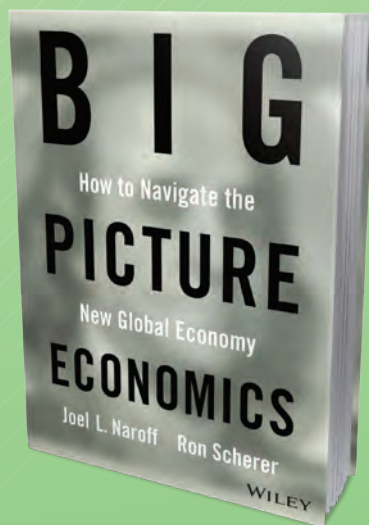


# Professional Development

MONTHLY CATALOG  
APRIL 2014



WILEY

# Wiley Monthly Catalogue

## Accounting & Finance 4

Accounting Technology 5  
Corporate / Managerial Accounting 5  
Auditing 5  
Auditing / Internal 6  
Valuation 6  
Accounting Special Topics 6  
Oil & Energy Economics 7  
Institutional & Corporate Finance 7  
Investments & Securities 8  
Trading 8  
Financial Engineering 9  
Insurance & Risk Management 9  
Finance & Investments Special Topics 9  
Islamic Finance 10

## Business 11

General & Introductory Business & Management 12  
Business Self-Help 12  
Personal Career Development 14  
Business Technology 14  
Management 15  
Strategic Management 15  
International Management 15  
Management / Leadership 16  
Human Resource Management 17  
Conflict Resolution & Mediation (Workplace Settings) 17  
Training & Development 18  
Marketing & Sales 18  
Marketing Management 18  
Sales Management 19  
Small Business & Entrepreneurship 19  
Property & Real Estate 19  
Business & Management Special Topics 20

## Consumer 21

General & Introductory History 22  
Twentieth Century & Contemporary History 22  
Professional Cooking & Culinary Arts 22  
Beverage Management 22  
Music 23  
Evidence-Based Health Care 23  
American Politics 23  
Sociology of Economics 23

## Professional 24

General & Introductory Civil Engineering & Construction 25  
Leadership, Administration & Policy (Higher Education) 25  
Teaching & Learning (Higher Education) 25  
Curriculum Tools- General 26  
Literacy & Reading 27  
English as a Second Language 27  
Industrial Engineering / Project Management 28

**WILEY**  
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Psychotherapy & Counseling 28

Test Prep General 28

## **Technology 29**

Office Productivity – Non-Microsoft (General & Suites) 31

Database software (Non-Microsoft) 31

Graphics & Design software (Non-Microsoft) 31

Operating Systems / Macintosh & iOS 32

Computer Hardware (general) 32

Networking / Windows NT & Windows 2000 32

Programming & Software Development 33

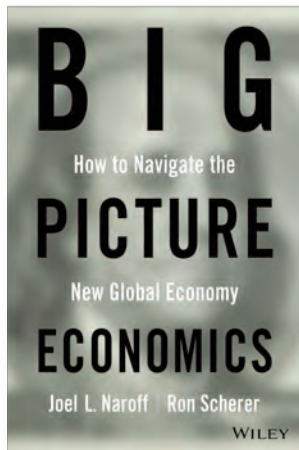
Programming / C & C++ 33

Database & Data Warehousing Technologies 33

Internet Business 34

Program & Project Management 34

Certification (MSCE, Novell, etc.) 34



## Big Picture Economics

### How to Navigate the New Global Economy

JOEL NAROFF, RON SCHERER

**Description:** While we may not think about it on a day-to-day basis, economics plays an important role in our lives—especially after the financial crash of 2007. Today, getting a read on what big picture economic decisions might have on the lives of the average person is now more important than ever.

With this in mind, award-winning futurist economist Joel Naroff has created *Big Picture Economics*. Written in a straightforward and accessible style, this book turns the “dismal” science into something we can use and not only hang our hats on, but apply to our future decision-making. Engaging and informative, it will help you gain greater insight into how economics influences your life from a financial and investment standpoint.

- Offers a fresh look as to what economics can tell us about our investment future
- Written by an award-winning futurist economist, who is a top forecaster in this field
- Contains practical insights on not only understanding the global economy, but also interpreting what it might mean for you financial future

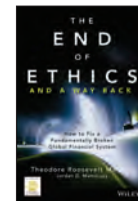
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PRICE: S\$54.72 inclu GST, US\$39.95

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## Breaking Banks

## Breaking Banks

### The Innovators, Rogues, and Strategists Rebooting Banking

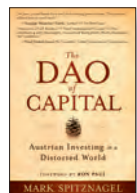
BRETT KING

**Description:** *Breaking Banks: The Innovators, Rogues, and Strategists Rebooting Banking* provides an insider's perspective of the massive upheaval facing the banking industry. Taken from the first season of the popular radio show “Breaking Banks”, the book features interviews with world-leading authorities involved in the reform and disruption of the retail financial services industry. Host and bestselling author, Brett King interviews the new wave of strategists in the thick of the shakeup, including technologists, start-up founders, digital bankers, social media experts, and researchers. Topics include:

- Digital banks, digital payments, and alternative revenue channels
- Brand management for the crowdsourcing consumer
- Digital currencies and the end of cash
- Mobilization and improving the customer journey

Industry leaders speaking plainly about today's hottest banking topics made “Breaking Banks” the most successful new show in the history of VoiceAmerica Business Channel. *Breaking Banks: The Innovators, Rogues, and Strategists Rebooting Banking* is a compilation of an entire season's worth of insight.

#### Other related titles:



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PUB DATE: August 2013  
PAGES: 368  
MEDIUM: Cloth  
PRICE: S\$40.61 inclu GST, US\$29.95



ISBN: (AE) 978-1-118-55038-0  
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PRICE: S\$102.72 inclu GST, US\$75.00



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PRICE: S\$24.56 inclu GST, US\$17.95

## Accounting Technology

**Sage Instant Accounts For Dummies®**

Jane E. Kelly

**Description:** This comprehensive guide walks you through every aspect of setting up and using Sage Instant Accounts, from downloading and installing the software to customizing it to your needs. Packed with handy step-by-step instructions (and fully illustrated with screenshots), this book is the easiest way to get the most from Sage Instant Accounts and take control of your business finances.

(R) 978-1-118-84805-0 04/14 320 pp. P \$30.98 inclu GST, US\$22.99



## Corporate / Managerial Accounting

**Advanced Excel Reporting for Management Accountants**

Neale Blackwood

**Description:** Learn about the functions that work together to automate many of the processes involved in Management Reporting. See how to take advantage of the many new features of Excel 2007 and 2010. Find out how to build validation structures into your spreadsheet reports. Discover how to identify missing or new codes, either in the creation process or in the day-to-day running of the reports. Do it all with *Advanced Excel Reporting for Management Accountants*.

(R) 978-1-118-65772-0 04/14 448 pp. P \$82.34 inclu GST, US\$59.95



## Auditing

**Core Auditing Standards for Practitioners**

Katharine Bagshaw, John Selwood

**Description:** This comprehensive, practical, and theoretical guide covers the key ISAs that underpin audit methodologies and the recently revised ISAs that cause practitioners the most concern. It is designed to enhance auditors' understanding of critical ISAs, reducing their dependence on methodologies to mediate and explain ISA requirements. Using plenty of examples, *Core Auditing Standards for Practitioners* helps audit staff learn to tailor audit methodologies and remove redundancies, as well as form high-quality judgments with a thorough grounding in ISA to serve in discussions with file reviewers and audit inspectors.

(77) 978-1-118-70711-1 04/14 240 pp. P \$96.25 inclu GST, US\$70.00

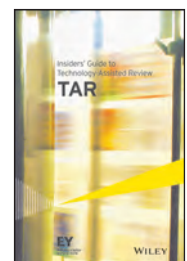
Core Auditing  
Standards for  
Practitioners

**Insiders' Guide to Technology-Assisted Review (TAR)**

Ernst &amp; Young

**Description:** *Insiders' Guide to Technology-Assisted Review (TAR)* represents an attempt to provide professionals without advanced degrees in linguistics and the related technology of technology-assisted review (TAR) a resource for obtaining a thorough understanding of the theory and practice of TAR. Given the rapidly increasing importance of TAR to the legal process, such an understanding is indispensable to legal professionals and others faced with the problem of making sense of large document collections. While the technology of TAR will undoubtedly continue to advance at a speed that makes it hard to capture in writing, the underlying concepts will hold true. The purpose of this book is to convey an understanding of those concepts to the practitioner.

(R) 978-1-118-89426-2 02/14 176 pp. P \$54.52 inclu GST, US\$39.95



## Auditing / Internal

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Wiley CIA  
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## Valuation

## Cost of Capital

**Cost of Capital, 5th Edition****Applications and Examples + Website***Shannon P. Pratt, Willamette Management Associates, Portland, Oregon, Roger J. Grabowski*

**Description:** Now in a Fifth Edition, *Cost of Capital* brings together the issues in the cost of capital computation in a way that melds timely advice with serious debate about the best practices in the area. Now available as a two-volume set, the new edition presents all new case studies; updated chapters of SFAS 141, 142, 144, distressed companies, convertible bonds, hybrid instruments; and a companion web site featuring online tools, materials, and links to relevant resources. This is the definitive cost of capital reference tool for professional valuation practitioners, attorneys, judges, investment bankers, CFOs, and CPAs.

(R) 978-1-118-55580-4 04/14 1232 pp. C S\$259.96 inclu GST, US\$189.95

## Accounting Special Topics

**Bank Fraud****Using Technology to Combat Losses***Revathi Subramanian*

**Description:** Examining the technology that is needed to combat bank fraud, *Bank Fraud* equips corporate security and loss prevention managers with the necessary tools to determine an organization's unique technology needs. It looks at the technology needed to handle data intelligence and provides guidance to assess the technology necessary to battle fraud. The book features unique coverage of the history of fraud detection and prevention in banking and explores the challenges of fraud detection in a financial services environment; understanding corporate risk exposure; losses per assets; trending over time; benefits of technology.

(R) 978-0-470-49439-4 04/14 192 pp. C S\$62.01 inclu GST, US\$44.95



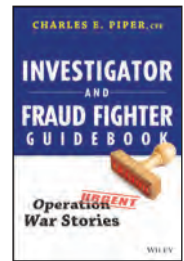
## Investigator and Fraud Fighter Guidebook

### Operation War Stories

Charles E. Piper

**Description:** The ability to conduct thorough and effective investigations is a skill that has become increasingly in-demand across many industries. At the same time, investigative resources are dwindling as markets recede. Regulation and financial hurdles impede traditional investigation processes. Even seasoned professionals are finding themselves overtasked or lacking the experience to pursue the types of cases that are accumulating.

(R) 978-1-118-87117-1 04/14 288 pp. C \$68.43 inclu GST, US\$49.95

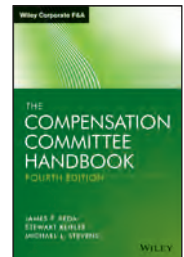


## The Compensation Committee Handbook, 4th Edition

James F. Reda, Stewart Reifler, Michael L. Stevens

**Description:** *The Compensation Committee Handbook*, thoroughly updated in this Fourth edition, provides a comprehensive review of the complex issues challenging compensation committees that face revised executive compensation disclosure regulations issued by the SEC, as well as GAAP and IFRS rulings and trends. This new edition addresses a full range of functional issues facing compensation committees, including organizing, planning, and best practices tips.

(R) 978-1-118-37061-2 04/14 560 pp. C \$185.06 inclu GST, US\$134.95



## Oil & Energy Economics

### The Colder War

#### How the Global Energy Trade Slipped from America's Grasp

Marin Katusa

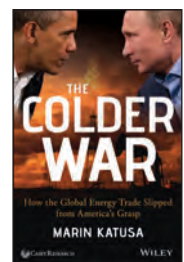
 previously announced  
in Nov 2013 catalog

**Description:** How the United States lost control of the global energy market and what that means for the future

The world's energy trade has a new master puppeteer. Led by Vladimir Putin, a tenacious KGB officer turned modern-day tsar, Russia is undergoing a rapid economic and geopolitical renaissance. The story of Putin's rise to power holds the key to understanding how Russia toppled a generation of robber barons, upset the global balance of trade, and positioned itself as the most powerful force in the global energy market, with the power to starve other countries of power. If Putin's long-range plans are successful, he will reign in a new world order—one in which the United States and the US dollar play a diminished role, and the BRIC countries (Brazil, Russia, India, and China) replace the G7 in wealth and clout.

The EU has made concrete overtures toward buying oil in euros, and Russia and China are stockpiling gold in anticipation of a gold-for-oil system that may overtake the world scene. But whether oil is traded in euros, gold, Chinese yuan, or Russian rubles, the impact on the US dollar—and the oft-coveted American way of life—will be unprecedented.

(E) 978-1-118-79994-9 07/14 256 pp. C \$48.10 inclu GST, US\$34.95



## Institutional & Corporate Finance

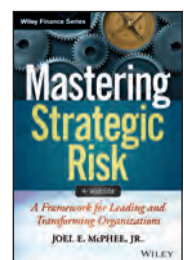
### Mastering Strategic Risk

#### Framework for Leading and Transforming Organizations

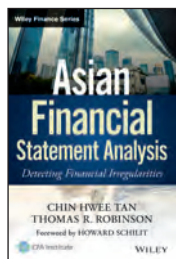
Joel E. McPhee

**Description:** *Mastering Strategic Risk* provides a new model detailing how to effectively lead organizations through challenging times. Featuring real-world examples from the author's 20-year history as a financial services professional in the risk and strategy/operations area and his work in transforming the operational environments of some of the nation's largest banks and financial companies. This book offers readers unique and special benefits, including tools to assist leaders in identifying and mitigating the most critical risks that undermine an organization's day to day operations and strategic objectives.

(E) 978-1-118-75729-1 04/14 272 pp. C \$82.34 inclu GST, US\$59.95



## Investments &amp; Securities

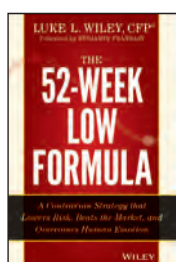
**Asian Financial Statement Analysis*****Detecting Financial Irregularities***

Chin Tiong Tan

**Description:** The Asian region, and particularly China, is becoming a hotbed of investment activity. There have been quite a few accounting scandals in Asia in the recent years – now rivaling those we have seen in the Americas and Europe. Assessing potential or active overseas investments requires reliance on financial statements, the full parameters of which may vary from region to region. To effectively analyze statements, it is necessary to first understand the framework underlying these financial statements and then lay out a protocol for detecting irregularities. *Asian Statement Analysis* provides a framework for analysis that makes irregularities stand out. Authors Chin Hwee Tan and Thomas R. Robinson discuss international financial reporting standards, including characteristics particular to the Asian region. Tan and Robinson's combined background in academia and Asian finance give them a multi-modal perspective and position them as top authorities on the topic.

(E) 978-1-118-48652-8 04/14 208 pp. C S\$130.49 inclu GST, US\$94.95

LEAD

**The 52-Week Low Formula*****A Proven Approach that Beats the Market and Human Biases***

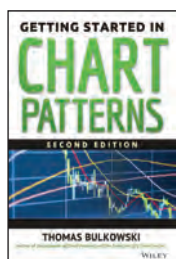
Luke L. Wiley

**Description:** *The 52-Week Low Formula* is based on the idea that even the best companies go through a skid, a downturn in stock value. In this book, readers will examine the principles that go into selecting the 25 companies the author, Wiley, invests in every six months – what he looks for, what requirements he has and how those came to be. He examines case studies of companies that have proven time and again that they can overcome obstacles and provide consistent growth for the long-term and show the results of a disciplined approach to investing over an emotional one and the mistakes investors make when they invest out of fear instead of a solid strategic approach.

(E) 978-1-118-85347-4 04/14 176 pp. C S\$48.10 inclu GST, US\$34.95

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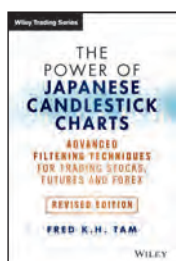
## Trading

**Getting Started in Chart Patterns**

Thomas N. Bulkowski

**Description:** Chart pattern analysis is not only one of the most important investing tools, but also one of the most popular. Filled with in-depth insights and practical advice, ***Getting Started in Chart Patterns, 2nd Edition*** is designed to help both new and seasoned traders profit by tracking and identifying specific chart patterns. In this second edition, expert Thomas Bulkowski opens with a basic discussion of chart pattern formation and how bad habits can hurt trading. He introduces more than 40 key chart formations as well as numerous trading tactics that can be used in conjunction with them and also showcases specifics (actual trades with dollar amounts) outlined throughout the book and the frank discussions of how trading behavior can affect the bottom line. The book now includes additional charts in exchange-traded funds (ETFs) and mutual funds.

(E) 978-1-118-85920-9 04/14 384 pp. P S\$30.98 inclu GST, US\$22.95

**The Power of Japanese Candlestick Charts*****Advanced Filtering Techniques for Trading Stocks, Futures and Forex***

Fred K. H. Tam

**Description:** Japanese candlestick charting is a highly effective method for timing the market for short-term profits. Unlike most western techniques—moving average, relative strength index, MACD, stochastic, Bollinger bands, or Elliot waves—candlestick charting signals are based on very close analysis of product price, producing accurate buy or sell signals between two and ten periods earlier than other techniques. In *The Power of Japanese Candlestick Charts*, noted author and futures trading expert Fred Tam offers a full and sophisticated range of charting techniques using candlestick methodology. The author, Fred K. H. Tam, a pioneer in exploring the Japanese candlestick methodology is based in Malaysia.

(AE) 978-1-118-73292-2 04/14 368 pp. C S\$102.67 inclu GST, US\$75.00

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## Financial Engineering

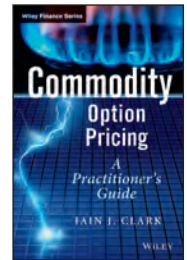
## Commodity Option Pricing

*A Practitioner's Guide*

Iain Clark,

**Description:** *Commodity Option Pricing* covers commodity option pricing for quantitative analysts, traders or structurers in banks, hedge funds and commodity trading companies. Based on the author's industry experience with commodity derivatives, this book provides a thorough and mathematical introduction to the various market conventions and models used in commodity option pricing. It introduces the various derivative products typically traded for commodities and describes how these models can be calibrated and used for pricing and risk management. The book has been developed with input from traders and examples using real world data, together with relevant up to date academic research.

(77) 978-1-119-94451-5 04/14 328 pp. C S\$130.49 inclu GST, US\$95.00



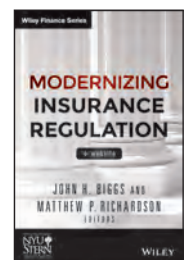
## Insurance &amp; Risk Management

## Modernizing Insurance Regulation

John H. Biggs, Matthew P. Richardson

**Description:** For those involved with the insurance industry, from investment professionals to policy makers, and regulators to legislators, tremendous change is coming. With insurance premiums constituting an ever-growing portion of annual U.S. GDP and provisions of the Dodd-Frank Act specifically calling for modernization of insurance regulations, the issues at hand are pervasive. In *Modernizing Insurance Regulation*, these issues are described against a backdrop of the political and industry discussions that surround insurance, regulation, and systemic risk. Experts Viral V. Acharya and Matthew Richardson discuss a variety of issues with top thinkers in the fields of finance, derivatives, credit risk, and banking to bring to light the most germane elements of this ongoing discussion.

(E) 978-1-118-75871-7 04/14 288 pp. C S\$88.76 inclu GST, US\$64.95



## Finance &amp; Investments Special Topics

## Ringside Stories of a Self-Made Man

Richard A. Corbett

**Description:** The author, Richard Corbett is highly regarded as a real estate guru when it comes to developing and investing in properties. As such, he has strong connections to some of the biggest and wealthiest names in business, such as Ted Turner and others. In *Ringside Stories of a Self-Made Man* real estate guru Dick Corbett reveals the secrets to his success in business and in life, from his time as a presidential aide in the JFK administration to his biggest career success in the development of the International Plaza at the Tampa International Airport in 2001.

(E) 978-1-118-89872-7 03/15 384 pp. C S\$40.61 inclu GST, US\$29.95

Ringside Stories  
of a Self-Made  
Man

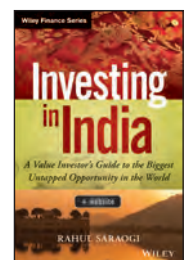
## Investing in India

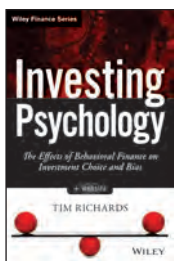
*A Value Investor's Guide to the Biggest Untapped Opportunity in the World*

Rahul Saraogi

**Description:** India's rapid economic growth offers obvious opportunities for foreign investors, but making wise investing decisions can be difficult for any investor without a deep knowledge of the country and its culture. With a vibrant democracy and an active press, India can be a complex and chaotic place in which investors can find it difficult to make investing decisions with confidence. This book offers an on-the-ground perspective on India from one of India's most successful value investors. Looking deeply into the internal realities that impact India's investment climate, *Investing in India* helps investors both inside and outside the country cut through the noise and find the facts that truly matter for anyone who wants to invest there.

(E) 978-1-118-75609-6 04/14 224 pp. C S\$82.34 inclu GST, US\$59.95





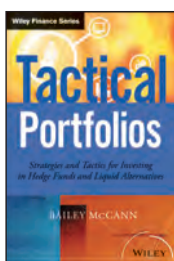
## Investing Psychology

### *The Effects of Behavioral Finance on Investment Choice and Bias*

Tim Richards

**Description:** *Investing Psychology + Website* is every investor's guide to behavioral investing, teaching them how to profit from the astounding findings of fifty years of research into how our psychological biases affect our financial decision making. The book is an in-depth guide to using this research to complement the fundamentals of stock marketing investing and will help improve the performance of every investor confused by the vast complexity of the financial marketplace. By the end of the book the reader will understand the fundamental biases driving their investing behavior and have a practical toolkit to effectively manage them. Together these can turn their losses into profits and their irrational, money-losing investing decisions into logical, money-making ones.

(E) 978-1-118-72219-0 04/14 288 pp. C S\$88.76 inclu GST, US\$64.95



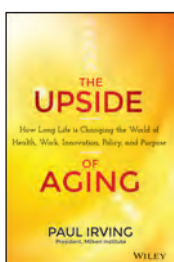
## Tactical Portfolios

### *Strategies and Tactics for Investing in Hedge Funds and Liquid Alternatives*

Bailey McCann

**Description:** Take advantage of inefficiencies in the market by investing in alternative assets. Hedge fund and private equity investment diversifies your portfolio and helps shield you from market volatility, allowing your more passive assets to work the long game. In *Tactical Portfolios*, author Bailey McCann guides you through the principles of hedge fund investment and the associated philosophies of risk management strategies. McCann's background in reporting and analyzing government policy and regulatory issues positions her as a valuable source of strategic investment advice. As Senior Editor of Opalesque's *Alternative Market Briefing*, her take on the market is read by every one of the top 100 hedge fund managers on a daily basis. In *Tactical Portfolios*, McCann goes in-depth on important topics.

(E) 978-1-118-73162-8 03/14 240 pp. C S\$102.67 inclu GST, US\$74.95



## The Upside of Aging

### *How Long Life is Changing the World of Health, Work, Innovation, Policy and Purpose*

Paul Irving

**Description:** *The Upside of Aging: How Long Life Is Changing the World of Health, Work, Innovation, Policy and Purpose* will be an edited book by Paul Irving, Senior Managing Director and Chief Operating Officer of the Milken Institute, with chapters written by American leaders who speak to the challenges and promises of our age shift. Each chapter will acknowledge the difficulties to be addressed and the potential solutions to be considered. In sum, this will provide thoughtful and expert analysis about the state of American aging, the opportunity to build a better America, and a call to action to empower seniors and improve aging lives.

(E) 978-1-118-69203-5 04/14 304 pp. C S\$82.34 inclu GST, US\$59.95

## Islamic Finance



## Islamic Finance and Economic Development

### *Risk, Regulation, and Corporate Governance, + Website*

Amr Mohamed El Tiby Ahmed, Wafik Grais

**Description:** Islamic finance differs from conventional finance in that the IIFS adheres to Shari'a rules that promote fairness and prevention of exploitation, sharing of risks and rewards, prohibition of interests, and tangible economic purpose. In *Islamic Finance and Economic Development*, authors Amr Mohamed El Tiby and Wafik Grais expound the role of Shari'a principles and international regulatory standards in the Islamic finance industry. And as Vice President at Union National Bank based in the U.A.E., El Tiby offers an informed perspective on the differences in corporate finance from within the Islamic industry. As Founder and Chairman of Cairo-based Viveris Mashrek Financial Advisors, Grais brings global financial experience on the topics of corporate governance, Islamic finance, and macroeconomic policy.

(E) 978-1-118-84726-8 04/14 256 pp. C S\$109.09 inclu GST, US\$79.95

## The Soft Edge

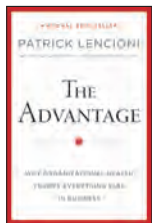
### Where Great Companies Find Lasting Success

RICH KARLGAARD

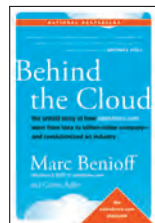
**Description:** Success in business has traditionally meant having a strategy and excelling at the hard skills. For years, mastering these “hard” factors was enough - but in today’s climate, it’s not so simple. The very appeal of the hard stuff, the fact that it can be measured and quantified, also means it can be analyzed and copied by the competition. *The Soft Edge* argues that certain key “soft” factors are the only remaining edge to any business’s ability to succeed in the modern economy for the long run. They move beyond strategy and the hard, to the next level - seeing companies through the disruption of a rapidly changing environment.

Author, Rich Karlgaard is the publisher of *Forbes* magazine, where he writes a biweekly column, “Innovation Rules,” known for its witty and honest assessment of current business issues. He’s a regular panelist on *Forbes* on FOX, a frequent guest analyst on CNBC’s *The Kudlow Report*, and a bimonthly guest columnist for the *Wall Street Journal*’s op-ed page.

#### Other related titles:



ISBN: (BX) 978-0-470-94152-2  
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## The Digital Marketer

### Ten New Skills You Must Learn to Stay Relevant and Customer-Centric

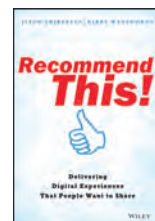
LARRY WEBER, W2 GROUP, INC., LISA LESLIE HENDERSON

**Description:** Marketing has been transformed in the last 5 years by a portfolio of powerful new digital tools and practices. The tools and trends are powerful, but complex and overwhelming to many marketers. This book explains how to make sense of it all – Big data, social communities, marketing automation, software integration, ubiquitous mobile and tablet technology, location-based services, design thinking, digital loyalty programs, rich content, blending new and traditional media, marketing attribution analysis, and more. These trends and tools are drawing businesses and consumers closer together, mashing up long-held marketing and advertising roles, and transforming a formerly passive and transaction-oriented customer relationship into a participatory engagement that is meaningful, productive, and profitable for both sides.

#### Other related titles:



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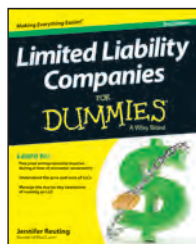


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## General &amp; Introductory Business &amp; Management

**Limited Liability Companies For Dummies, 3rd Edition**

Jennifer Reuting

**Description:** During a time of economic uncertainty, one thing consistently on the rise has been the number of new limited liability companies. *Limited Liability Companies For Dummies*, 3rd Edition, provides clear, concise explanations on the pros and cons of LLCs and shares insider insights on everything from creating the LLC to managing its day-to-day operations.

(TK) 978-1-118-85298-9 04/14 384 pp. P S\$37.40 inclu GST, US\$26.95

**Multiscreen Marketing*****The Seven Things You Need to Know to Reach Customers Across TVs, Computers, Tablets and Mobile Phones***

Natasha Hritzuk, Kelly Jones

**Description:** Advertising is being transformed by the move from traditional TV spots and static advertising placements to “multi-screen” marketing, where consumers control their own flow of content through smartphones, tv’s, tablets, and pc’s. This is an unprecedented opportunity for marketers. *Multiscreen Marketing* explains why the secret to effective multi-screen marketing is NOT to focus on devices (tablets, mobile phones, and computers) but on the ways customers use them, in order to deliver the right screen with the right message in the right moment. Effective multi-screen marketing brings more relevance to consumers, and more value for marketers.

(H) 978-1-118-89902-1 04/14 272 pp. C S\$40.61 inclu GST, US\$29.95

**The Hunt*****Target, Track, and Attain Your Goals***

David Farbman

**Description:** In *The Hunt*, serial entrepreneur, hunter, and OutdoorHub founder David Farbman offers a way of thinking about work, life, and our connection with the world based upon the ancient discipline of hunting. *The Hunt* will inspire anyone striving for more to think like hunters—with poise, concentration, and skill; to identify their targets; and, with focus, determination, and satisfaction, to achieve those goals.

(BX) 978-1-118-85824-0 04/14 224 pp. C S\$34.19 inclu GST, US\$24.95

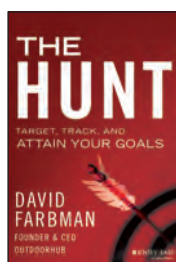
## Business Self-Help

**Be Brilliant Every Day**

Andy Cope, Andy Whittaker

**Description:** The wonderful, uplifting and funny authors of the bestselling *The Art of Being Brilliant* are here to show us how to get motivated, get positive and get happy, and, most importantly, how to be all three consistently. Every single day. Using a solid understanding of positive psychology, but with clear visual illustrations, simple explanations and a bit of funny stuff, *Be Brilliant Everyday* shows us how to foster some serious positivity and mental agility and transform our lives. The book is crammed with practical tips to help us ditch those down days and flourish every single day.

(63) 978-0-85708-500-9 04/14 240 pp. P S\$20.28 inclu GST, US\$14.95

Multiscreen  
Marketing

## Could I Do That?

Simon Hartley

### Description: Yes you can!

Hands up who feels like a completely inadequate underachiever whenever you hear about someone's great achievement. When someone in the office is off cycling around the world, or someone on TV has just launched a great new business which will save the planet? Most of us envy the drive and determination of these people. They've actually made this stuff happen rather than just day-dreamed about it. We all ask...Could I Do That?

Well Simon Hartley is here to show us that we can!

Taking on a challenge – big or small – in your career or personal life, can be intimidating but also totally transformational. Simon Hartley shows how to work out what it is we want to do and then how to make that happen in *Could I Do That*. He uses examples and advice from others who have achieved big things. The book examines how you should go about preparing for change, which problems you'll face along the way, and demonstrates why and how your life will be better as a consequence.

(63) 978-0-85708-480-4 04/14 216 pp. P S\$20.28 inclu GST, US\$14.95



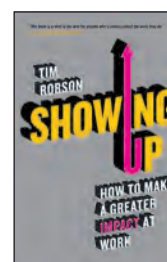
## Showing Up

### *Make a greater impact in the work you do*

Tim Robson

**Description:** This inspiring and practical book shows self-starters how to be show up and be counted and executives and managers how to get the best of employees by encouraging them to thrive and fulfil their potential.

(63) 978-0-85708-541-2 04/14 232 pp. P S\$34.19 inclu GST, US\$24.95



## Telling the Story

### *The Heart and Soul of Successful Leadership*

Geoffrey Mead

**Description:** Distilling the author's considerable experience as a public service leader, research academic, organizational consultant, performing storyteller and leadership coach on top management programmes, *Telling the Story* shows how leaders affect our understanding of what is possible and desirable through the stories they tell and the stories they live. It opens a door into the world of narrative leadership: what stories are and how they work; when to tell a story and how to tell one well; how the stories we tell (and the language and metaphors we use) influence our actions and shape the way we think about the world.

(77) 978-1-118-61716-8 04/14 320 pp. C S\$54.52 inclu GST, US\$40.00

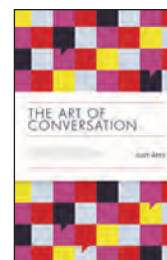


## The Art of Conversation

Judy Apps

**Description:** A small, hardback pocket book to reach for whenever you're stuck for words. *The Art of Conversation* can help you master the knack of conversing like a poet in both business and social situations. By showing you *how* conversation works, author Judy Apps will help you nail the best way to start a conversation, what to say, how to express yourself and be understood and how to debate effectively. You'll also learn how to glide through networking events, meetings and interviews, as well as be able to raise your profile at work, build alliances, motivate and inspire others.

(63) 978-0-85708-538-2 04/14 208 pp. C S\$24.56 inclu GST, US\$17.95



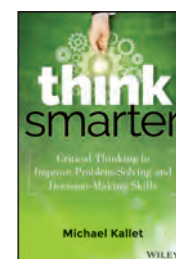
## Think Smarter

### *Critical Thinking to Improve Problem-Solving and Decision-Making Skills*

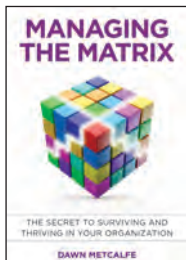
Michael Kallet

**Description:** Critical thinking is a process that lets your brain do more for you as you make decisions and solve problems. *Think Smarter* presents a pragmatic set of tools to apply critical thinking techniques to everyday business issues. This application results in higher quality and faster problem solving, decision making and innovation. *Think Smarter* is filled with real world examples that demonstrate how the tools work in action, in addition to dozens of exercises the reader can use to practice the techniques.

(H) 978-1-118-72983-0 04/14 240 pp. C S\$34.19 inclu GST, US\$24.95



## Personal Career Development



### Managing the Matrix

*The Secret to Surviving and Thriving in Your Organization*

Dawn Metcalfe

**Description:** Debra and Johann work in an environment with multiple and complex reporting lines - in other words, a matrix. There's room to "slip between the cracks" – if a person wants to take advantage of confusion over who is managing performance; or if they can't make the necessary transition to self-management. Communication can be difficult even when there is an apparently shared language. Read how Johann and Debra work together to identify the skills needed to succeed in a matrix, and how using Emotional Intelligence (EI) can develop specific behaviors you can incorporate in your daily job. The result will help reduce stress and increase your chances of success.

(77) 978-1-118-76537-1 04/14 200 pp. C S\$40.61 inclu GST, US\$29.95

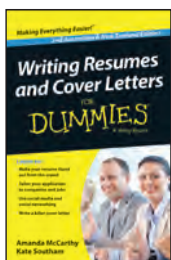


### Successful Job Interviews For Dummies, Australian & New Zealand Edition

Kate Southam, Joyce Lain Kennedy

**Description:** Just landing a job interview in Australia's current economy is a challenge, so you'd better be ready when you do. It's more important than ever that you perform at your best when you get the opportunity for a face-to-face interview. *Successful Job Interviews For Dummies* includes handy tips and practical advice for acing any interview, whether you're a new graduate looking for your first job or an experienced professional looking for a career change. You'll find unbeatable advice on every aspect of interviewing, from getting prepared to answer tough questions to negotiating a better salary offer.

(23) 978-0-7303-0805-8 04/14 296 pp. P S\$27.77 inclu GST, US\$17.95



### Writing Resumes and Cover Letters For Dummies, 2nd Australian & New Zealand Edition

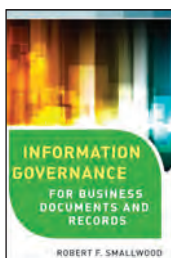
Amanda McCarthy, Kate Southam

**Description:** Practical tips and tricks for standing out from the crowd and getting the job you want. *Writing Resumes and Cover Letters For Dummies* shows you how to catch a recruiter's attention. Presenting a wealth of sample resumes and cover letters, this handy, easy-to-use guide shows you how to write a killer cover letter, format your resume for online use, use social networking to your advantage, and tailor your resume and cover letters for specific positions and companies.

(23) 978-0-7303-0780-8 04/14 296 pp. P S\$27.77 inclu GST, US\$17.95

LEAD

## Business Technology



### Information Governance

*Concepts, Strategies and Best Practices*

Robert F. Smallwood

**Description:** Information Governance (IG) is a rapidly emerging "super discipline" and is now being applied to electronic document and records management, email, social media, cloud computing, mobile computing, and, in fact, the management and output of information organization-wide. IG leverages information technologies to enforce policies, procedures and controls to manage information risk in compliance with legal and litigation demands, external regulatory requirements, and internal governance objectives. *Information Governance* reveals how, and why, to utilize IG and leverage information technologies to control, monitor, and enforce information access and security policies.

(R) 978-1-118-21830-3 04/14 448 pp. C S\$102.67 inclu GST, US\$74.95

## Strategic IT Management

### *Transforming Business in Turbulent Times*

Robert J. Benson

**Description:** Proven methodologies to enhance business value by exploiting the latest global technology trends and best business and IT practices. With practical examples and implementation guidance based on proven techniques developed by the authors over the past twenty years, *Strategic IT Management in Turbulent Times* considers the challenges facing today's enterprise, IT's critical role in value creation, and the practical road map for achieving strategic IT management competencies.

(R) 978-1-118-44393-4 04/14 544 pp. C S\$102.67 inclu GST, US\$74.95



## Management

### Wiley Encyclopedia of Management, 3rd Edition

Cary L. Cooper, Lancaster University Management School

**Description:** Now in its third edition, this multi-volume *Wiley Encyclopedia of Management*, has been revised and updated to chart the major developments that have occurred in: digital technologies; ethics and governance-related issues; innovation; emerging markets; organizational networks; and new avenues of sustainable business growth. Providing comprehensive coverage of the field of management the encyclopedia spans thirteen subject volumes plus an index, providing a landmark work of reference for scholars, students and professionals.

(77) 978-1-119-97251-8 04/14 192 pp. C S\$2743.43 inclu GST, US\$1899.00



## Strategic Management

### Strategy for the Corporate Level, 2nd Edition

#### *Where to Invest, What to Cut Back and How to Grow Organisations with Multiple Divisions*

Andrew Campbell, Michael Goold, Marcus Alexander, Jo Whitehead

**Description:** This revised edition of the bestselling classic covers strategy for organizations that operate more than one business - a situation commonly referred to as group-level or corporate-level strategy. Corporate-level strategy addresses four types of decisions that only corporate-level managers can make: which businesses or markets to enter, how much to invest in each business, how to select and guide the managers of these businesses, and which activities to centralize at the corporate level. This book gives managers and executive students all the tools they need to make and review effective corporate strategy across a range of organizations.

(77) 978-1-118-81837-4 04/14 416 pp. C S\$82.34 inclu GST, US\$60.00

Strategy for  
the Corporate  
Level, 2nd  
Edition

## International Management

### The Silk Road Rediscovered

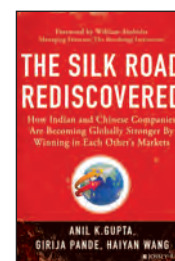
#### *How Indian and Chinese Companies Are Becoming Globally Stronger by Winning in Each Other's Markets*

Anil K. Gupta, Stanford University Technology Ventures Program, Girija Pande, Haiyan Wang

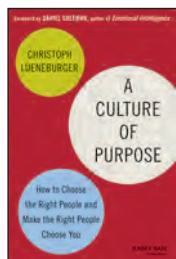
**Description:** A road map for Indian companies who want to do business in China. For most Indian executives, their understanding of China is rooted largely in myths. As a result, many Indian executives tend to assume either "if we can succeed in India, we can surely succeed in China" or "China is so different, there's no way we can make any headway there." This much-needed book provides an action-oriented resource for Indian companies to address the challenges and capture the opportunities that China represents. Building on the central premise that succeeding in China is neither impossible nor a cakewalk, this book is based on real-life case studies of several Indian companies who have been successful in China, including Tata Consulting Services, Tata Motors' Jaguar Land Rover subsidiary, Mahindra & Mahindra, NIIT, Sundaram Fasteners and others.

(BX) 978-1-118-44623-2 04/14 304 pp. C S\$48.10 inclu GST, US\$34.95

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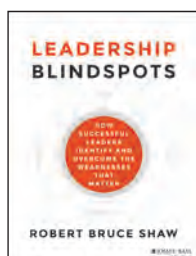
## Management / Leadership

**A Culture of Purpose*****How to Choose the Right People and Make the Right People Choose You***

Christoph Lueneburger

**Description:** The powerful solution for building a culture of purpose is sustainability. Sustainability, at its highest level, is a way of doing business contingent on attracting and retaining the best, smartest people to help you spot and navigate challenges and opportunities that may only faintly visible today. *A Culture of Purpose* offers concrete, actionable insights on what it takes to create this kind of high-level sustainability across an organization, today and into the future. Grounded in exclusive case studies built around in-depth interviews with C-suite sustainability leaders at companies including Chrysler, Unilever, TNT, Walmart, Bloomberg, Levi's, and more, the author offers specific step-by-step advice for meeting this challenge.

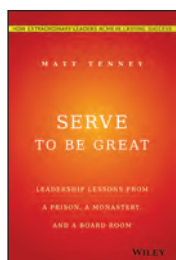
(BX) 978-1-118-81456-7 04/14 224 pp. C S\$38.47 inclu GST, US\$27.95

**Leadership Blindspots*****How Successful Leaders Identify and Overcome the Weaknesses That Matter***

Robert B. Shaw

**Description:** Every leader has a blindspot – an area in which he/she fails to see or respond to threats or weaknesses. These blindspots arise for a number of reasons - cognitive overload, the over-confidence that can come with success, and the deference of others to those in positions of authority. *Leadership Blindspots* provides a framework to understand risks posed by blindspots from a leadership perspective; the four types of blindspots that are most important for leaders to be aware of; a self-assessment and a team survey to help leaders in identifying/recognizing their blindspots; and the corrective actions leaders can take to mitigate the resulting risks.

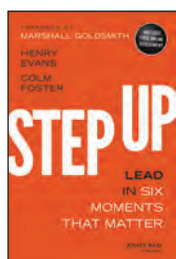
(BX) 978-1-118-64629-8 04/14 240 pp. C S\$48.10 inclu GST, US\$34.95

**Serve to Be Great*****Leadership Lessons from a Prison, a Monastery, and a Board Room***

Matt Tenney

**Description:** This three part book will begin with Matt's story of going from selfish to servant and explain how he went from a prisoner to an entrepreneur. This book teaches business leaders the connection between better business results and serving their people and community. Matt cites numerous business case studies and research that demonstrate how servant leadership results in attracting top talent, increased employee engagement, and lower turnover. It leads to a more innovative culture, better customer service, and a better ROI on marketing efforts. The book offers practical, actionable guidance for making the shift to becoming a leader who is devoted to serving others.

(H) 978-1-118-86846-1 04/14 224 pp. C S\$34.19 inclu GST, US\$24.95

**Step Up*****Lead in Six Moments that Matter***

Henry Evans, Colm Foster, Marshall Goldsmith

**Description:** No matter what your title or place on the organization chart, you have the potential to be a leader - or more precisely, the potential to exercise leadership in the moments that matter most. *Step Up* explains "leadership moments"- instances when a person must make a choice to confront unproductive behavior. The authors identify six regularly occurring moments and help you understand how to act wisely and decisively when those moments arise.

(BX) 978-1-118-83828-0 04/14 224 pp. C S\$38.47 inclu GST, US\$27.95



## Business Strategy

### *Plan, Execute, Win!*

Patrick J. Stroh

**Description:** The scope and core content of this book is on business strategy, its application and lessons learned by the author as a practitioner targeted primarily to the C level group (CEO, CFO, CMO, CIO, CSO, etc.). It begins with a quick history of business strategy and then focuses on what the strategist's role is today and what key aspects are important. The chapters are fun, but educational. The preponderance of the lessons learned come in the middle five chapters, and each chapter ends with a One-Two-Three Summary – One chapter conclusion, Two Gold Nuggets the reader is to write down and Three additional resources/tools for more information.

(R) 978-1-118-87844-6 04/14 192 pp. C S\$48.10 inclu GST, US\$34.95



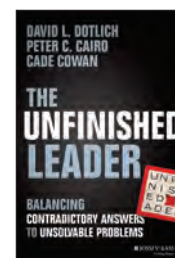
## The Unfinished Leader

### *Balancing Contradictory Answers to Unsolvable Problems*

David L. Dotlich, Peter C. Cairo, Cade Cowan

**Description:** *The Unfinished Leader* is a guide for managing through paradoxes - situations in which there will never be a single right answer –that a leader faces, to ensure success across the organization. Based on over 30 years of consulting work with senior executives, as well as a series of exclusive interviews with 100 CEOs and top leaders in a wide range of companies about the paradoxes they face, *The Unfinished Leader* provides tested advice. The authors include vivid stories highlighting leaders and the real-world challenges they've faced at organizations such as Avon, Nike, Colgate, DeutschePost DHL, Johnson & Johnson, and many more.

(BX) 978-1-118-45509-8 04/14 272 pp. C S\$38.47 inclu GST, US\$27.95



## Human Resource Management

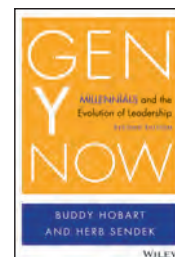
### Gen Y Now

#### *A Handbook for Leading Millennials*

Buddy Hobart

**Description:** Gen Y has been stereotyped as spoiled slackers, but instead they can be your most motivated and creative workers. These younger workers bring important new skills, ideas, and energy to your workplace. However, they are also harder to hire, harder to motivate, demand more of you and your organization, want bigger rewards sooner, and are more likely to leave you. They see the world differently and will be demanding change whether you're ready for it or not. *Gen Y Now* shows HR managers, managers, and leaders how to work with Gen Y and how to take a strategic approach to management that will both attract and retain the best talent to lead your organization into the future.

(BT) 978-1-118-89946-5 04/14 300 pp. C S\$40.61 inclu GST, US\$29.95



## Conflict Resolution & Mediation (Workplace Settings)

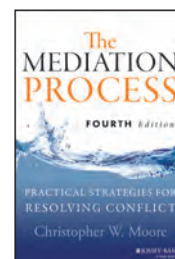
### The Mediation Process, 4th Edition

#### *Practical Strategies for Resolving Conflict*

Christopher W. Moore

**Description:** The fourth edition of one of the seminal works in the field of mediation and conflict resolution - *The Mediation Process* is a practical blend of theory, research, and practice with a useful "how to" approach to resolving disputes at various stages of development and resolution. Its case studies present a range of successful applications of mediation and strategies for intervention. The book is written for both beginning and experienced practitioners.

(BX) 978-1-118-30430-3 04/14 704 pp. P S\$88.76 inclu GST, US\$64.95



Training & Development

**Handbook of Human Resource Development**

Neal F. Chalofsky

**Description:** Developed, written, and sponsored by the preeminent scholarly community for Human Resource Development, this comprehensive foundational text presents the contemporary landscape of the HRD profession and discipline with authoritative coverage of the concepts, theory, research, and applications of the field.

(BT) 978-1-118-45402-2 04/14 702 pp. C S\$177.57 inclu GST, US\$129.95



Marketing & Sales

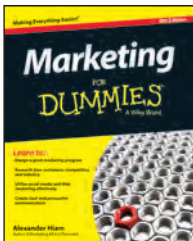
**Marketing For Dummies, 4th Edition**

Alexander Hiam, University of Massachusetts at Amherst



**Description:** Effective marketing is about knowing your customers and giving them what they want, when they want it. The latest marketing research tells us that every customer interaction is an opportunity to grow your business and your bottom line, which is why you need a results-oriented marketing plan. With this updated, practical, and savvy guide to marketing strategies that work, you can apply the skills you already have more efficiently than ever before *Marketing For Dummies* gives you the structure and practical advice you need to get the most out of every marketing initiative and, ultimately, grow your business.

(TK) 978-1-118-88080-7 04/14 384 pp. P S\$34.19 inclu GST, US\$24.95



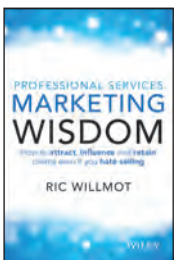
**Professional Services Marketing Wisdom**

*How to Attract, Influence and Acquire Customers Even If You Hate Selling*

Ric Willmot

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Marketing Management

**Handbook of Strategic Account Management**

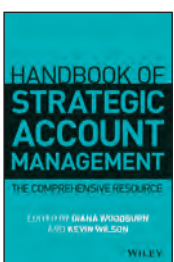
*The Comprehensive Resource*

Diana Woodburn, Cranfield School of Management, Kevin Wilson



**Description:** Though companies expend tremendous effort to upkeep electronic and social media and mass marketing, they often overlook the value of strategic account management (SAM). This handbook is a compilation of papers that address researched knowledge of SAM across the academic community. Filling a void in the existing academic literature, *Handbook of Strategic Account Management* identifies key issues awaiting exploration. Each paper includes an overall summary of the tenets of SAM and a list of references, creating an indispensable resource for academic readers, students, and researchers.

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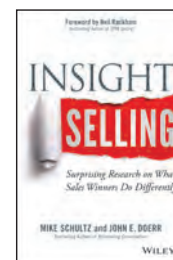
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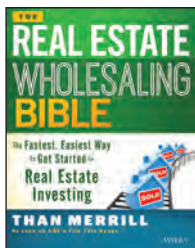
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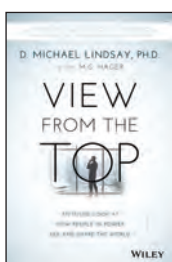
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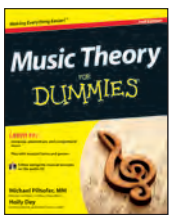
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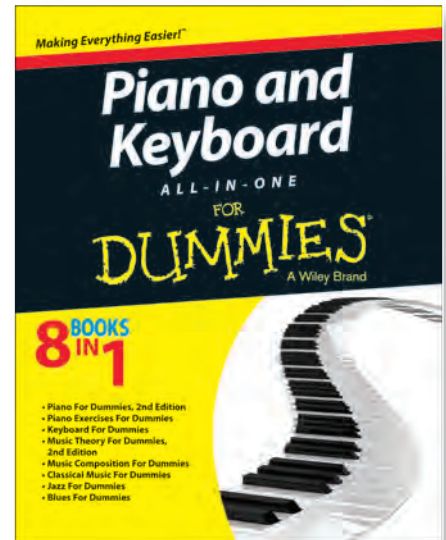
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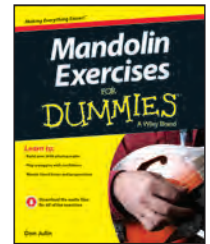
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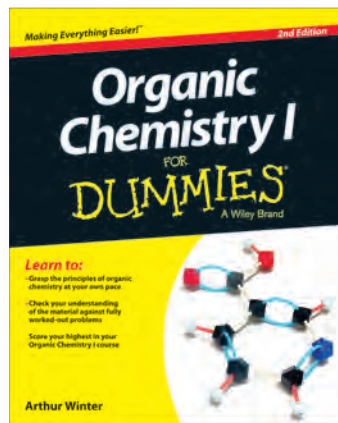
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John Urry, University of Lancaster

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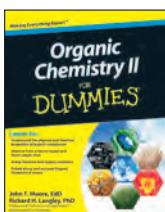


## Organic Chemistry I For Dummies<sup>®</sup>, 2nd Edition

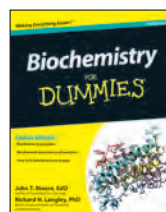
ARTHUR WINTER, (COLLEGE PARK, MD)

**Description:** Organic chemistry has a long-standing reputation as a difficult course. *Organic Chemistry I For Dummies* takes a simple approach to the topic, allowing you to grasp concepts at your own pace. This fun, easy-to-understand guide explains the basic principles of organic chemistry in simple terms, providing insight into the language of organic chemists, the major classes of compounds, and top trouble spots. You'll also get the nuts and bolts of tackling organic chemistry problems, from knowing where to start to spotting sneaky tricks that professors like to incorporate.

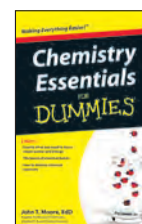
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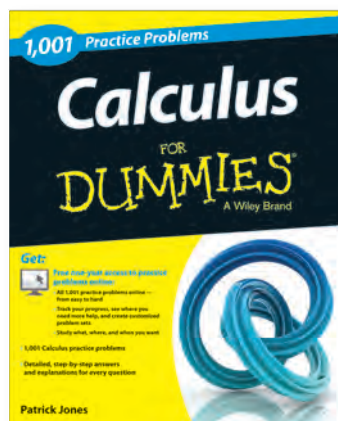


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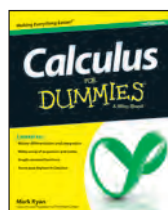
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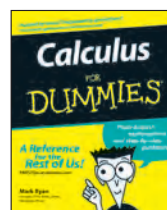
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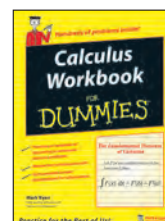
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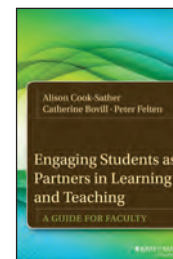
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Alison Cook-Sather, Bryn Mawr University, Catherine Bovill, Peter Felten

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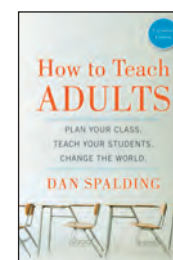
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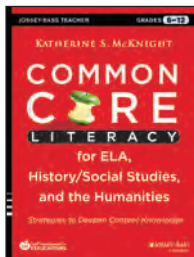
Dan Spalding

**Description:** *How to Teach Adults* provides a guide for new instructors studying on their own and helps teacher-trainers in college and graduate school programs cover what their students need to know to effectively manage a classroom. Examples of practical topics covered include making sure new faculty include everything they need to put in their class syllabus, or helping them write a quiz. This reader-friendly book gives down-to-earth tips and checklists on such topics as facilitating discussions and connecting with adult students, includes a glossary on teaching vocabulary, and covers administrative topics such as choosing the right textbook.

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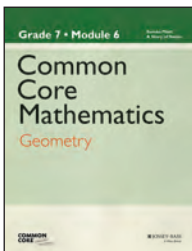
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*Katherine S. McKnight, Northeastern Illinois University, Chicago, IL*

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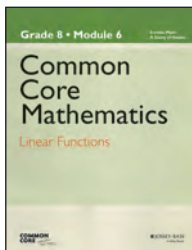


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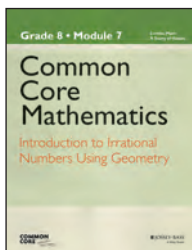


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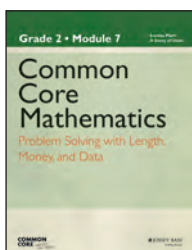
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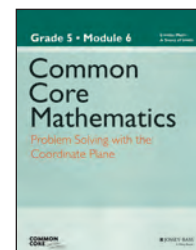
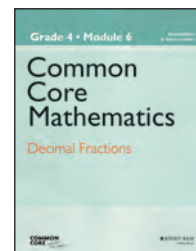
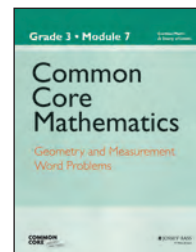
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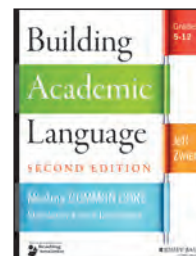
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Jeff Zwiers, Stanford University

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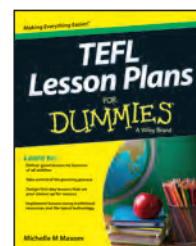
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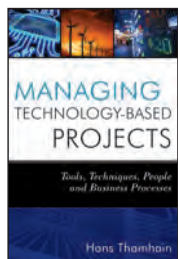
Michelle M. Maxom

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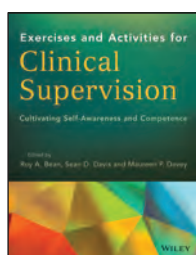
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Hans J. Thamhain, Worcester Polytechnic Institute

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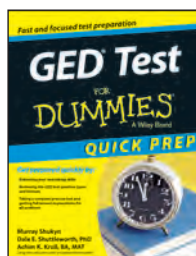
**Clinical Supervision Activities for Increasing Competence and Self-Awareness**

Roy A. Bean, Brigham Young University, Sean D. Davis, Alliant International University, Maureen P. Davey, Drexel University

**Description:** Providing tested guidance for clinical supervisors of mental health professionals, editors Roy A. Bean, Sean D. Davis, and Maureen P. Davey draw from their own backgrounds in training, private practice, and academe, as well as from an international panel of experts representing various mental health fields to provide activities and best practices that allow therapists to better serve an increasingly diverse set of clients and issues. The book also covers diversity-focused competence and awareness, and suggests various forms of activities, including research exercises, reflection, journaling, and more. Each activity includes measurement metrics as well as additional resources that help clinicians identify the best activity for a given situation. Appropriate for clinicians at every level and from a multitude of backgrounds, these tried and tested best practices can be used in clinical supervision, as a class assignment, or to facilitate professional growth.

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Murray Shukyn, Dale E. Shuttleworth, Achim Krull

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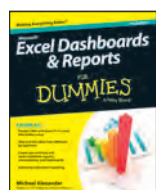
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# Excel Data Analysis For Dummies, 2nd Edition

STEPHEN L. NELSON, REDMOND, WASHINGTON

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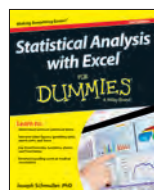
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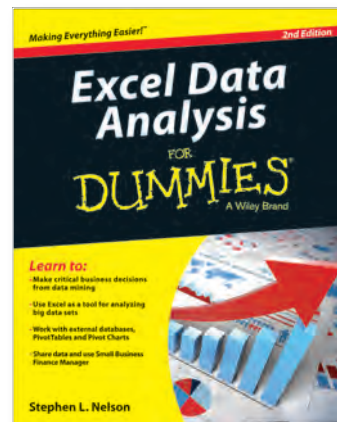
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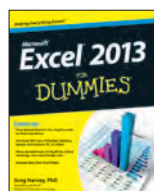
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LOIS LOWE

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- Helps self-motivated learners master Word 2013, the most popular word processing application
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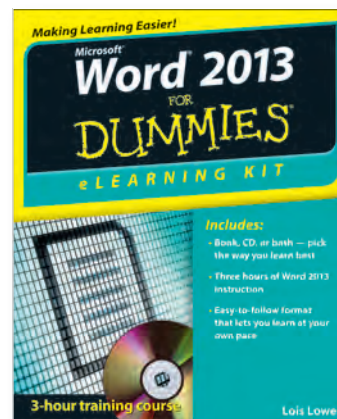
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## Android Hacker's Handbook

JOSHUA J. DRAKE, ZACH LANIER, COLLIN MULLINER,  
PAU OLIVA, STEPHEN A. RIDLEY, GEORG WICHERSKI

 previously  
announced  
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**Description:** As the Android operating system continues to increase its share of the smartphone market, smartphone hacking remains a growing threat. Written by experts who rank among the world's foremost Android security researchers, this book presents vulnerability discovery, analysis, and exploitation tools for the good guys. Following a detailed explanation of how the Android OS works and its overall security architecture, the authors examine how vulnerabilities can be discovered and exploits developed for various system components, preparing you to defend against them.

If you are a mobile device administrator, security researcher, Android app developer, or consultant responsible for evaluating Android security, you will find this guide is essential to your toolbox.

- A crack team of leading Android security researchers explain Android security risks, security design and architecture, rooting, fuzz testing, and vulnerability analysis
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*Android Hacker's Handbook* is the first comprehensive resource for IT professionals charged with smartphone security.

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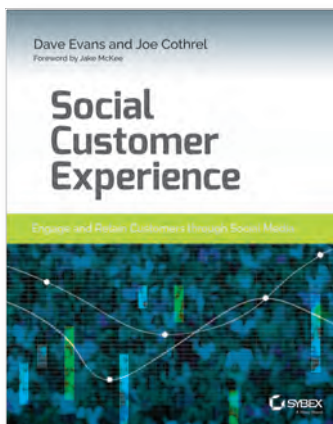


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## Social Customer Experience

### Engage and Retain Customers through Social Media

DAVE EVANS, JOE COTHREL

**Description:** *Social Customer Experience* offers a blueprint for transforming your organization's disparate social initiatives into a unified social experience strategy. Most people know that social technologies are transforming business, but few understand how those changes are happening across the organization. Whether in marketing, communications, customer care, digital media or product development these changes shape the way in which business manage the experience their customers have with the brand. Filled with practical examples of what to do, and illustrated with cases taken from real companies, *Social Customer Experience* fills in the gaps for companies who want to do more with social than just listen and experiment.

### Previous works by the author:



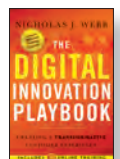
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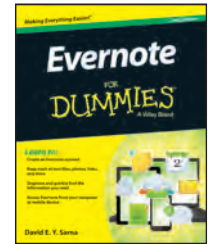
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David E. Y. Sarna

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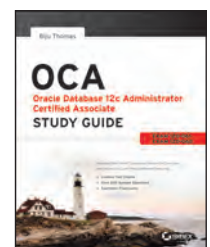
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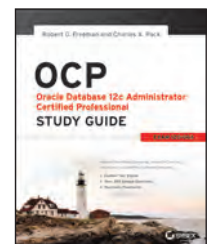
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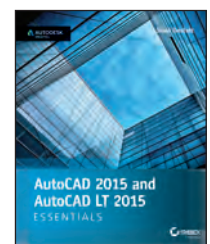
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**AutoCAD and AutoCAD LT Essentials****Autodesk Official Press**

Scott Onstott

**Description:** *AutoCAD 2015 Essentials* contains 400 pages of full-color, comprehensive instruction on the world's top drafting and architecture software. This 2015 edition features architectural, manufacturing, and landscape architecture examples. And like previous editions, the detailed guide introduces core concepts using interactive tutorials and open-ended projects, which can be completed in any order, thanks to downloadable data sets (an especially useful feature for students and professionals studying for Autodesk AutoCAD certification). *AutoCAD 2015 Essentials* takes a start-to-finish approach that mirrors how you will work with the program in the real world. Starting with basic 2D drawing and progressing through organizing objects with groups and blocks, creating and editing text, and 3D modeling, the process you'll learn in this book is ready to take to work.

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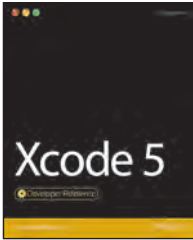
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**iOS Application Development For Dummies**

Jesse Feiler

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Richard Wentk

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Dan Gookin

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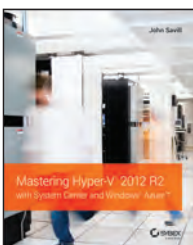
**Hudl For Dummies**

Wiley

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