \$16.99 | €13.20  
**TRIM SIZE:** 15.24 X 22.86 cm.



## GET THINGS DONE

Why smart people procrastinate and how you can change

**Robert Kelsey**

The next book from the bestselling author of the personal development classic *What's Stopping You?*

Robert Kelsey's *What's Stopping You?* has become a self-help classic. His *What's Stopping You?* books have sold 60,000 copies worldwide and helped thousands of people overcome their limiting beliefs and bash through their barriers to success. Now Robert is back to help us defeat the obstacles that stop us achieving more in our everyday lives. Many of us have the greatest of intentions but find ourselves procrastinating which results in low attainment and frustrated ambitions. Grounded in solid psychological research Robert helps us examine why we might have these tendencies and how to overcome them in order to feel more together, in control and on-top of everything.

- Looks at the psychology behind why we procrastinate, in order to understand and change our behaviour, forming new, effective habits
- Provides practical solutions to help us 'get things done' in real life situations including meetings, on the phone, with e-mail, looking for a job and starting a business
- Includes techniques to improve focus and aid concentration
- Examines how disorganisation is not innate and how we can learn processes that will allow us to be more effective
- How to bring control to certain areas of your life and reduce stress and uncertainty

*What's Stopping You Getting Things Done?* is emotional ergonomics for the organisationally-challenged individual – at home, at work, with themselves, and with others.

## ABOUT THE AUTHOR

**Robert Kelsey** is a financial journalist turned City banker turned entrepreneur. He is the bestselling author of *What's Stopping You?* and *What's Stopping You Being More Confident?* which have sold over 60,000 copies worldwide. Yet Robert calls himself a practitioner in failure after a childhood and early-adulthood strewn with academic and career disasters. He has spent years looking for reasons and solutions for his disorganisation and habit to flounder!

## Your Life Plan

**PUB DATE:** 28 FEBRUARY 2014

**ISBN:** 978-0-85708-486-6

**BINDING:** PAPER

**PAGES:** 190PP

**PRICE:** £9.99 | \$16.99 | €12.10

**TRIM SIZE:** 15.24 x 22.86 cm.

## YOUR LIFE PLAN

How to meet the challenge of life and master your future

**Erica Sosna**

**Be the hero of your own life!**

If you feel like you're lacking direction...you're floating through life with a nagging feeling that things could be better, then it's time you thought about your life plan. Erica Sosna thinks of our lives as stories – as narratives and adventures. And most classic stories throughout history follow a similar pattern. *Your Life Plan* is about identifying that pattern, recognising you're not the only one to face these challenges, set-backs and turbulence, and then applying some practical techniques to set yourself on the right path and improve your life immediately. So, why not sit down with *Your Life Plan* and write your own life story – with you as the victorious hero who triumphs over adversity and achieves happiness and fulfilment.

- A reassuring look at commonalities between all our lives – other people face the same challenges – you're not alone
- Understand the pattern of your life in order to plan the next steps and the overall goals
- Practical, applied techniques to pull your life together and make major improvements

## ABOUT THE AUTHOR

**Erica Sosna** is a coach, public speaker and an international consultant. She founded The Life Project and runs programmes concentrating on entrepreneurship, life skills, confidence and social business. She has a Diploma in Life Coaching and has worked as a policy advisor for the Labour government, performed as a stand up comedian at the Edinburgh Festival, lectured at Sussex, Westminster and Manchester Met universities and operated as a Leadership consultant for the likes of BP, Glaxo and Lloyds. She is currently Head of Learning Design at QA Ltd, a training company which works with over 6000 clients, including all of the FTSE 500 and all of the banks in the UK.

## Also Available Titles



**Stop Talking, Start Doing**  
A Kick in the Pants in Six Parts

**Shaa Wasmund  
Richard Newton**

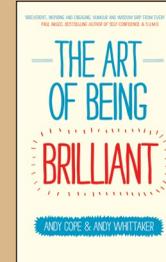
978-0-85708-173-5  
£9.99 | \$19.95 | €12.00



**Dream It, Do It, Live It**  
9 Easy Steps To Making Things Happen For You

**Richard Newton  
Ciprian Adrian Rusen**

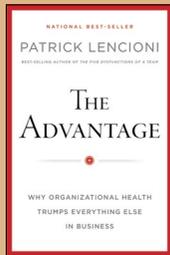
978-0-857-08456-9  
£9.99 | \$15.95 | €12.50



**The Art of Being Brilliant**  
Transform Your Life by Doing What Works For You

**Andy Cope  
Andy Whittaker**

978-0-85708-371-5  
£9.99 | \$14.95 | €12.00



**The Advantage**  
Why Organizational  
Health Trumps  
Everything Else In  
Business

**Patrick M. Lencioni**  
978-0-470-94152-2  
£18.99 | \$22.40 | €27.95

## How to Survive and Thrive in a Matrix Organisation

**PUB DATE:** 28 FEBRUARY 2014

**ISBN:** 978-1-118-76537-1

**BINDING:** CLOTH

**PAGES:** 224PP

**PRICE:** £18.99 | \$32.50 | €23.60

**TRIM SIZE:** 15.24 x 22.86 cm.

## HOW TO SURVIVE AND THRIVE IN A MATRIX ORGANISATION

Learn the skills you need to succeed in a large corporation

**Dawn Metcalfe**

**A survival guide for everyone working within matrix organisations**

An organisational structure that facilitates the horizontal flow of skills and information by recruiting employees from different departments into special-purpose teams, the matrix organisation is commonly used within large corporations and governmental organisation for the management of large projects or product development processes. Anyone working in a matrix organisation is all-too familiar with the many problems posed by such an organisation structure, including multiple and complex reporting lines, confusion over accountability, continual restructuring and vague, circuitous decision-making processes. While there are plenty of books on how to design and run a matrix-style business, this is the first to focus on how to survive and thrive in one. Dawn Metcalfe, a hugely successful performance consultant specialising in matrix organisations and their discontents, delivers the knowledge and skills matrix dwellers need to work within a matrix team while promoting their careers.

- Explains why companies continue to have faith in matrix management, what its benefits are, and the many challenges of working in a matrix organisation
- Contains practical advice for matrix-dwellers, along with case studies from an array of global matrix organizations, including Acer, General Motors, Nokia, Proctor & Gamble and Phillips
- The author's firm is one of the world's most sought-after performance consultancies, providing training to large multinationals such as Credit Suisse, Zurich, Bic and Du Pont, Kanoo and ADCB, as well as semi-governmental agencies. including the Abu Dhabi Investment Council

## ABOUT THE AUTHOR

**Dawn Metcalfe** is the Managing Director of Performance Development Services, based in Dubai. She is the moderator at the Big Debate Series, which are held at Dubai's The Capital Club, the local centre of business and commerce. She is a frequent speaker on the Middle East circuit and PDS counts many of the region's biggest firms as clients.

## Repute and Disrepute

**PUB DATE:** 07 FEBRUARY 2014

**ISBN:** 978-1-119-94226-9

**BINDING:** CLOTH

**PAGES:** 224PP

**PRICE:** £19.99 | \$32.50 | €24.00

**TRIM SIZE:** 17.78 x 22.86 cm.

## REPUTE AND DISREPUTE

### The Inside-Out Approach to Managing Corporate Reputation

**Rosa Chun**

**Learn a revolutionary new approach to promoting, defending, sustaining and, if necessary, restoring a company's reputation**

In today's digitized, social networked world, a company or brand reputation can soar to dizzying heights or be buried in the blink of an eye. Never has it been more vital for every company to have a comprehensive strategy in place for managing its good name and for restoring and rebuilding its damaged reputation should the worst happen. Written by a recognized international expert in the field, this book describes an innovative new approach to reputation management. Based on author Rosa Chun's extensive experience as a reputation consultant to leading companies, worldwide, it goes beyond the broad extrapolations from research and the corporate communication and marketing strategies found in most books on the subject to provide a wholly practical, holistic approach to reputation management.

- Includes coverage of reputation management for non-profit and public sectors, and offers a uniquely global perspective
- Demonstrates the critical links between customer orientation, leadership, global mindset, employee engagement, new social network technologies, and strategic implementation
- Features fascinating and instructive case studies and examples from companies across industry sectors in the U.S., Europe, and Asia

## ABOUT THE AUTHOR

**Rosa Chun** is Chair in Global Leadership, Reputation and Responsibility at University College Dublin. Prior to this she was Professor of Corporate Reputation, Ethics and Marketing at IMD. Her research and consultancy work have focused on developing corporate reputation as a strategic framework for senior management. She demonstrates how firms' financial and non-financial performance are linked to their superior internal reputation, ethical leadership and media comments during a crisis. Her latest work focuses on industry competitiveness and the role of counterfeit brands, environmentalism and professional ethics. Her works have been published with the *Strategic Management Journal*, *Harvard Business Review*, *Journal of Academy of Marketing Science* and *Industrial Marketing Management* among others, and featured in the *Financial Times* and *Marketing Week*.

## Also Available Titles



### Delivering Effective Social Customer Service

How to Redefine the Way You Manage Customer Experience and Your Corporate Reputation

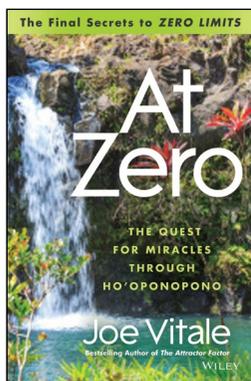
**Martin Hill-Wilson  
Carolyn Blunt**

978-1-118-66267-0  
£19.99 | \$32.50 | €24.00

## AT ZERO

The Final Secret to “Zero Limits” The Quest for Miracles Through Ho’oponopono

**Joe Vitale**



**PUB DATE:** 11 DECEMBER 2013  
**ISBN:** 978-1-118-81002-6  
**BINDING:** CLOTH  
**PAGES:** 256PP  
**PRICE:** £16.99 | \$25.00 | €20.00  
**TRIM SIZE:** 15.24 x 22.86 cm.

### Brand new follow-up from one of the world’s bestselling self-help authors

In his critically acclaimed *Zero Limits*, Joe Vitale (a.k.a. ‘The Buddha of the Internet’) presented a powerful self-help technology based on a secret Hawaiian method for achieving health, wealth and happiness called ho’oponopono. The book empowered thousands of individuals, worldwide, to overcome obstacles, take control of their lives and achieve all they’ve ever dreamed of. In this new book Vitale picks up where he left off in *Zero Limits* showing how to take ho’oponopono to the next level: the ‘Fourth Stage of Awakening’.

Packed with new stories and new processes, *At Zero*:

- Continues the journey of self-discovery begun in *Zero Limits*, taking the reader deeper into the mysteries of ho’oponopono, the ancient Polynesian spiritual discipline
- Unveils new processes to help individuals on their journey, introduces them to a new healer, and tells inspiring new stories
- Delivers much needed help for overworked, overstressed individuals with powerful techniques for overcoming obstacles - both internal and external - to realising their dreams

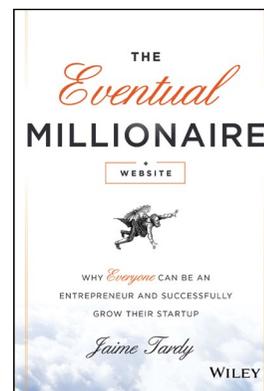
### About the Author

**Joe Vitale** is the author of a number of bestselling self-help books including *The Key*, *The Attractor Factor* and *Zero Limits*. He is also President of Hypnotic Marketing, Inc., a marketing consulting firm. He has been called “The Buddha of the Internet” for his combination of spirituality and marketing acumen. Joe is an inspiring speaker who has spoken before hundreds of diverse groups.

## THE EVENTUAL MILLIONAIRE

Why Everyone Can Be an Entrepreneur and Successfully Grow Their Startup

**Jaime Tardy**



**PUB DATE:** 26 FEBRUARY 2014  
**ISBN:** 978-1-118-67470-3  
**BINDING:** CLOTH  
**PAGES:** 288PP  
**PRICE:** £18.99 | \$27.95 | €22.40  
**TRIM SIZE:** 15.24 x 22.86 cm.

### A priceless source of inspiration and how-to advice for anyone who dreams of finding success and financial independence in a business of their own

Who are the ‘eventual millionaires’? They are the millions of men and women around the world who dream of building a business of their own. More than anything, they want to achieve wealth and long-term financial security, while creating jobs and leading more meaningful lives. Written by top entrepreneur business coach and founder of the extremely popular personal finance/entrepreneur blog [eventualmillionaire.com](http://eventualmillionaire.com), Jaime Tardy, this book puts eventual millionaires everywhere on the road to realizing their dreams by providing them with the practical, how-to advice and inspiration they need to succeed.

- Based on interviews with more than seventy highly successful entrepreneurs who did it their way and made millions
- Offers priceless advice and inspiration to anyone who dreams of being successful in their own business as well as small business owners who’d like to take their businesses to the next level
- Fills you in on all the practical aspects of achieving true wealth and financial independence in a business of your own

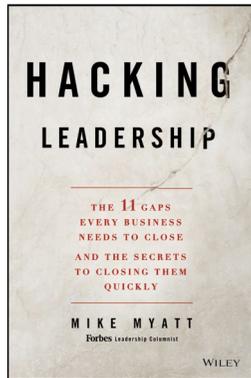
### About the Author

**Jaime Tardy (Maine, USA)** is a business coach for entrepreneurs and the founder of [eventualmillionaire.com](http://eventualmillionaire.com), a popular personal finance/entrepreneurship site that receives more than 10,000 unique visitors each month. Jaime specializes in technology-based businesses and has had a very successful ten year career in the high tech world.

## HACKING LEADERSHIP

The 11 Gaps Every Business Needs to Close and the Secrets to Closing Them Quickly

**Mike Myatt**



**PUB DATE:** 10 JANUARY 2014  
**ISBN:** 978-1-118-81741-4  
**BINDING:** CLOTH  
**PAGES:** 256PP  
**PRICE:** £TBA | \$TBA | €TBA  
**TRIM SIZE:** 15.24 x 22.86 cm.

**Leader eventually has to close and explains how to reach your future goals sooner and more effectively to make your business financially solvent and professionally desirable.**

Everyone has blind spots. The purpose of this book is to equip leaders at every level with an actionable framework to identify blind spots and close leadership gaps. The bulk of the book will be based on actionable, topical leadership and management hacks to bridge eleven gaps every business needs to cross: leadership, purpose, the future, excellence, culture, talent, innovation, expectations, complexity, and failure. Each chapter will:

- Give readers specific techniques to identify, understand, and most importantly, implement individual, team and organizational solutions
- Showcase case studies from the author's consulting practice, serving as a confidant with more than 150 public company CEOs. Some of those corporate clients include: AT&T, Bank of America, Deloitte, EMC, IBM, JP Morgan Chase, Merrill Lynch, PepsiCo, and other leading global brands

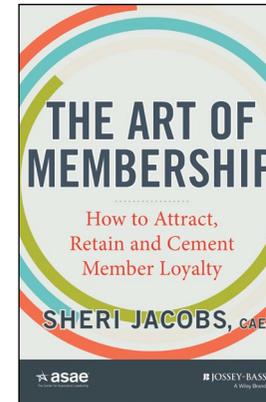
### About the Author

**Mike Myatt (Philadelphia, PA)** is a leadership advisor to Fortune 500 CEOs and their Boards of Directors. Widely regarded as America's Top CEO Coach, he is the author of "Leadership Matters...The CEO Survival Manual" a Forbes leadership columnist, and serves as Chief Executive Officer at N2growth.

## THE ART OF MEMBERSHIP

How to Attract, Retain, and Cement Member Loyalty

**Sheri Jacobs**



**SERIES:** THE ASAE SERIES  
**PUB DATE:** 19 FEBRUARY 2014  
**ISBN:** 978-1-118-63310-6  
**BINDING:** CLOTH  
**PAGES:** 288PP  
**PRICE:** £23.99 | \$35.00 | €28.00  
**TRIM SIZE:** 15.24 x 22.86 cm.

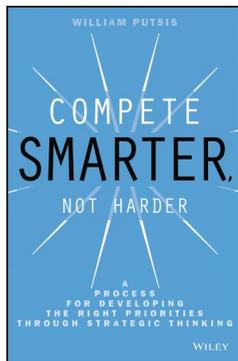
**How to find, engage, recruit and retain members in your association, group or non-profit organization**

Among the top seven priorities identified by directors and managers of membership organizations, associations and nonprofits, member engagement and retention are fundamental to ensuring the growth and viability of such organizations over the long term. Written by an internationally recognized association marketing expert, with the full support of the ASAE—the world's leading association of membership societies, voluntary organizations and trade associations—*The Art of Membership* offers 13 'rules of the road' for membership engagement, recruitment, and retention that organizations can put to work immediately regardless their size, culture or type.

- Describes 13 concrete, irrefutable rules, based on the author's experience and research
- Features real-world examples and case studies from around the world
- Supplies checklists and worksheets that break concepts down from goal to strategy to tactics culminating in an actionable to-do list, and Includes a template for creating an action plan

### About the Author

**Sheri Jacobs, CAE** is president and chief strategist at Avenue M Group, a full-service association marketing agency with in-depth expertise in member behaviour, engagement and retention. Prior to running Avenue M, Sheri was the director of membership at the American Academy of Implant Dentistry and the American Bar Association Law Practice Management Section and Chief Marketing Officer at the Association Forum of Chicagoland.



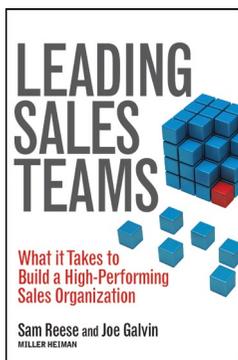
## COMPETE SMARTER, NOT HARDER

A Process for Developing the Right Priorities Through Strategic Thinking

**William Putsis**

- A step-by-step process to help managers and entrepreneurs effectively identify the best market niches to compete in, for overall profitability and growth
- Readers learn to prioritise market opportunities and leverage their strengths across multiple markets
- Drawing on the latest research, it offers strategies that yield the best margins, overall profitability and growth opportunities

**PUB DATE:** 13 NOVEMBER 2013 • **ISBN:** 978-1-118-70871-2  
**BINDING:** CLOTH • **PAGES:** 224PP • **PRICE:** £16.99 | \$24.00 | €19.20  
**TRIM SIZE:** 15.24 x 22.86 cm.



## LEADING SALES TEAMS

What It Takes to Build a High Performing Sales Organization

**Sam Reese, Joe Galvin**

- Helps sales managers dramatically improve their team's effectiveness for record sales performance and grow revenues to new heights
- It provides insights on how sales leaders can improve their performance through a proven model on which strategies can be built on
- Explains how new and aspiring leaders can powerfully and successfully lead sales teams and organisations

**PUB DATE:** 14 MAY 2014 • **ISBN:** 978-1-118-51611-9  
**BINDING:** CLOTH • **PAGES:** 240PP • **PRICE:** £15.99 | \$22.95 | €18.40  
**TRIM SIZE:** 15.24 x 22.86 cm.

## The Carpenter

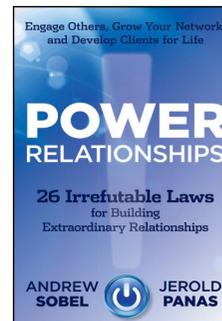
## THE CARPENTER

Build a Winning Team

**Jon Gordon**

- Inspired by Jon's personal journey of discovery, *The Carpenter* reveals the practical keys and insights to building a winning team
- The book will demonstrate how managers and executives, in any profession, can put their whole heart into everything they do and create a system that develops their talent
- Shares key lessons such as recruiting, developing and retaining the right talent within your organisation; turning defeats into defining moments and rallying your team to purpose-driven goals

**PUB DATE:** 12 FEBRUARY 2014 • **ISBN:** 978-0-470-88854-4  
**BINDING:** CLOTH • **PAGES:** 176PP • **PRICE:** £15.99 | \$23.00 | €18.40  
**TRIM SIZE:** 13.97 x 21.59 cm.



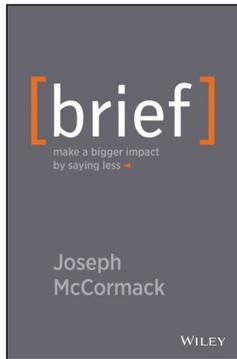
## POWER RELATIONSHIPS

Grow Your Network, Engage Others, and Build Clients for Life

**Andrew Sobel**

- *Power Relationships* is a manifesto that highlights the core foundations required to deepen relationships, build a powerful network and create customer loyalty
- Practical in its approach, it presents 31 special 'Relationship Principles' and specific action steps that can be applied personally and professionally
- Using case studies from leading global firms, it provides a comprehensive guide to building integrity-based, trusting relationships in every area of life

**PUB DATE:** 12 FEBRUARY 2014 • **ISBN:** 978-1-118-58568-9  
**BINDING:** CLOTH • **PAGES:** 240PP • **PRICE:** £16.99 | \$24.95 | €20.00  
**TRIM SIZE:** 13.97 x 21.59 cm.



## BRIEF

Make a Bigger Impact by Saying Less

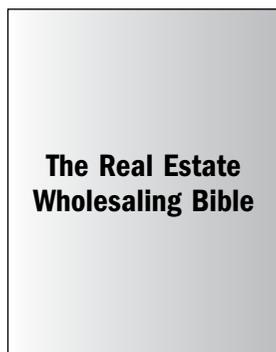
**Joseph McCormack**

- *Brief* will provide readers with the know-how and verbal discipline to say less so as to make a bigger impact
- The book teaches how to use the B.R.I.E.F. approach - a proven step-by-step approach on how to communicate effectively and succinctly in a clear and focused manner
- Packed with useful tools currently being used by leading global organisations, *Brief* highlights how to use the approach to gain consistent buy-in of others including major clients

**PUB DATE:** 26 FEBRUARY 2014 • **ISBN:** 978-1-118-70496-7

**BINDING:** CLOTH • **PAGES:** 240PP • **PRICE:** £16.99 | \$24.00 | €19.20

**TRIM SIZE:** 15.24 x 22.86 cm.



## THE REAL ESTATE WHOLESALING BIBLE

The Fastest, Easiest Way to Get Started in Real Estate Investing

**Than Merrill**

- The *Real Estate Wholesaling Bible* shares hands-on information about making quick profits from real estate using a small amount of time, a computer and Internet connection
- Packed with ideas, the book uncovers how to work the real estate business and complete more transactions in less time without the compromise of trading time for money
- It teaches the mechanics of the wholesale real estate business and how to develop a profitable turn-key, systems-dependent business

**PUB DATE:** 26 FEBRUARY 2014 • **ISBN:** 978-1-118-80752-1

**BINDING:** PAPER • **PAGES:** 256PP • **PRICE:** £16.99 | \$25.00 | €20.00

**TRIM SIZE:** 19.05 x 24.13 cm.



## FIND GRANT FUNDING NOW!

Your complete, how-to guide to finding, applying for, and obtaining grants from government, trade groups, and foundations

**Sarah Beth Aubrey**

This book is built around an original Five-Step Prosperity Process which the author has used to help dozens of clients get the funding they need to start and grow their businesses from government agencies, trade associations and foundations. A comprehensive, how-to guide/toolkit, it is packed with sample forms (such as Letters of Intent), grant search checklists, budgets, narrative formation, sample merit review, checklist for the top five feasibility points, 30-day and 60-day grant project management plans. Also featured, both in the book and on the Companion Website, is the author's original customizable Grant Readiness Assessment Tool.

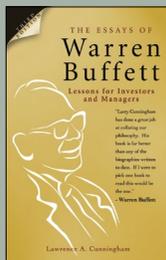
**SERIES:** WILEY NONPROFIT AUTHORITY

**PUB DATE:** 26 FEBRUARY 2014 • **ISBN:** 978-1-118-71048-7

**BINDING:** CLOTH • **PAGES:** 288PP • **PRICE:** £33.99 | \$49.95 | €40.00

**TRIM SIZE:** 15.24 x 22.86 cm.

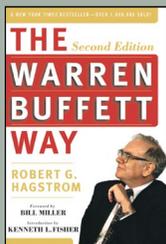
## Also Available Titles



**The Essays of Warren Buffett**  
Lessons for Investors and Managers,  
3rd Edition

**Lawrence A. Cunningham**

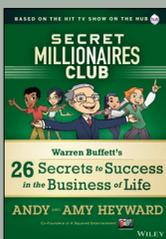
978-0-470-82441-2  
£13.99 | \$22.99 | €16.10



**The Warren Buffett Way**,  
2nd Edition

**Robert G. Hagstrom**

978-0-471-64811-6  
£16.99 | \$24.95 | €21.70



**Secret Millionaires Club**  
Warren Buffett's 26  
Secrets to Success in  
the Business of Life

**A. Heyward**

978-1-118-49459-2  
£16.99 | \$24.95 | €20.00

## The Essays of Warren Buffett, 4th Edition

**PUB DATE:** 30 DECEMBER 2013

**ISBN:** 978-1-118-82115-2

**BINDING:** PAPER

**PAGES:** 320PP

**PRICE:** £13.99 | \$23.99 | €16.80

**TRIM SIZE:** 15.24 x 22.86 cm.

# THE ESSAYS OF WARREN BUFFETT, 4TH EDITION

## Lessons for Investors and Managers

**Lawrence A. Cunningham**

**The latest wisdom from Warren Buffett's annual letters to Berkshire Hathaway shareholders.**

This collection of Warren Buffett essays has been widely acknowledged as the most authoritative book on Buffett's investment philosophy. In the updated edition of this international bestseller, Lawrence Cunningham brings you the latest wisdom from Warren Buffett's annual letters to Berkshire Hathaway shareholders.

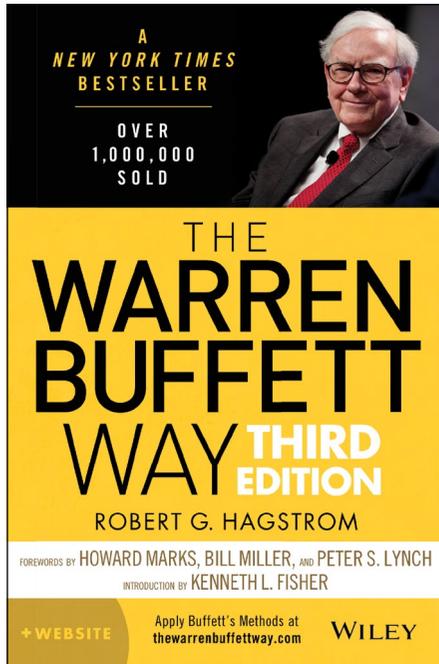
Cunningham is highly regarded as the most authoritative source on Buffett's investment philosophy, and this fully revised 4th edition includes Buffett's commentary on recent notable events, such as his \$2 billion donation to the Bill and Melinda Gates Foundation, the astonishing growth of US trade deficit and the perils of derivative financial instruments.

New material includes:

- The financial crisis and its continuing implications for investors, managers and society
- The housing bubble at the bottom of that crisis
- The debt and derivatives excesses that fueled the crisis and how to deal with them
- Controlling risk and protecting reputation in corporate governance
- Berkshire's acquisition and operation of Burlington Northern Santa Fe
- The role of oversight in heavily regulated industries
- Investment possibilities today
- Weaknesses of popular option valuation models

## ABOUT THE AUTHOR

**Lawrence A. Cunningham** is a Professor at George Washington University, Washington, DC, a leading authority on value investing and advocate for investors. He prepared this collection as the centerpiece of a symposium featuring Buffett's letters, held when Cunningham was Director of The Samuel and Ronnie Heyman Center on Corporate Governance at Cardozo Law School, New York City.



**PUB DATE:** 23 OCTOBER 2013

**ISBN:** 978-1-118-81923-4

**BINDING:** PAPER

**PAGES:** 272PP

**PRICE:** £19.99 | \$29.95 | €24.00

**TRIM SIZE:** 15.24 x 22.86 cm.

## THE WARREN BUFFETT WAY, THIRD EDITION + WEBSITE

**Robert G. Hagstrom**

Paperback edition of the bestselling, definitive book on Warren Buffett's investment methods, completely revised, with new chapters, and focused on Buffett's timeless principles for investment success.

The first two editions of *The Warren Buffett Way* gave investors their first in-depth look at the innovative investment and business strategies behind Buffett's spectacular success. The new edition updates readers on the latest investments by Buffett. And, more importantly, it draws on the new field of behavioral finance to explain how investors can overcome the common obstacles that prevent them from investing like Buffett.

New material includes:

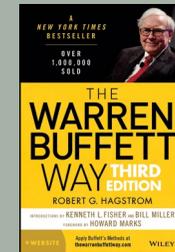
- How to think like a long-term investor – just like Buffett
- Why “loss aversion,” the tendency of most investors to overweight the pain of losing money, is one of the biggest obstacles that investors must overcome
- Why behaving rationally in the face of the ups and downs of the market has been the key to Buffett's investing success
- Analysis of Buffett's recent acquisition of H.J. Heinz and his investment in IBM stock

The greatest challenge to emulating Buffett is not in the selection of the right stocks, Hagstrom writes, but in having the fortitude to stick with sound investments in the face of economic and market uncertainty. The new edition explains the psychological foundations of Buffett's approach, thus giving readers the best roadmap yet for mastering both the principles and behaviors that have made Buffett the greatest investor of our generation.

## ABOUT THE AUTHOR

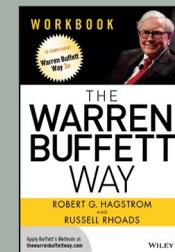
**Robert G. Hagstrom (Villanova, PA)** is Global Equity Strategies for Legg Mason Capital Management. Previously, he served as Portfolio Manager of the Legg Mason Capital Management Growth Trust mutual fund (formerly Legg Mason Focus Trust) and managed the Growth Equity strategy for institutional investors. Previously, Robert served as President and Chief Investment Officer of Legg Mason Focus Capital and prior to that was General Partner of Focus Capital Advisory.

## Also Available Titles



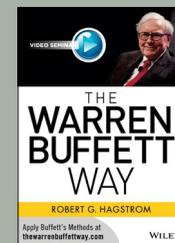
**The Warren Buffett Way, 3rd Edition**

**Robert G. Hagstrom**  
978-1-118-50325-6  
£19.99 | \$29.95 | €24.00



**The Warren Buffett Way, Workbook**

**Robert G. Hagstrom  
Russell Rhoads**  
978-1-118-57471-3  
£16.99 | \$24.95 | €20

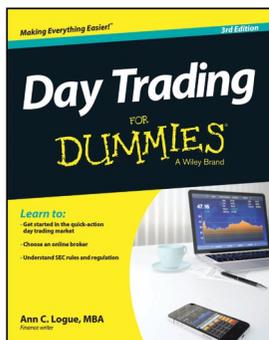


**The Warren Buffett Way Video Course**

**Robert G. Hagstrom**  
978-1-118-61440-2  
£26.99 | \$40.00 | €32.00

# DAY TRADING FOR DUMMIES, 3RD EDITION

Ann C. Logue MBA



FOR  
**DUMMIES**  
A Wiley Brand

PUB DATE: 20 FEBRUARY 2014

ISBN: 978-1-118-77960-6

BINDING: PAPER

PAGES: 360PP

PRICE: £16.99 | \$24.99 | €20.00

TRIM SIZE: 18.73 x 23.50 cm.

e-Book: 978-1-118-80808-5 (ePub)

## Gives you an opportunity look before you leap into the exciting world of day trading

Providing a low-risk, high-yield way to find out whether day trading is for you, this plain-English guide uses real-world examples and screen shots to show you exactly how day trading works, frankly identifies its many potential pitfalls, and arms you with an action plan for getting started in day trading.

- Gives you the knowledge and confidence you'll need to keep a cool head, manage risk and make decisions instantly as you buy and sell positions
- Delivers expert advice on choosing an online broker/platform, self-assessment to see if day trading is right for you, and a complete plan of action for getting started right away
- Updated and revised with expanded coverage of day trading resources and sites, new trading products, updated information on FSA rules and regs, new examples and much more

## About the Author

**Ann C. Logue, MBA**, has more than a dozen years of experience working in financial services and has taught business administration at the University of Illinois. She is a finance writer who has written numerous articles on investment and has edited publications on equity trading and risk management.

# THE MONEY COMPASS

G. Stevenson Smith, Mark Grimaldi



PUB DATE: 05 FEBRUARY 2014

ISBN: 978-1-118-61445-7

BINDING: CLOTH

PAGES: 256PP

PRICE: £26.99 | \$40.00 | €32.00

TRIM SIZE: 15.24 x 22.86 cm.

## A layman investor's guide to staying afloat in rough economic waters

The recession has drained off the assets of millions of Americans. Debt, unemployment, and tanking 401(k)s have left people searching for ways to safeguard what they have in uncertain times. In *The Money Compass*, accounting professor G. Stevenson Smith and money manager Mark Grimaldi offer a clear-eyed look at the links between macro-economic conditions and asset class allocation, including current investment opportunities for individual investors. The book looks at key related issues that investors have faced over the last five years, including the financial recession, the housing crash, collapsing government programs, long-term unemployment, crashing 401(k)s, and more.

- Offers real-world investing advice for today's uncertain economic climate
- Looks at such macro-economic topics as Alan Greenspan's role in the current recession and how persistent unemployment affects investors and the market
- Gives investors practical strategies and advice for navigating today's financial markets

## About the Author

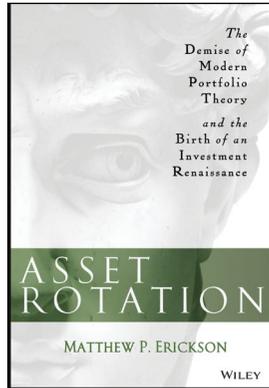
**Mark Grimaldi (Wappinger Falls, NY)** is co-founder and majority owner of Navigator Money Management, Inc.

**Professor G. Stevenson Smith, Ph.D., CPA, CMA (Tulsa, OK)** is Professor of Accounting at the John Massey School of Business at Southeastern Oklahoma State University.

## ASSET ROTATION

The Demise of Modern Portfolio Theory and the Birth of an Investment Renaissance

**Matthew P. Erickson**



**PUB DATE:** 26 FEBRUARY 2014  
**ISBN:** 978-1-118-77919-4  
**BINDING:** CLOTH  
**PAGES:** 224PP  
**PRICE:** £26.99 | \$40.00 | €32.00  
**TRIM SIZE:** 15.24 x 22.86 cm.

**Discover why Modern Portfolio Theory and asset allocation no longer make sense and learn a time-tested price momentum approach to investing for long-term, market-beating growth**

Are you less than thrilled with the way your traditional 60/40 portfolio has been performing? With bond yields now running significantly lower than the rate of inflation and wild volatility in the equities markets, it's no wonder why. Nor is it surprising that the growing consensus among professional money managers and financial advisers is that Modern Portfolio Theory (MPT), and the asset allocation strategies associated with it, are woefully outdated. The investment world has changed dramatically since Harry Markowitz introduced MPT in 1952. Clearly the time has come for a new approach—one consistent with the realities of today's more turbulent, complex financial markets—an approach like the one described in this book.

- Describes a new approach to investing your hard earned savings for long term growth and financial security, based on sound, time-tested principles
- Uses real world examples to demonstrated the benefits of asset rotation, rather than asset allocation
- Walks you, step-by-step, through a simple, systematic investing strategy based on price momentum

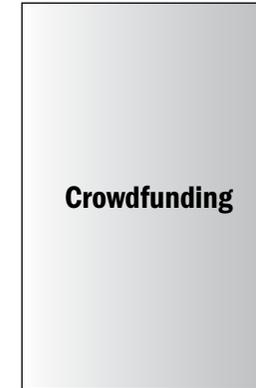
### About the Author

**Matt Erickson (Detroit, MI)** is the CEO and Chief Investment Officer for Legacy Capital Partners, LLC, a boutique, tactical ETF portfolio manager. Matt founded the company in April of 2012, after functioning for a number of years in the dual role of portfolio manager and financial advisor, as a partner in a successful wealth management practice at UBS Financial Services.

## CROWDFUNDING

A Guide to Raising Capital on the Internet

**Steven Dresner**



**SERIES:** BLOOMBERG  
**PUB DATE:** 26 FEBRUARY 2014  
**ISBN:** 978-1-118-49297-0  
**BINDING:** CLOTH  
**PAGES:** 272PP  
**PRICE:** £42.50 | \$60.00 | €48.00  
**TRIM SIZE:** 15.24 x 22.86 cm.

**Takes you inside the crowdfunding revolution and shows you how crowdfunding works, how to get it, and how it can benefit everyone involved**

Combining the Internet/social media with equity-based financing, crowdfunding is the new way that start-ups and small businesses are getting the financing they need to succeed. This important guide explains exactly how crowdfunding works to provide companies much needed access to capital. Written for a global audience of entrepreneurs, financiers, and other professionals, it explores the market dynamics that are transforming the crowdfunding phenomenon from an obscure, alternative financing technique into a mainstream equity financing scheme. It also supplies expert advice and guidance on everything from planning an online campaign to post-transaction management, business planning to securities law and tax issues.

- Puts the business of crowdfunding in perspective, offering frank assessments of the current marketplace and legitimate concerns for investors
- Describes proven techniques for communicating with the crowd and getting them to invest in a company
- Features contributions from an array of experts from the worlds of finance, law, accounting, social media and marketing

### About the Author

**Steven Dresner**, Founder and CEO of DealFlow Media.

# COMBAT FINANCE

Kurt Neddenriep



## Combat Finance

**PUB DATE:** 19 FEBRUARY 2014

**ISBN:** 978-1-118-81750-6

**BINDING:** CLOTH

**PAGES:** 256PP

**PRICE:** £16.99 | \$24.95 | €20.00

**TRIM SIZE:** 15.24 x 22.86 cm.

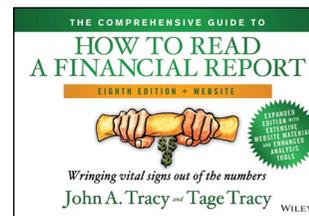
## Combines sound wealth management principles with crucial lessons learned in the heat of combat

Kurt Neddenriep is not your typical personal financial author. In addition to being a Senior Vice President and Wealth Advisor at Morgan Stanley Wealth Management, he is a retired Lieutenant Colonel who served a tour of duty in Afghanistan. In *Combat Finance* Neddenriep develops a set of leadership and service values, informed by his expertise as a top wealth manager and framed by the principles of clear thinking and organization learned over the course of his twenty-year military career, and he shows you how they can be applied to consistently achieve financial success.

- Tells the stories of men and women who serve their country and explains what their values, discipline and morals can teach us about managing our personal finances
- Combines timeless military principles and tactics with sound, time-tested personal finance and investment strategies
- Offer priceless insights and advice on an array of common finance issues, including mortgages, savings, insurance, portfolio diversification

## About the Author

**Kurt Neddenriep (Reno, NV)** is a Senior Vice President and Wealth Advisor at Morgan Stanley Wealth Management and has spent the last 20 years in a dual-career with the Army National Guard of Nevada (from which he just retired as a Lieutenant Colonel). Kurt joined the Nevada National Guard as an enlisted Rifleman (11B) in 1990, drilling as a reservist during his time at the University of Nevada, where he graduated with a degree in Business Administration.



# THE COMPREHENSIVE GUIDE TO HOW TO READ A FINANCIAL REPORT, 8TH EDITION

Wringing Vital Signs Out of the Numbers

**John A. Tracy CPA**

Timely topics covered, in depth, in this *Eighth Edition* of the classic guide to reading financial reports for non-accountants include: the trend toward creating separate accounting and financial reporting standards for private companies, owner/manager, and start-up businesses; the internationalization of accounting standards for public companies; FSA reporting requirements; finding financial report information on popular websites (e.g., Yahoo!Finance); pending changes in the auditor's report language; and the responsibility of accountants in recessionary times. The companion website features interactive tests, Excel-based examples with alternative and "what if" scenarios, and numerous case studies.

**PUB DATE:** 5 FEBRUARY 2014 • **ISBN:** 978-1-118-73571-8

**BINDING:** CLOTH • **PAGES:** 272PP • **PRICE:** £26.99 | \$40.00 | €32.00

**TRIM SIZE:** 25.08 x 17.14 cm.

## THE NEW RETIREMENTALITY, 4TH EDITION

Planning Your Life and Living Your Dreams... at Any Age You Want

**Mitch Anthony**

The classic retirement guide, updated for the daunting new realities of retirement

This latest edition of the bestselling *The New Retirementality* provides time-tested strategies for successfully planning your retirement in recessionary times. Unlike most retirement guides which focus on a 'number' this one makes attitude an inextricable part of the retirement equation. In author Mitch Anthony's words, 'If you want to succeed you need both means and meaning.' Updated and revised with the latest research and introducing the author's new concept of investing for a greater *Return on Life™*, the *Fourth Edition* explores what it means to retire on purpose, the role of work in retirement, and how to become your own benefits director.

**PUB DATE:** 26 FEBRUARY 2014 • **ISBN:** 978-1-118-70512-4

**BINDING:** PAPER • **PAGES:** 304PP • **PRICE:** £15.99 | \$22.95 | €18.40

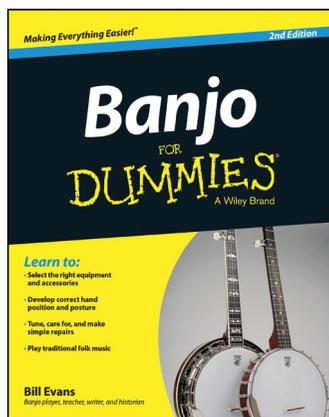
**TRIM SIZE:** 15.24 x 22.86 cm.



## The New Retirement Mentality, Fourth Edition

# BANJO FOR DUMMIES, 2ND EDITION

Bill Evans



FOR  
DUMMIES<sup>®</sup>  
A Wiley Brand

**PUB DATE:** 27 FEBRUARY 2014  
**ISBN:** 978-1-118-74633-2  
**BINDING:** PAPER  
**PAGES:** 360PP  
**PRICE:** £16.99 | \$24.99 | €20.00  
**TRIM SIZE:** 18.73 x 23.50 cm.  
**PREVIOUS EDITION:** 978-0-470-12762-9  
**e-Book:** 978-1-118-74625-7 (ePub)  
 978-1-118-74630-1 (Kindle)

## Learn to play great banjo music – fast - even if you’ve never played before!

This is your complete guide to mastering both the “clawhammer” and bluegrass playing styles. With the help of how-to photos and dozens of musical examples, Bill Evans shows you how to develop proper hand position and posture, fret your first chords, incorporate slides and pull-offs, get the hang of rhythm, play popular banjo tunes, and even survive your first jam session! And he provides priceless tips on choosing and caring for a five-string banjo, selecting the right and accessories, and much more.

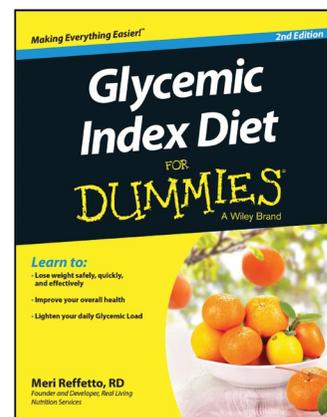
- This 2nd Edition contains fresh and updated practice lessons, teaching techniques and examples
- A new companion website features multimedia presentations including audio tracks and complementary video lessons
- Includes a banjo buyer’s guide, a section on music theory in bluegrass and old-time music, an accessories guide and tips on how to find a good teacher

## About the Author

**Bill Evans** has been involved with the five-string banjo for the last thirty years as an outstanding player, teacher, writer and historian. Bill is the author of the first edition of *Banjo For Dummies*, a host of several popular instructional DVDs, and he has authored numerous other books and articles. He has also recorded two critically acclaimed CDs.

# GLYCEMIC INDEX DIET FOR DUMMIES, 2ND EDITION

Meri Reffetto



FOR  
DUMMIES<sup>®</sup>  
A Wiley Brand

**PUB DATE:** 27 FEBRUARY 2014  
**ISBN:** 978-1-118-79056-4  
**BINDING:** PAPER  
**PAGES:** 384PP  
**PRICE:** £15.99 | \$19.99 | €16.00  
**TRIM SIZE:** 18.73 x 23.50 cm.  
**PREVIOUS EDITION:** 978-0-470-53870-8  
**e-Book:** 978-1-118-80788-0 (ePub)

## Your complete guide to using this proven weight-loss system - now with 25% more recipes!

A powerful tool for losing weight safely, quickly and effectively, the glycemic index is a measure of how quickly different foods break down into sugar in your bloodstream. Updated and expanded, and now featuring 25% more low-carb recipes, *Glycemic Index Diet For Dummies, 2nd Edition* is the fun, easy way to get to grips with this proven weight loss system, supplying you with the tools and tips you need to shed unwanted pounds and improve overall health.

- Delivers two full weeks of meal plans, and a “how to build your own plate” guide based on the idea of smaller tapas-style servings instead of big main courses
- Includes an expanded, more detailed food list with Glycemic Load numbers, and new information about acidic foods that lower the glycemic index of a meal
- Features an increased focus on getting back in the kitchen and using more whole and unprocessed foods

## About the Author

**Meri Raffetto, RD** is the founder and developer of Real Living Nutrition Services, that provides online weight loss programs to empower people to make small changes so they can receive lasting results. Meri publishes a monthly newsletter for RealLivingNutrition.com and has been interviewed by multiple radio shows and featured in several print publications.

## SketchUp for Interior Design

**PUB DATE:** 19 FEBRUARY 2014

**ISBN:** 978-1-118-62769-3

**BINDING:** PAPER

**PAGES:** 304PP

**PRICE:** £36.99 | \$54.95 | €44.00

**TRIM SIZE:** 18.73 x 23.18 cm.

# SKETCHUP FOR INTERIOR DESIGN

## 3D Visualizing, Designing, and Space Planning

**Lydia Cline**

**Your total guide to mastering and getting the most out of Sketchup for interior design**

Having already established itself as an indispensable 'tool of the trade' among architects, designers, builders, industrial designer and engineers, the 3D modeling program Sketchup is taking the interior design profession by storm. Despite its highly intuitive interface, Sketchup has a variety of very useful features which can be a challenge to get a handle on—or even overlooked—by beginners. No problem. *SketchUp for Interior Design* is your complete, step-by-step guide to getting started with Sketchup. Designer Lydia Cline supplies you with everything you need to quickly master all of that powerful program's basic and advance features and seamlessly integrate it into your firm's or practice's workflow.

- An ideal introduction for both interior design professionals and designers-in-training looking for a quick way to master that powerful 3D modeling tool
- Written for novices, as well as those with some Sketchup experience, it features clear explanations and a illustrations and screenshots that guide you from basic to advanced topics
- Walks you through all the steps of creating space plans; modeling furniture, cabinetry, and accessories; experimenting with colors and materials; incorporating manufacturers' models into plans; creating presentations and animated walk-thrus for clients; and more
- Provides online access to a goldmine of bonus material, including downloadable models and tutorial videos that make mastering Sketchup easy and fun

**KEYWORDS:** design, interior design, interior design tools, interior design modeling, modeling software, interior design software, interior design modeling software, sketchup, what is sketchup, how to use sketchup, sketchup for interior designers, sketchup guide for interior designers, 3D modeling software, 3D modeling in interior design, 3D modeling programs for interior design, sketchup for interior designers, learn sketchup, how to use sketchup, designer's guide to sketchup, sketchup modeling, interior design with sketchup, interior design presentations, interior design presentation software, rendering with sketchup, sketchup interior design plans, interior design space planning, space planning software tools

## ABOUT THE AUTHOR

**Lydia Cline, Overland Park, KS** Professor at Johnson County Community College, where she teaches manual and computer drafting and architectural drawing Freelance drafter and designer who has worked with firms such as HOK Author of *Architectural Drafting for Interior Designers* (Cengage, 2007) and *Drafting and Visual Presentation for Interior Designers* (Prentice Hall, 2011) B. Arch, Iowa State University.

**DESIGNING ORGANIZATIONS,  
3RD EDITION**

An Executive Guide to Strategy, Structure, and Process

**Jay R. Galbraith**, Center for Effective Organizations at the Univ. of Southern California

**PUB MONTH:** 12 MARCH 2014 • **PAGES:** 350PP  
**ISBN:** 978-1-118-40995-4 • **BINDING:** CLOTH  
**PRICE:** £33.99 | \$50.00 | €40.00  
**PREVIOUS EDITION:** 978-0-7879-5745-2  
**TRIM SIZE:** 15.24 x 22.86 cm.

**Why To Buy:** In this third edition of the bestselling book on organization design, Jay Galbraith has added 50% new content to result in the most complete book on organization design currently available.

**LEAD TITLE****THE BLUE BOOK OF GRAMMAR  
AND PUNCTUATION, 11TH EDITION**

An Easy-to-Use Guide with Clear Rules, Real-World Examples, and Reproducible Quizzes

**Jane Straus**

**PUB MONTH:** 10 MARCH 2014 • **PAGES:** 150PP  
**ISBN:** 978-1-118-78556-0 • **BINDING:** PAPER  
**PRICE:** £11.99 | \$16.95 | €13.60  
**PREVIOUS EDITION:** 978-0-470-22268-3  
**TRIM SIZE:** 21.59 x 27.94 cm.

**Why To Buy:** The best-selling workbook and grammar guide revised and updated! Hailed as one of the best books around for teaching grammar, The Blue Book includes easy-to-understand rules, abundant examples, dozens of reproducible exercises, and pre- and post-tests to help teach grammar to middle and high schoolers, college students, ESL students, homeschoolers, and more.

**THE COMPLETE ADULT  
PSYCHOTHERAPY TREATMENT  
PLANNER, 5TH EDITION**

**Arthur E. Jongsma Jr., L. Mark Peterson, Timothy J. Bruce**

**SERIES:** PRACTICEPLANNERS  
**PUB MONTH:** 19 FEBRUARY 2014 • **PAGES:** 384PP  
**ISBN:** 978-1-118-06786-4 • **BINDING:** PAPER  
**PRICE:** £36.99 | \$55.00 | €44.00  
**PREVIOUS EDITION:** 978-0-471-76346-8  
**TRIM SIZE:** 17.78 x 25.40 cm.

**Why To Buy:** The Complete Adult Psychotherapy Treatment Planner, Fifth Edition, is fully revised to meet the changing needs of mental health professionals. This time-saving resource now reflects DSM 5 diagnostic suggestions as well as detailed evidence-based treatment plan language required by many public funding sources, private insurers, and accrediting agencies.

**UNDERSTANDING AND MANAGING  
PUBLIC ORGANIZATIONS,  
5TH EDITION**

**Hal G. Rainey**, University of Georgia

**SERIES:** ESSENTIAL TEXTS FOR NONPROFIT AND PUBLIC LEADERSHIP AND MANAGEMENT  
**PUB MONTH:** 05 MARCH 2014 • **PAGES:** 576PP  
**ISBN:** 978-1-118-58371-5 • **BINDING:** PAPER  
**PRICE:** £55.00 | \$80.00 | €64.00  
**PREVIOUS EDITION:** 978-0-470-40292-4  
**TRIM SIZE:** 17.78 x 23.50 cm.

**Why To Buy:** Revision of classic, best-selling core text in public organization theory and management. Includes updated instructor's guide, increased coverage of global issues and recent developments in research, theory, and practice.

**LEAD TITLE****ESSENTIALS OF PROCESSING  
ASSESSMENT, 2ND EDITION**

**Milton J. Dehn**, University of Wisconsin-LaCrosse, LaCrosse, WI

**SERIES:** ESSENTIALS OF PSYCHOLOGICAL ASSESSMENT  
**PUB MONTH:** 05 FEBRUARY 2014 • **PAGES:** 368PP  
**ISBN:** 978-1-118-36820-6 • **BINDING:** PAPER  
**PRICE:** £32.99 | \$48.95 | €39.20  
**PREVIOUS EDITION:** 978-0-471-71925-0  
**TRIM SIZE:** 13.97 x 21.59 cm.

**Why To Buy:** Fully updated and revised with the latest research findings and tests, this unparalleled resource provides step-by-step guidelines for organizing a processing assessment, selecting appropriate instruments, interpreting results, and identifying processing deficits.

**DSM-IV-TR IN ACTION, 2ND EDITION**

Includes DSM-5 Update Chapter

**Sophia F. Dziegielewski**, University of Central Florida

**PUB MONTH:** 12 FEBRUARY 2014 • **PAGES:** 624PP  
**ISBN:** 978-1-118-78477-8 • **BINDING:** PAPER  
**PRICE:** £47.50 | \$70.00 | €56.00  
**TRIM SIZE:** 19.05 x 23.50 cm.

**Why To Buy:** With the addition of the DSM-5 Update Chapter, readers will learn the major changes in the DSM-5 and be able to apply it to the original treatment information in the second edition of the book.

**LEADERS OF THEIR OWN LEARNING**

Transforming Schools Through Student-Engaged Assessment

**Ron Berger**, Adelphi University, NY; **Leah Rugen**, **Libby Woodfin**

**PUB MONTH:** 6 FEBRUARY 2014 • **PAGES:** 336PP  
**ISBN:** 978-1-118-65544-3 • **BINDING:** PAPER  
**PRICE:** £19.99 | \$29.95 | €24.00  
**TRIM SIZE:** 17.78 x 23.50 cm.

**Why To Buy:** Introduces a new way of thinking about assessment - one in which students themselves become the main actors in the conversation about what achievement looks like and how to get there. This practical toolkit helps educators drive students' motivation and persistence toward quality, meet Common Core standards, and reach high levels of achievement.

**A GUIDE TO ONLINE COURSE  
DESIGN**

Strategies for Student Success

**Tina Stavredes**, Capella University;  
**Tiffany Herder**, Capella University

**PUB MONTH:** 12 FEBRUARY 2014 • **PAGES:** 240PP  
**ISBN:** 978-1-118-46266-9 • **BINDING:** PAPER  
**PRICE:** £26.99 | \$40.00 | €32.00  
**TRIM SIZE:** 17.78 x 23.50 cm.

**Why To Buy:** Expert authors help faculty design online courses to focus on learner-centered outcomes and quality standards required by institutions.

**CASE STUDIES IN SOCIAL WORK  
PRACTICE, 3RD EDITION**

**Craig Winston LeCroy**, Arizona State University, Tucson, AZ

**PUB MONTH:** 12 MARCH 2014 • **PAGES:** 352PP  
**ISBN:** 978-1-118-12834-3 • **BINDING:** PAPER  
**PRICE:** £33.99 | \$50.00 | €40.00  
**TRIM SIZE:** 15.56 x 23.50 cm.

**Why To Buy:** This third edition of a popular, updated, student-friendly text enlightens students to the day-to-day practice of real social workers and helps them integrate theory and practice.

**THE STUDENT LEADERSHIP  
CHALLENGE**

Activities Book

**James M. Kouzes**, **Barry Z. Posner**, **Beth High** and **Gary M. Morgan**

**SERIES:** J-B LEADERSHIP CHALLENGE: KOUZES/POSNER  
**PUB MONTH:** 24 FEBRUARY 2014 • **PAGES:** 400PP  
**ISBN:** 978-1-118-39010-8 • **BINDING:** PAPER  
**PRICE:** £33.99 | \$50.00 | €40.00  
**PREVIOUS EDITION:** 978-1-118-39008-5  
**TRIM SIZE:** 21.59 x 27.94 cm.

**Why To Buy:** This book guides educators through experiential activities to help students learn, apply, and hone their skills in the practices and leadership behaviors associated with The Five Practices of Exemplary Leadership model and the Student Leadership Practices Inventory.

**THE ADULT PSYCHOTHERAPY  
PROGRESS NOTES PLANNER,  
5TH EDITION**

**Arthur E. Jongsma Jr., David J. Berghuis**

**SERIES:** PRACTICEPLANNERS  
**PUB MONTH:** 19 MARCH 2014 • **PAGES:** 424PP  
**ISBN:** 978-1-118-06675-1 • **BINDING:** PAPER  
**PRICE:** £36.99 | \$55.00 | €44.00  
**PREVIOUS EDITION:** 978-0-471-76344-4  
**TRIM SIZE:** 21.59 x 27.94 cm.

**Why To Buy:** The Adult Psychotherapy Progress Notes Planner, Fifth Edition, contains complete prewritten session and patient presentation descriptions for each behavioral problem in the Complete Adult Psychotherapy Treatment Planner, Fifth Edition. The prewritten progress notes can be easily and quickly adapted to fit a particular client need or treatment situation.

**CULTURAL COMPETENCE IN  
HEALTH EDUCATION AND HEALTH  
PROMOTION, 2ND EDITION**

**Miguel A. Pérez**, **Raffy R. Luquis**

**SERIES:** PUBLIC HEALTH/AAHE  
**PUB MONTH:** 12 FEBRUARY 2014 • **PAGES:** 368PP  
**ISBN:** 978-1-118-34749-2 • **BINDING:** PAPER  
**PRICE:** £55.00 | \$80.00 | €64.00  
**PREVIOUS EDITION:** 978-0-7879-8636-0  
**TRIM SIZE:** 17.78 x 23.50 cm.

**Why To Buy:** This book provides a complete introduction to concepts and practices of cultural competence, a core competency of public health practice.

## ENVIRONMENTAL HEALTH LAW

An Introduction

Russelyn S. Carruth, Bernard D. Goldstein

PUB MONTH: 06 FEBRUARY 2014 • PAGES: 286PP

ISBN: 978-1-118-16234-7 • BINDING: PAPER

PRICE: £60.00 | \$90.00 | €72.00

TRIM SIZE: 17.78 x 23.50 cm.

**Why To Buy:** This accessible and comprehensive overview for non-lawyers covers strategies, standards and enforcement techniques by which American law protects our environment and our health.

## A LASTING PROMISE, NEW AND REVISED EDITION

The Christian Guide to Fighting for Your Marriage

Scott M. Stanley, Daniel Trathen, B. Milton Bryan, Savanna McCain

PUB MONTH: 06 FEBRUARY 2014 • PAGES: 400PP

ISBN: 978-1-118-67292-1 • BINDING: PAPER

PRICE: £12.99 | \$18.95 | €15.20

TRIM SIZE: 15.24 x 22.86 cm.

**Why To Buy:** Long-awaited update to a bestselling book from one of the best-known and most respected pioneer researchers and clinicians in the field. This essential guide offers Christian couples a well-researched and proven method for dealing with marital conflicts and resolving problems. Fully revised to include the latest research on commitment and relationships.

## INFRASTRUCTURE ASSETS

A Case Study Guide to Getting it Right First Time

Barbara Weber, Bibs Capital

SERIES: WILEY FINANCE

PUB MONTH: 28 FEBRUARY 2014 • PAGES: 224PP

ISBN: 978-1-118-31863-8 • BINDING: CLOTH

PRICE: £60.00 | \$100.00 | €72.00

TRIM SIZE: 15.24 x 22.86 cm.

**Why To Buy:** The first guide to investing in infrastructure.

LEAD TITLE

## ERM - ENTERPRISE RISK MANAGEMENT

Issues and Cases

Jean-Paul Louisot, CARM Institute, Paris, France/Pennsylvania, USA

SERIES: WILEY FINANCE

PUB MONTH: 14 FEBRUARY 2014 • PAGES: 352PP

ISBN: 978-1-118-53952-1 • BINDING: CLOTH

PRICE: £65.00 | \$105.00 | €78.00

TRIM SIZE: 15.24 x 22.86 cm.

**Why To Buy:** The only Enterprise Risk Management (ERM) book that frames current issues and emerging best practices using case studies and interviews with leading ERM practitioners, authored by experts in the ERM field.

LEAD TITLE

## WEALTH EXPOSED + WEBSITE

Insurance Planning for High Net Worth Individuals and Their Advisors

Brian Flood, Flood Group, NY

SERIES: WILEY FINANCE

PUB MONTH: 10 JANUARY 2014 • PAGES: 256PP

ISBN: 978-1-118-81069-9 • BINDING: CLOTH

PRICE: £42.50 | \$60.00 | €48.00

TRIM SIZE: 15.24 x 22.86 cm.

**Why To Buy:** Risk management expert Brian Flood provides insight on the personal risk management and insurance planning issues faced by high net worth individuals.

## INVESTING IN INDIA

A Value Investor's Guide to the Biggest Untapped Opportunity in the World

Rahul Saraogi, Atyant Capital Advisors, India

SERIES: WILEY FINANCE

PUB MONTH: 05 FEBRUARY 2014 • PAGES: 288PP

ISBN: 978-1-118-75609-6 • BINDING: CLOTH

PRICE: £42.50 | \$60.00 | €48.00

TRIM SIZE: 15.24 x 22.86 cm.

**Why To Buy:** India investment guru Rahul Saraogi provides an on the ground resource to investing in the worlds most untapped opportunity.

## OPALESQUE PROJECT

Bailey McCann, Opalesque, NY

SERIES: WILEY FINANCE

PUB MONTH: 05 FEBRUARY • PAGES: 304PP

ISBN: 978-1-118-73162-8 • BINDING: CLOTH

PRICE: £50.00 | \$75.00 | €60.00

TRIM SIZE: 15.24 x 22.86 cm.

**Why To Buy:** A guide to investing in alternative assets (hedge funds, private equity, etc) from the alternative asset experts.

## DIM SUM BONDS + WEBSITE

The Offshore Renminbi (RMB)-Denominated Bonds

Hung-Gay Fung, University of Missouri-St. Louis

SERIES: WILEY FINANCE

PUB MONTH: 19 FEBRUARY • PAGES: 224PP

ISBN: 978-1-118-43479-6 • BINDING: CLOTH

PRICE: £55.00 | \$80.00 | €64.00

TRIM SIZE: 15.24 x 22.86 cm.

**Why To Buy:** A must-read book for investors, underwriters, asset managers looking at the spectacular growth and opportunities in the Dim Sum Bond Market.

## CYCLE ANALYTICS FOR TRADERS + DOWNLOADABLE SOFTWARE

Advanced Technical Trading Concepts

John F. Ehlers

SERIES: WILEY TRADING

PUB MONTH: 18 DECEMBER 2013 • PAGES: 256PP

ISBN: 978-1-118-72851-2 • BINDING: CLOTH

PRICE: £85.00 | \$125.00 | €100.00

TRIM SIZE: 15.24 x 22.86 cm.

**Why To Buy:** A new technical resource for self-directed traders who want to understand the scientific underpinnings of the filters and indicators in their trading decisions by trading expert John Ehlers.

## PROFITING FROM MARKET TRENDS

Tina Logan, www.tinalogan.com, US

SERIES: WILEY TRADING

PUB MONTH: 19 FEBRUARY 2014 • PAGES: 272PP

ISBN: 978-1-118-51671-3 • BINDING: CLOTH

PRICE: £47.50 | \$70.00 | €56.00

TRIM SIZE: 15.24 x 22.86 cm.

**Why To Buy:** Easy-to-understand and very insightful guide on identifying and profiting from financial market trends.

## GUIDE TO CFO SUCCESS

Leadership Strategies for Corporate Financial Professionals

Samuel Dergel, Stanton Chase, San Francisco/Montreal

SERIES: WILEY CORPORATE F&A

PUB MONTH: 26 FEBRUARY 2014 • PAGES: 288PP

ISBN: 978-1-118-67499-4 • BINDING: CLOTH

PRICE: £42.50 | \$60.00 | €48.00

TRIM SIZE: 15.24 x 22.86 cm.

**Why To Buy:** Guide to CFO Success provides CFOs with strategies for success that impact the CFO, their career, and the company they work for.

## EXECUTIVE'S GUIDE TO COSO INTERNAL CONTROLS

Understanding and Implementing the New Framework

Robert R. Moeller

SERIES: WILEY CORPORATE F&A

PUB MONTH: 22 JANUARY 2014 • PAGES: 384PP

ISBN: 978-1-118-62641-2 • BINDING: CLOTH

PRICE: £65.00 | \$95.00 | €76.00

TRIM SIZE: 17.78 x 25.40 cm.

**Why To Buy:** Provides guidance on the revised COSO internal controls framework in compliance with SOX mandate.

## WILEY GAAP FOR GOVERNMENTS 2014

Interpretation and Application of Generally Accepted Accounting Principles for State and Local Governments

Warren Ruppel, CPA, US

**PUB MONTH:** 26 FEBRUARY 2014 • **PAGES:** 672PP

**ISBN:** 978-1-118-73385-1 • **BINDING:** PAPER

**PRICE:** £65.00 | \$95.00 | €76.00

**PREVIOUS EDITION:** 978-1-118-36323-2

**TRIM SIZE:** 18.73 x 23.50 cm.

**Why To Buy:** A practical application guide to ensure governmental GAAP compliance—updated annually.

## WILEY NOT-FOR-PROFIT GAAP 2014

Interpretation and Application of Generally Accepted Accounting Principles

Richard F. Larkin, Price Waterhouse; Marie DiTommaso, DiTommaso & Ruppel, CPAs, Woodcliff Lake, NJ

**PUB MONTH:** 05 FEBRUARY 2014 • **PAGES:** 600PP

**ISBN:** 978-1-118-73430-8 • **BINDING:** PAPER

**PRICE:** £65.00 | \$95.00 | €76.00

**PREVIOUS EDITION:** 978-1-118-36324-9

**TRIM SIZE:** 17.78 x 23.50 cm.

**Why To Buy:** The fundamentals of not-for-profit GAAP in an easily accessible format.

## WILEY CPAEXCEL EXAM REVIEW 2014 FOCUS NOTES

Auditing and Attestation

Ray Whittington, DePaul University, US

**PUB MONTH:** 18 DECEMBER 2013 • **PAGES:** 288PP

**ISBN:** 978-1-118-81683-7 • **BINDING:** PAPER

**PRICE:** £26.99 | \$40.00 | €32.00

**PREVIOUS EDITION:** 978-1-118-41057-8

**TRIM SIZE:** 13.97 x 21.59 cm.

**Why To Buy:** Wiley Focus Notes reinforces key concepts for the new computerized CPA Exam in an easy-to-read-and-carry spiral bound format - Auditing and Attestation.

## WILEY CPAEXCEL EXAM REVIEW 2014 FOCUS NOTES

Business Environment and Concepts

Ray Whittington, DePaul University, US

**PUB MONTH:** 18 DECEMBER 2013 • **PAGES:** 288PP

**ISBN:** 978-1-118-81685-1 • **BINDING:** PAPER

**PRICE:** £26.99 | \$40.00 | €32.00

**PREVIOUS EDITION:** 978-1-118-41056-1

**TRIM SIZE:** 13.97 x 21.59 cm.

**Why To Buy:** Wiley Focus Notes reinforces key concepts for the new computerized CPA Exam in an easy-to-read-and-carry spiral bound format - Business Environment and Concepts.

## WILEY CPAEXCEL EXAM REVIEW 2014 FOCUS NOTES

Financial Accounting and Reporting

Ray Whittington, DePaul University, US

**PUB MONTH:** 18 DECEMBER 2013 • **PAGES:** 288PP

**ISBN:** 978-1-118-81667-7 • **BINDING:** PAPER

**PRICE:** £26.99 | \$40.00 | €32.00

**PREVIOUS EDITION:** 978-1-118-41059-2

**TRIM SIZE:** 13.97 x 21.59 cm.

**Why To Buy:** Wiley Focus Notes reinforces key concepts for the new computerized CPA Exam in an easy-to-read-and-carry spiral bound format - Financial Accounting and Reporting.

## WILEY CPAEXCEL EXAM REVIEW 2014 FOCUS NOTES

Regulation

Ray Whittington, DePaul University, US

**PUB MONTH:** 18 DECEMBER 2013 • **PAGES:** 288PP

**ISBN:** 978-1-118-81698-1 • **BINDING:** PAPER

**PRICE:** £26.99 | \$40.00 | €32.00

**PREVIOUS EDITION:** 978-1-118-41062-2

**TRIM SIZE:** 13.97 x 21.59 cm.

**Why To Buy:** Wiley Focus Notes reinforces key concepts for the new computerized CPA Exam in an easy-to-read-and-carry spiral bound format - Regulation.

## WILEY CPAEXCEL EXAM REVIEW 2014 FOCUS NOTES, 4-VOLUME SET

Ray Whittington, DePaul University, US

**PUB MONTH:** 18 DECEMBER 2013 • **PAGES:** 1152PP

**ISBN:** 978-1-118-81673-8 • **BINDING:** PAPER

**PRICE:** £110.00 | \$160.00 | €128.00

**TRIM SIZE:** TBA

**Why To Buy:** Wiley Focus Notes reinforces key concepts for the new computerized CPA Exam in an easy-to-read-and-carry spiral bound format – Complete 4-Volume Set.

## WILEY CMA FLASHCARDS

Part 1, Financial Planning, Performance and Control

IMA

**SERIES:** WILEY CMA LEARNING SYSTEM

**PUB MONTH:** 4 DECEMBER 2013 • **PAGES:** 288PP

**ISBN:** 978-1-118-81118-4 • **BINDING:** PAPER

**PRICE:** £50.00 | \$75.00 | €60.00

**Why To Buy:** These quick, study flashcards provide an overview of the key points within Part 1 of the CMA Exam.

## WILEY CMA FLASHCARDS

Part 2, Financial Decision Making

IMA

**SERIES:** WILEY CMA LEARNING SYSTEM

**PUB MONTH:** 4 DECEMBER 2013 • **PAGES:** 288PP

**ISBN:** 978-1-118-81125-2 • **BINDING:** PAPER

**PRICE:** £50.00 | \$75.00 | €60.00

**Why To Buy:** These quick, study flashcards provide an overview of the key points within Part 2 of the CMA Exam.

## WILEY CMA FLASHCARDS

Complete Set

IMA

**SERIES:** WILEY CMA LEARNING SYSTEM

**PUB MONTH:** 01 JANUARY 2014 • **PAGES:** 576PP

**ISBN:** 978-1-118-81106-1 • **BINDING:** PAPER

**PRICE:** £100.00 | \$150.00 | €120.00

**Why To Buy:** These quick, study flashcards provide an overview of the key points within the CMA Exam – Complete set.

## WILEY CMAEXCEL CMA EXAM REVIEW PLATINUM COURSE

Part 1, Financial Planning, Performance and Control

IMA

**SERIES:** WILEY CMA LEARNING SYSTEM

**PUB MONTH:** 01 JANUARY 2014 • **PAGES:** 288PP

**ISBN:** 978-1-118-81623-3 • **BINDING:** PAPER

**PRICE:** £840.00 | \$1255.00 | €1004.00

**Why To Buy:** Full online course, broken into easy-to-grasp bite-size lessons, for the first part of the CMA Exam, including a robust online Test Bank.

## WILEY CMAEXCEL CMA EXAM REVIEW PLATINUM COURSE

Part 2, Financial Decision Making

IMA

**SERIES:** WILEY CMA LEARNING SYSTEM

**PUB MONTH:** 01 JANUARY 2014 • **PAGES:** 288PP

**ISBN:** 978-1-118-81624-0 • **BINDING:** PAPER

**PRICE:** £840.00 | \$1255.00 | €1004.00

**Why To Buy:** Full online course, broken into easy-to-grasp bite-size lessons, for the second part of the CMA Exam, including a robust online Test Bank.

## WILEY CMAEXCEL CMA EXAM REVIEW PLATINUM COURSE

Complete Package

**Wiley**

**SERIES:** WILEY CMA LEARNING SYSTEM

**PUB MONTH:** 01 JANUARY 2014 • **PAGES:** 576PP

**ISBN:** 978-1-118-81658-5 • **BINDING:** PAPER

**PRICE:** £1200.00 | €1436.00 | \$1795.00

**Why To Buy:** TBA.

## WILEY CMAEXCEL LEARNING SYSTEM EXAM REVIEW 2014 AND ONLINE INTENSIVE REVIEW

Part 1, Financial Planning, Performance and  
Control

**IMA**

**SERIES:** WILEY CMA LEARNING SYSTEM

**PUB MONTH:** 04 DECEMBER 2013 • **PAGES:** 288PP

**ISBN:** 978-1-118-81532-8 • **BINDING:** PAPER

**PRICE:** £510.00 | \$765.00 | €612.00

**Why To Buy:** TBA.

## WILEY CMAEXCEL LEARNING SYSTEM EXAM REVIEW 2014 AND ONLINE INTENSIVE REVIEW

Part 2, Financial Decision Making

**IMA**

**SERIES:** WILEY CMA LEARNING SYSTEM

**PUB MONTH:** 04 DECEMBER 2013 • **PAGES:** 288PP

**ISBN:** 978-1-118-81489-5 • **BINDING:** PAPER

**PRICE:** £510.00 | \$765.00 | €612.00

**Why To Buy:** A complete self-study package for the second part of the CMA exam, including a quick online refresher course, full textbook, and the best Test Bank available.

## WILEY CMAEXCEL LEARNING SYSTEM EXAM REVIEW 2014 AND ONLINE INTENSIVE REVIEW

Complete Set

**IMA**

**SERIES:** WILEY CMA LEARNING SYSTEM

**PUB MONTH:** 04 DECEMBER 2013 • **PAGES:** 576PP

**ISBN:** 978-1-118-81495-6 • **BINDING:** PAPER

**PRICE:** £740.00 | \$1110.00 | €888.00

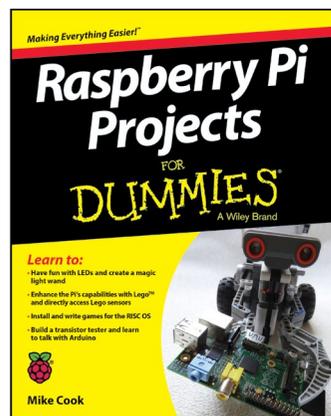
**Why To Buy:** A complete self-study package for the full CMA exam, including a quick online refresher course, full textbooks, and the best Test Bank available.

■ TECHNOLOGY



# RASPBERRY PI PROJECTS FOR DUMMIES

Mike Cook



**PUB DATE:** 28 FEBRUARY 2014  
**ISBN:** 978-1-118-76669-9  
**BINDING:** PAPER  
**PAGES:** 384PP  
**PRICE:** £17.99 | \$27.50 | €20.90  
**TRIM SIZE:** 18.73 x 23.50 cm.

## Join the Raspberry revolution with these fun and easy Pi projects

The Raspberry Pi has opened up a whole new world of innovation for everyone from hardware hackers and programmers to students, hobbyists, engineers, and beyond. Featuring a variety of hands-on projects, this easy-to-understand guide walks you through every step of the design process and will soon have you creating like a Raspberry Pi pro. Learn how to prepare your workspace, assemble the necessary tools, work with test equipment, and find your way around the Raspberry Pi before moving on to a series of fun projects.

- Introduces Raspberry Pi basics and gives you a solid understanding of all the essentials necessary to take on your first project
- Includes an array of fun and useful projects that show you how to do everything from creating a magic light wand to enhancing your designs with Lego sensors, installing and writing games for the RISC OS, building a transistor tester, and more
- Provides an easy, hands-on approach to learning more about electronics, programming, and interaction design for Makers and innovators of all ages

## About the Author

**Mike Cook** is the coauthor of *Raspberry Pi For Dummies* and *Raspberry Pi Projects*. He is a veteran tech author and a freelance consultant for all things to do with Physical Computing.

# MICROSOFT BIG DATA SOLUTIONS

Adam Jorgensen, John Welch Christopher Price



**PUB DATE:** 27 FEBRUARY 2014  
**ISBN:** 978-1-118-72908-3  
**BINDING:** PAPER  
**PAGES:** 408PP  
**PRICE:** £33.99 | \$49.99 | €40.00  
**TRIM SIZE:** 18.73 x 23.50 cm.

## Tap the power of Big Data with Microsoft technologies

Big Data is here, and Microsoft's new Big Data platform is a valuable tool to help your company get the very most out of it. This timely book shows you how to use HDInsight along with HortonWorks Data Platform for Windows to store, manage, analyze, and share Big Data throughout the enterprise. Focusing primarily on Microsoft and HortonWorks technologies but also covering open source tools, *Microsoft Big Data Solutions* explains best practices, covers on-premises and cloud-based solutions, and features valuable case studies. And it helps you integrate these new solutions with technologies you already know, such as SQL Server and Hadoop.

- Walks you through how to integrate Big Data solutions in your company using Microsoft's HDInsight Server, HortonWorks Data Platform for Windows, and open source tools
- Explores both on-premises and cloud-based solutions
- Shows how to store, manage, analyze, and share Big Data through the enterprise
- Helps you build and execute a Big Data plan
- Includes contributions from the Microsoft and HortonWorks Big Data product teams

## About the Author

**Adam Jorgensen** is President of Pragmatic Works Consulting, a global BI solutions firm that delivers SQL Server, SharePoint, and Business Intelligence solutions. He is a Microsoft SQL Server MVP and a regular speaker at conferences, Code Camps, and industry events.

# SECURITY USING DATA ANALYSIS, VISUALIZATION, AND DASHBOARDS

Jay Jacobs, Bob Rudis

**Security Using  
Data Analysis,  
Visualization, and  
Dashboards**

**PUB DATE:** 27 FEBRUARY 2014

**ISBN:** 978-1-118-79372-5

**BINDING:** PAPER

**PAGES:** 360PP

**PRICE:** £33.99 | \$50.00 | €40.00

**TRIM SIZE:** 18.73 x 23.50 cm.

## Uncover hidden patterns of data and respond with countermeasures

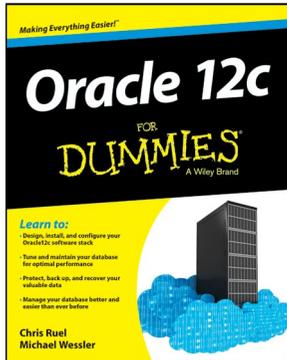
Security professionals need all the tools at their disposal to increase their visibility in order to prevent security breaches and attacks. This guide explores two of the most powerful – data analysis and visualization. You'll learn to harness and wield data, from collection and storage to management and analysis as well as visualization and presentation. Using a hands-on approach with real-world examples, this team of experts shows you how to gather feedback, measure the effectiveness of your security methods, and make better decisions.

- Helps IT and security professionals understand and use data, so they can thwart attacks and understand and visualize vulnerabilities in their networks
- Includes more than a dozen real-world examples and hands-on exercises that demonstrate how to analyze security data and intelligence and translate that information into visualizations that make plain how to prevent attacks
- Covers topics such as how to acquire and prepare security data, use simple statistical methods to detect malware, predict rogue behavior, correlate security events, and more

## About the Author

**Jay Jacobs** is the Sr. Data Analyst on Verizon's RISK team where he collects, analyzes and visualizes information security data.

**Bob Rudis** is a 20-year veteran of IT and Security and has consulted in and worked for many of the largest global enterprises.



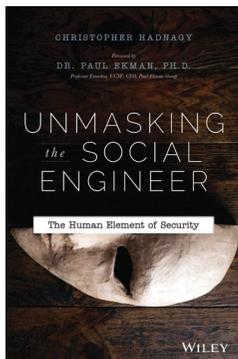
## ORACLE 12C FOR DUMMIES

**Chris Ruel, Michael Wessler**

Demystifying the power of the Oracle 12c database

The Oracle 12c database includes industry leading enhancements to enable cloud computing and empowers users to manage both Big Data and traditional data structures faster and cheaper than ever before. *Oracle 12c For Dummies* is the perfect guide for a novice database administrator or an Oracle DBA who is new to Oracle 12c. The book covers what you need to know about Oracle 12c architecture, software tools, and how to successfully manage Oracle databases in the real world.

**PUB DATE:** 13 DECEMBER 2013 • **ISBN:** 978-1-118-74531-1  
**BINDING:** PAPER • **PAGES:** 408PP • **PRICE:** £24.99 | \$34.99 | €28.00  
**TRIM SIZE:** 18.73 x 23.50 cm.



## UNMASKING THE SOCIAL ENGINEER

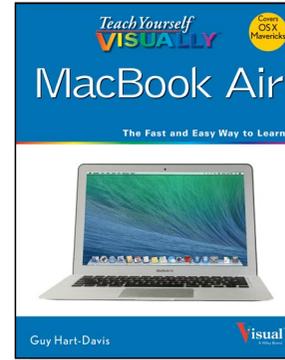
The Human Element of Security

**Christopher Hadnagy, Dr. Paul Ekman**

Learn to identify the social engineer by non-verbal behavior

*Unmasking the Social Engineer: The Human Element of Security* digs into nonverbal human communication and how it affects social engineering. It explains nonverbal communications and demonstrates, with visuals, the connection of non-verbal behavior to social engineering and scamming. The book clearly combines both the practical and technical aspects of the social engineer, revealing the various dirty tricks that scammers use and pinpointing what to look for on the nonverbal side to detect the social engineer.

**PUB DATE:** 03 MARCH 2014 • **ISBN:** 978-1-118-60857-9  
**BINDING:** PAPER • **PAGES:** 336PP • **PRICE:** £23.99 | \$34.99 | €28.00  
**TRIM SIZE:** 15.24 x 22.86 cm.



## TEACH YOURSELF VISUALLY MACBOOK AIR

**Guy Hart-Davis**

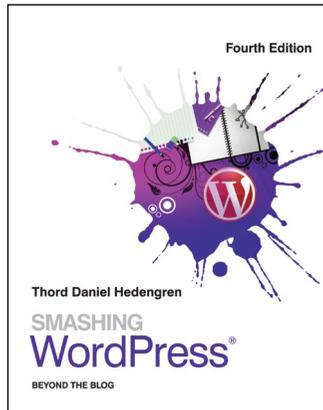
Get the most out of the latest MacBook Air with this easy-to-read visual guide

Who doesn't love the MacBook Air? It's light as a feather, yet delivers heavyweight functionality. If you want clear, visual instructions on how to use your MacBook Air, this is the book for you. Using illustrations and step-by-step explanations, *Teach Yourself VISUALLY MacBook Air* gets you up and running by *showing* you how to do everything. From the basics to everything the new OS X operating system brings to the table, this book guides you through.

**SERIES:** TEACH YOURSELF VISUALLY (TECH)  
**PUB DATE:** 20 DECEMBER 2013 • **ISBN:** 978-1-118-81628-8  
**BINDING:** PAPER • **PAGES:** 352PP • **PRICE:** £21.99 | \$29.99 | €24.00  
**TRIM SIZE:** 18.73 x 23.34 cm.

# SMASHING WORDPRESS - BEYOND THE BLOG

Thord Daniel Hedengren



**SERIES:** SMASHING MAGAZINE BOOK SERIES  
**PUB DATE:** 07 MARCH 2014  
**ISBN:** 978-1-118-60075-7  
**BINDING:** PAPER  
**PAGES:** 384PP  
**PRICE:** £27.99 | \$44.99 | €35.60  
**TRIM SIZE:** 18.73 x 23.50 cm.  
**PREVIOUS EDITION:** 978-1-119-94271-9

## The ultimate guide to using WordPress to make your life easier

This newest edition from the world's most popular resource for web designers and developers presents you with the latest and greatest on everything that WordPress has to offer. As one of the hottest tools on the web today for creating a blog, WordPress has evolved into more than just a blogging platform. With this new edition of a perennially popular WordPress resource, *Smashing Magazine* offers you the information you need to maximize the potential and power of WordPress.

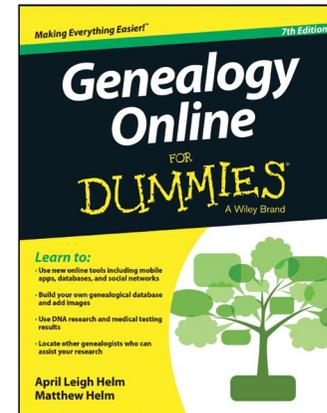
- Takes you through the anatomy of a WordPress installation and shows you how WordPress actually works behind the scenes
- Walks you through custom post types and details how they work, what they can be used for, and how you can make them appear in your regular content flow
- Guides you through building plugins, integrating theme options, creating custom login forms and admin themes, and using the Loop to control content
- Zeroes in on building a WordPress project for SEO and highlights integrating WordPress with the social web

## About the Author

**Thord Daniel Hedengren** is a web designer and developer, freelance writer, and WordPress expert. He has created numerous WordPress themes, developed plugins, and used WordPress to power both blogs and big editorial sites. Bloggers know him as TDH, the former editor of the Blog Herald.

# GENEALOGY ONLINE FOR DUMMIES

April Leigh Helm, Matthew L. Helm



**PUB DATE:** 17 FEBRUARY 2014  
**ISBN:** 978-1-118-80810-8  
**BINDING:** PAPER  
**PAGES:** 384PP  
**PRICE:** £17.99 | \$24.99 | €20.00  
**TRIM SIZE:** 18.73 x 23.50 cm.

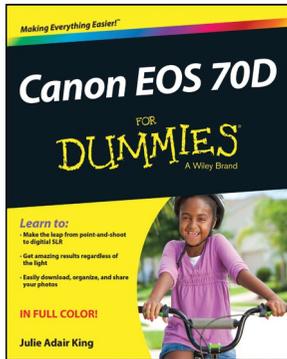
## Research your family history using the latest online tools and apps

Updated to cover the latest online tools, the new edition of this popular guide shows you how to leverage social networks and the rapidly increasing number of mobile apps to locate family members and trace their histories. You'll discover how to start your investigation, develop a research plan of action, identify sites and resources that will be most useful to you, get information from government records, preserve electronic materials, and share your findings with the rest of the family.

- Explains how to use online and offline research techniques and tools for genealogical research, find and share information with other genealogists, and create your own site to showcase your family tree, digital images, and compiled genealogies
- Includes access to free versions of RootsMagic Essentials and Legacy Family Tree Standard Edition as well as information on free websites for storing your genealogical information
- Covers DNA research and testing, new geocoding applications, U.S. Census information available online, international records, public access catalogs, and more

## About the Author

**Matthew Helm and April Helm** manage several leading online genealogical resources, including FamilyToolBox.net and OnlineGenealogy.com. They are also the founders of Toolbox Internet Marketing Services, Inc.



## CANON EOS 70D FOR DUMMIES

**Julie Adair King**

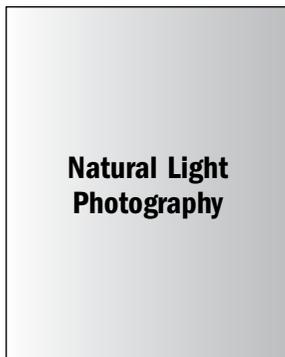
Start getting great photos with your Canon EOS 70D right away

The Canon EOS 70D features upgraded focusing technology, a 20.2 megapixel sensor, and faster frame-per-second shooting. Whether you're new to dSLR photography or just getting acquainted with the 70D, this full-color guide will have you taking great photos before you know it. You'll learn to use all the on-board controls, shoot in auto mode, use live view, control exposure and lighting, manipulate focus and color, transfer your images for editing, and share the results in prints or online.

**PUB DATE:** 06 JANUARY 2014 • **ISBN:** 978-1-118-33596-3

**BINDING:** PAPER • **PAGES:** 384PP • **PRICE:** £21.99 | \$29.99 | €24.00

**TRIM SIZE:** 18.73 x 23.34 cm.



## NATURAL LIGHT PHOTOGRAPHY

**Michele Celentano**

Learn to use the creative quality of natural lighting for spectacular photos

Lighting can be a challenge for any photographer. Learning to work with natural light offers creative opportunities that can help you define your own personal photographic style as you create unique and memorable images. In this guide, Canon Explorer of Light Michele Celentano explores the possibilities and shows you how to use different types of natural light to best advantage. Illustrated with Celentano's excellent images, this book covers working with shadows, bright sunlight, candlelight, darkened areas, and more.

**PUB DATE:** 28 FEBRUARY 2014 • **ISBN:** 978-1-118-76780-1

**BINDING:** PAPER • **PAGES:** 320PP • **PRICE:** £24.99 | \$34.99 | €28.00

**TRIM SIZE:** 18.73 x 23.34 cm.

## Beginning Java Programming

**PUB DATE:** 03 FEBRUARY 2014

**ISBN:** 978-1-118-76866-2

**BINDING:** SOFTWARE\*

**PRICE:** £100.00 | \$145.00 | €116.00

# BEGINNING JAVA PROGRAMMING

## Wrox Skills Challenge Powered by InnerWorkings

**Deepak Vohra**

### Prepare for the real world with this book-and-software training package

Java is one of the world's top programming languages, and beginning programmers can master it more quickly with this value-packed book-and-training-software package. The Wrox guide covers in-depth information on Java fundamentals and application development, while the Skills Challenge provides graded exercises with a patented code-judging engine to evaluate your code. You'll get hands-on coding practice with real-time feedback, using lessons that map to the book, and enhance your learning experience. And it's based on an IDE that simulates an industry environment.

- The patented Wrox/InnerWorkings code lab provides self-paced, hands-on practice, with immediate feedback that evaluates and scores your code and lets you rework it until it's correct
- *Beginning Java Programming* provides an in-depth education in the fundamentals of Java programming and covers developing applications in both the Java IDE and Oracle Eclipse IDE
- Each lesson begins with a software problem scenario and is followed by a challenge list of specific items to be coded
- Prepares beginning Java programmers to apply their new skills in the real world

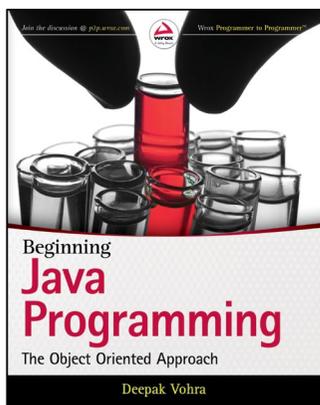
## ABOUT THE AUTHOR

**Deepak Vohra** is an Oracle Certified Associate, Sun Certified Java Programmer, and Sun Certified Web Component Developer. His work has been published in numerous professional journals, and he has written seven books on web development.

# BEGINNING JAVA PROGRAMMING

The Object Oriented Approach

Deepak Vohra



**PUB DATE:** 08 NOVEMBER 2013

**ISBN:** 978-1-118-73949-5

**BINDING:** PAPER

**PAGES:** 744PP

**PRICE:** £29.99 | \$44.99 | €36.00

**TRIM SIZE:** 18.73 x 23.50 cm.

## A comprehensive resource for getting started with the ever-popular Java programming language

Java remains one of the most important programming languages, used in both enterprise-level corporate solutions and for developing Android apps. This step-by-step Wrox guide teaches aspiring Java application developers how to program in Java. It is ideal for classroom and corporate training situations as well as for independent learners. With an emphasis on object-oriented programming principles, it thoroughly covers the fundamentals of Java and is supported with sample programs and screen shots.

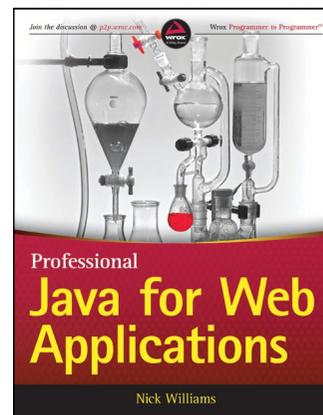
- Java is among the leading programming languages worldwide, applicable to both business solutions and the development of apps for Android devices
- This Wrox resource takes Java newcomers through learning the language step by step
- Covers object oriented programming, packages and imports, statements, classes, variables and java types, interfaces, methods, arrays, and exceptions
- Ideal for beginning university classes and corporate training
- *Beginning Java Programming: The Object Oriented Approach* is the perfect guide to get Java newcomers up and running with this important language.

## About the Author

**Deepak Vohra** is an Oracle Certified Associate, Sun Certified Java Programmer, and Sun Certified Web Component Developer. His work has been published in numerous professional journals, and he has written seven books on web development.

# PROFESSIONAL JAVA FOR WEB APPLICATIONS

Nick Williams



**PUB DATE:** 28 FEBRUARY 2014

**ISBN:** 978-1-118-65646-4

**BINDING:** PAPER

**PAGES:** 870PP

**PRICE:** £39.99 | \$59.99 | €48.00

**TRIM SIZE:** 18.73 x 23.50 cm.

## The comprehensive Wrox guide for creating Java web applications for the enterprise

With millions of users worldwide, Java is a leading programming language. This guide shows Java software developers and software engineers how to build complex web applications in an enterprise environment. You'll begin with an introduction to the Java Enterprise Edition and the basic web application, then set up a development application server environment, learn about the tools used in the development process, and explore numerous Java technologies and practices. The book covers industry-standard tools and technologies, specific technologies, and underlying programming concepts.

- As a step-by-step guide or a general reference, this book provides an all-in-one Java development solution
- Explains the Java Enterprise Edition and the basic web application, how to set up a development application server environment, which tools are needed during the development process, and how to apply various Java technologies
- Covers application logging, JSR-303 bean validation, JSR-317 Java Persistence API with Hibernate, Spring Framework, Spring Security, Custom JSP tag libraries, and WebSocket persistent, fully duplex web connections

## About the Author

**Nicholas Williams** is a senior software developer with UL PureSafety. He is active in the Open Source community, contributing bug reports, suggestions/fixes, feature suggestions, and code to a variety of projects.

## TIZEN PROGRAMMING

Cheng Luo



**PUB DATE:** 24 JANUARY 2014  
**ISBN:** 978-1-118-80926-6  
**BINDING:** PAPER  
**PAGES:** 456PP  
**PRICE:** £27.99 | \$45.00 | €32.50  
**TRIM SIZE:** TBA

### Learn to program for multiple devices using this exciting, open source software platform

Tizen offers an innovative operating system, applications, and a user experience that consumers can take from device to device. Developed by Samsung, Tizen is compatible with HTML5, JavaScript, and CSS, giving it even more versatility. This guide, written by expert Samsung developers, shows you how to program in Tizen and how to find your place in the Tizen community. Learn to use your web development skills to create amazing Tizen web apps for smartphones, tablets, in-vehicle infotainment devices, smart TVs, and more.

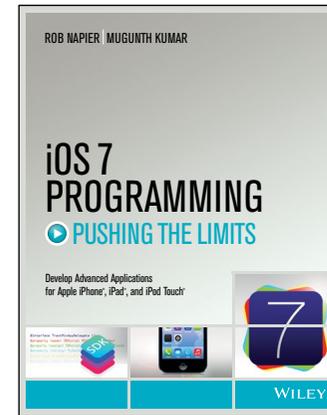
- Explores the full potential of the exciting Tizen open source, standards-based software platform
- Shows how to apply your current programming knowledge to programming in Tizen
- Demonstrates how to port your existing apps to Tizen with HTML5 and how to add power and polish to your web apps
- Covers APIs such as contacts, calendars, and NFC, how to create great-looking UIs, and tips on creating games on Tizen
- Bullet Walks you through running, testing, and debugging your apps

### About the Author

**Cheng Luo** works at Samsung Electronics Research Institute (SERI) helping developers create apps for Samsung devices.

## IOS 7 PROGRAMMING PUSHING THE LIMITS

Rob Napier



**PUB DATE:** 07 FEBRUARY 2014  
**ISBN:** 978-1-118-81834-3  
**BINDING:** PAPER  
**PAGES:** 552PP  
**PRICE:** £29.99 | \$50.00 | €36.00  
**TRIM SIZE:** 18.73 x 23.50 cm.

### Create killer apps for iPad and iPhone on the new iOS 7!

With Apple's introduction of iOS 7, demand for developers who know the new iOS will be high. You need information about the new characteristics and capabilities of iOS 7, and that's what you'll find in this book. If you have experience with C or C++, this guide will show you how to create amazing apps for iPhone, iPad, and iPod touch. You'll also learn to maximize your programs for mobile devices using iPhone SDK 7.0. Advanced topics such as security services, running on multiple iPlatforms, and local networking with Core Bluetooth are also covered.

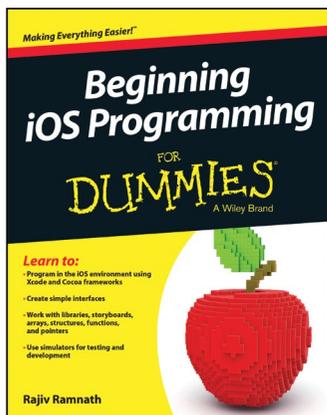
- Prepares experienced developers to create great apps for the newest version of Apple's iOS
- Thoroughly covers the serious capabilities of iOS 7; information you need to make your apps stand out
- Delves into advanced topics including how to control multitasking, security services, running apps on multiple iPlatforms and iDevices, enabling in-app purchases, advanced text layout, and building a core foundation
- Also covers REST, advanced GCD, internationalization and localization, and local networking with Core Bluetooth

### About the Author

**Rob Napier** is Technical Leader for Cisco System's OS X and iOS development team and has been developing iPhone applications for as long as there has been an iPhone platform.

# BEGINNING IOS PROGRAMMING FOR DUMMIES

Rajiv Ramnath



PUB DATE: 10 MARCH 2014

ISBN: 978-1-118-79927-7

BINDING: PAPER

PAGES: 456PP

PRICE: £21.99 | \$29.99 | €24.00

TRIM SIZE: 18.73 x 23.50 cm.

## The ultimate beginner's guide to programming in the iOS environment

The Apple App Store is a gold mine for developers, but with more apps for the iPhone, iPad, and iPod touch being added every day, you need a solid programming foundation to create the best apps possible. This book teaches object-oriented programming within the iOS framework from the ground up, preparing you to create the next super iPhone or iPad app. Get a handle on the iOS framework, object-oriented best practices, and the Xcode programming environment, then discover how to create simple interfaces, use libraries, create and extend objects, and more.

- Includes best practices for building apps that are easy to debug, evolve, and maintain
- Uses simple examples to demonstrate object-oriented programming output in the iPhone environment while teaching real-world programming concepts and applications
- Provides a thorough understanding of the framework and object-oriented principles to help beginning programmers make optimum use of iOS
- Covers working with the Xcode environment and storyboards; creating simple interfaces; using libraries, functions, structures, arrays, and pointers; and creating and extending objects

## About the Author

**Rajiv Ramnath, PhD**, is an Associate Professor of Practice in computer science and engineering and Director of Practice at the Collaborative for Enterprise Transformation and Innovation at the Ohio State University. He teaches software engineering and assists with interdisciplinary curriculum development.

# CCNA ROUTING AND SWITCHING CERTIFICATION KIT

Exams 100-101, 200-201, 200-120

Todd Lammle, William Tedder, Troy McMillan



**PUB DATE:** 07 FEBRUARY 2014  
**ISBN:** 978-1-118-78958-2  
**BINDING:** PAPER  
**PAGES:** 1800PP  
**PRICE:** £140.00 | \$209.97 | €168.00  
**TRIM SIZE:** 18.73 x 23.50 cm.

## Everything You Need to Prepare for the CCNA Routing and Switching Exams

This value-priced bundle contains everything certification candidates need to prepare for CCNA exams ICND1 100-101, ICND2 200-101, and the CCNA Composite exam 200-120, well as build the foundation for a career as a networking administrator. Featuring the bestselling *CCNA Study Guide* from Cisco Networking Authority Todd Lammle, this kit is a complete prep package that enables you to study, practice, review, and approach the exam with confidence.

The Certification Kit includes:

- *CCNA Routing and Switching Study Guide* – Provides in-depth coverage of every exam objective, access to over an hour of useful video and audio files, a network simulator to help you complete the hands-on labs without additional hardware, and a practice test environment with hundreds of questions, flashcards, and more
- *CCNA Routing and Switching Virtual Lab, Titanium Edition 4.0* – Allows you to create simulated networks using an unlimited number of routers and switches
- *CCNA Routing and Switching Review Guide* – Provides that last-minute prep to hammer home concepts

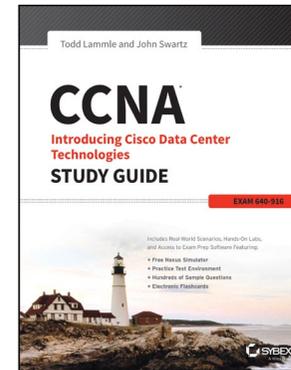
## About the Author

**Todd Lammle, CCSI, CCNA, CCNP**, is the authority on Cisco networking. He is President of GlobalNet Training, Inc., a networking integration and training firm based in Dallas.

# CCNA DATA CENTER: INTRODUCING CISCO DATA CENTER TECHNOLOGIES STUDY GUIDE

Exam 640-916

Todd Lammle, John Swartz



**PUB DATE:** 07 MARCH 2014  
**ISBN:** 978-1-118-66109-3  
**BINDING:** PAPER  
**PAGES:** 700PP  
**PRICE:** £33.99 | \$49.99 | €40.00  
**TRIM SIZE:** 18.73 x 23.50 cm.

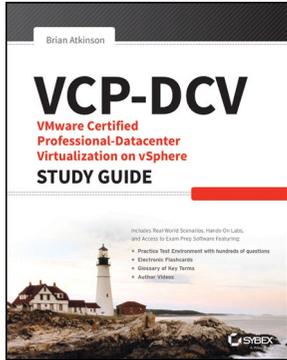
## Prepare for the CCNA Data Center Exam 640-916

Cisco networking authority Todd Lammle uses real-world examples and hands-on exercises to thoroughly cover all exam objectives for exam 640-916, Introducing Cisco Data Center Technologies. This Study Guide explores key topics such as Data Center networking principles, virtualization, Nexus 1000V, Unified Fabric, Cisco UCS principles, Data Center services, and more. In addition, you get access to a wealth of study tools, including a network simulator for hands-on practice, as well as hundreds of practice questions and flashcards in an online test environment.

- Prepares you for CCNA exam 640-916: Introducing Cisco Data Center Technologies
- Features complete exam prep from celebrated Cisco networking authority Todd Lammle
- Includes a Nexus switch simulator, for hands-on practice without the need for additional hardware
- Prepares you to use Cisco's Unified Data Center, which unifies computing, storage, networking, and management resources

## About the Author

**Todd Lammle, CCSI, CCNA, CCNP**, is the authority on Cisco networking. He is President of GlobalNet Training, Inc., a networking integration and training firm based in Dallas.



## VCP-DCV VMWARE CERTIFIED PROFESSIONAL-DATCENTER VIRTUALIZATION ON VSPHERE STUDY GUIDE

**Brian Atkinson**

Prepare for the VCP-DCV Exam

Prepare yourself for VMware's challenging VMware Certified Professional-Datcenter exam, as well as the typical tasks and responsibilities you can expect as a VMware Datcenter-certified professional. This comprehensive book guides you through all topics and objectives you'll need to know for the exam. These include planning, installing, upgrading, and securing vCenter Server and ESXi; configuring networking and storage; performing basic troubleshooting; and more. You'll also gain access to premium online practice and review tools.

**PUB DATE:** 30 JANUARY 2014 • **ISBN:** 978-1-118-65844-4

**BINDING:** PAPER • **PAGES:** 816PP • **PRICE:** £39.99 | \$59.99 | €48.00

**TRIM SIZE:** 18.73 x 23.50 cm.