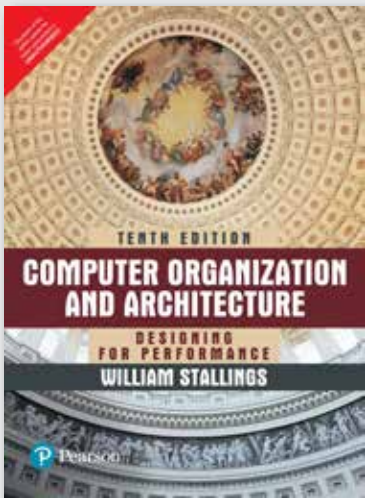


## Engineering and Computer Science



### Computer Organization and Architecture: Designing for Performance, 10E

William Stallings

ISBN: 9789332570405 | Paperback | Page Count: 864 | Price: 749

#### FEATURES

- Chapter on GPUs (General Purpose Computing on Graphics Processing Units), highlighting one of the most important new developments in computer science
- Heterogeneous Multicore Processors are surveyed in a new section of the text
- Embedded Systems and Microcontrollers overview has been greatly expanded and revised

#### MARKET

Undergraduate Students of CSE and IT

### Introduction to Systems Dynamics, 1e

J. Lowen Shearer ■ Arthur T. Murphy ■ Herbert H. Richardson

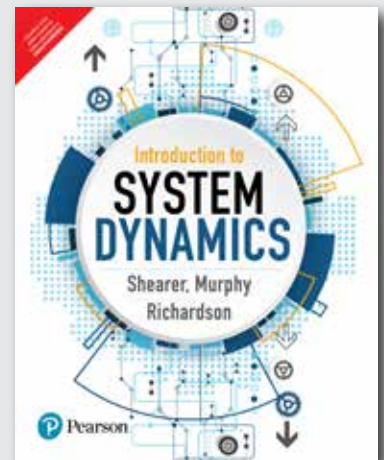
ISBN: 9789332578593 | Paperback | Page Count: 432 | Price: 729

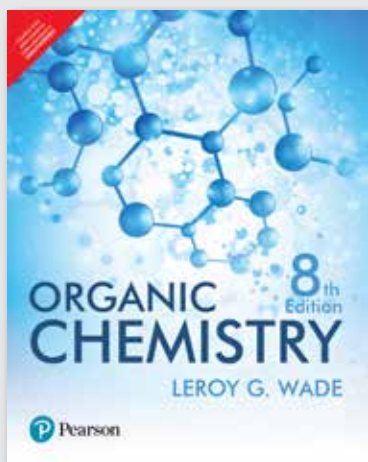
#### FEATURES

- Two-port elements, such as transformers and transducers, are included in both specific and general fashion.
- An entire chapter is devoted to the subject of modeling.
- A complete discussion of ways of checking analytical work is included (Section 8-6.5).

#### MARKET

Undergraduate Students of Mechanical Engineering





### Organic Chemistry, 8e

Leroy G. Wade

ISBN: 9789332578586 | Paperback | Page Count: 1288 | Price: 899

#### FEATURES

- Wade provides greater coverage of complete mechanisms and more mechanistic questions than any other book on the market to help students predict reactions they have never seen before.
- Over 1400 (mostly multi-part) problems provide immediate review and allow students to assess their understanding of what they have read in each section before moving on to the next.

#### MARKET

Undergraduate Students of Chemistry

### Human Anatomy & Physiology, 10e

Elaine N. Marieb

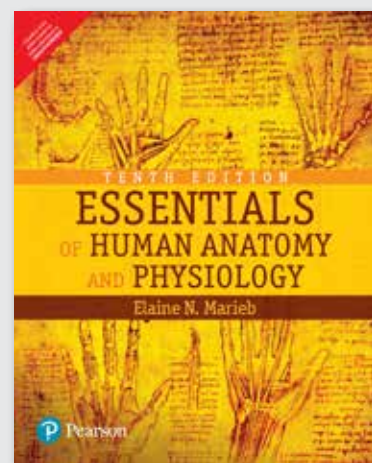
ISBN: 9789332578548 | Paperback | Page Count: 648 | Price: 749

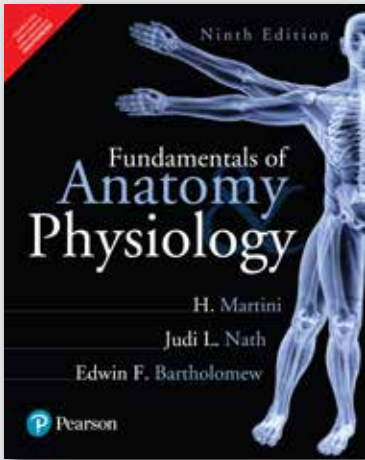
#### FEATURES

- Muscle art features realistic, natural-looking colors and textures that are consistent in style from figure-to-figure.
- Blue text acts as the author's voice and explains processes. In some figures the text is broken into numbered steps to help students more easily understand processes one step at a time.
- System Connections highlight relationships between body systems.

#### MARKET

Undergraduate Students of Biology





## Fundamentals of Anatomy & Physiology, 9e

Frederic H. Martini ■ Judi L. Nath ■ Edwin F. Bartholomew

ISBN: 9789332578579 | Paperback | Page Count: 1280 | Price: 999

### FEATURES.....

- Important topics coverage such as The Endocrine System, The Lymphatic System and Immunity, The Respiratory System, The Digestive System, The Urinary System, The Reproductive System
- Spotlight Figures provide highly visual one- and two-page presentations of tough topics in the book, with a particular focus on physiology.
- **Clinical Notes** appear within every chapter, expand upon topics just discussed, and present diseases and pathologies along with their relationship to normal function. These Clinical Notes relate directly to what students will encounter in their future careers.

### MARKET .....

Undergraduate Students of Biology

## Biology: A Guide to the Natural World, 5e

David Krogh

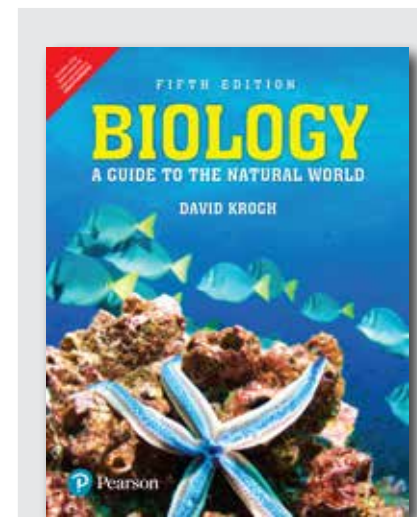
ISBN: 9789332578562 | Paperback | Page Count: 824 | Price: 899

### FEATURES.....

- Accessible writing style acts as a helpful companion that guides non-majors students through the subject of biology by placing unfamiliar biology topics in context with everyday life.
- The Process of Science essays present scientific research and discovery with contemporary and historical topics of interest to students.
- Strong Illustration Program guides students through structures and processes with clear three-dimensional detail; key information from the text is reinforced in the illustrations.

### MARKET .....

Undergraduate Students of Biology



## Genetic Analysis: An Integrated Approach, 1e

Mark F. Sanders ■ John L. Bowman

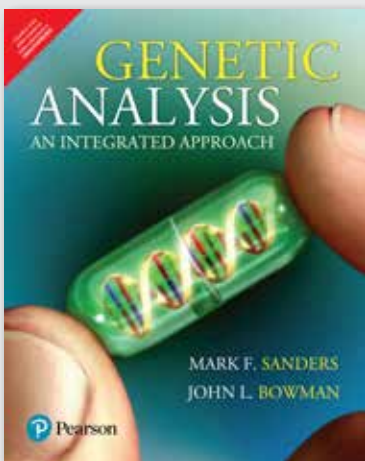
ISBN: 9789332578555 | Paperback | Page Count: 872 | Price: 889

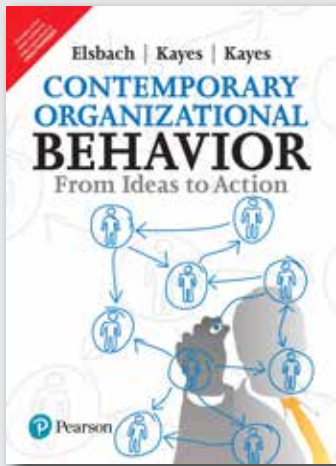
### FEATURES.....

- Thorough coverage of Experiments and Research Techniques engages students in the process of science and subsequent genetics discoveries.
- Experimental Insight essays discuss influential experiments, summarize real experimental data derived from the experiments, and explain conclusions drawn from the analysis of results.
- Research Technique boxes explore important research methods and visually illustrate the results and interpretations of the techniques.

### MARKET .....

Undergraduate Students of Biology





## Contemporary Organizational Behavior: 1e

Kimberly D. Elsbach ▪ Anna Kayes ▪ D. Chris Kayes

ISBN: 9789332578043 | Paperback | Page Count: 696 | Price: 599

### FEATURES

- Covers 14 key organizational behavior topics
- Modular and flexible text allowing you to create a custom version containing the coverage you want for your course. Contact your local sales representative for more information about our Custom Library capabilities
- Topic Summaries written by the textbook authors begin each chapter and introduce bolded key terms, theories, and models, as well as include:

### MARKET

Students Pursuing MBA & PGDM

## A Framework for Marketing Management, 6e

Philip Kotler ▪ Kevin Keller

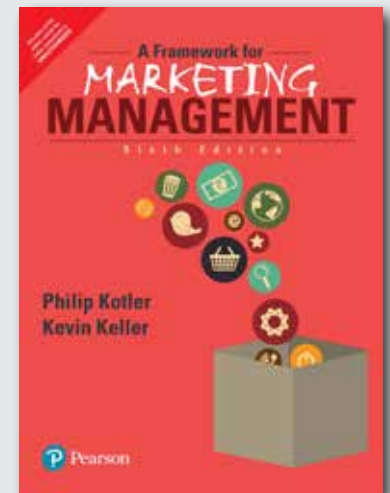
ISBN: 9789332575394 | Paperback | Page Count: 344 | Price: 499

### FEATURES

- Framework for Marketing Management uses the following features to facilitate learning:
- A concise yet exhaustive text provides flexibility in the classroom
- UPDATED! A 21st Century view of marketing brings modern strategy and information to the text

### MARKET

Graduate and Undergraduate courses in Marketing Management



## Essentials of MIS, 11e

Jane P. Laudon ▪ Kenneth C. Laudon

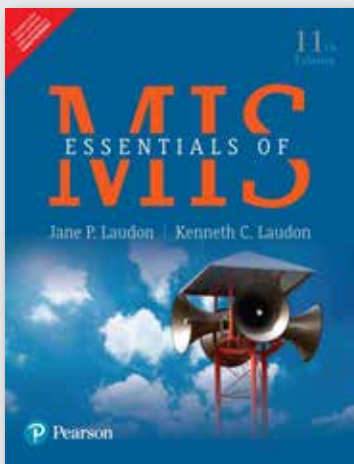
ISBN: 9789332575387 | Paperback | Page Count: 501 | Price: 549

### FEATURES

- Applying Chapter Concepts to the Real World: Management Decision Problems. Two new Management Decision Problems are included per chapter in this edition. These problems teach students how to apply chapter concepts to real-world business scenarios, helping them strengthen their analytical and decision-making skills.

### MARKET

Undergraduate and Graduate MIS courses.



# Cost Accounting, 15e

Charles T Horngren ▪ Srikant M Datar ▪ Madhav V Ranjan

ISBN: 9789332542211 | Paperback | Page Count: 1278 | Price: 775

## FEATURES.....

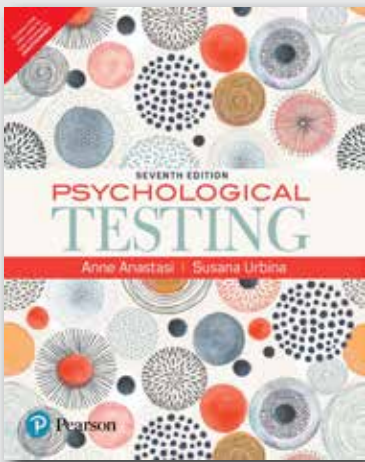
- Use the most current information to prepare students for their field
- Emphasis on Global Issues reflect today's increasingly global business environment.
- Benefits and challenges that arise when outsourcing products/ services outside the United States are discussed throughout the text.

## MARKET .....

Graduate and MBA Cost or Management Accounting courses



## Humanities & Social Sciences



# Psychological Testing, 7e

Anne Anastasi ▪ Susana Urbina

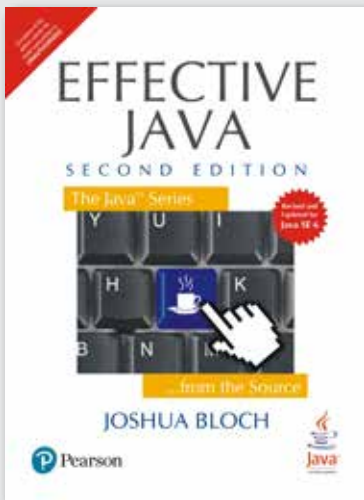
ISBN: 9789332575585 | Paperback | Page Count: 656 | Price: 575

## FEATURES.....

- In this edition, readers will get an insight about the relevance of these widely-used, internationally-developed tools in the Indian market and how these can be further applied.
- Special attention has been paid to showcase certain important psychological assessments that are

## MARKET .....

Graduate and Undergraduate courses in Psychology



## Effective Java, 2e

Joshua Bloch

ISBN: 9789332576537 | Paperback | Page Count: 264 | Price: 495

### FEATURES.....

- New coverage of generics, enums, annotations, autoboxing, the for-each loop, varargs, concurrency utilities, and much more
- Updated techniques and best practices on classic topics, including objects, classes, libraries, methods, and serialization
- How to avoid the traps and pitfalls of commonly misunderstood subtleties of the language

### MARKET .....

IT Professionals

## Java Concurrency in Practice, 1e

Brian Goetz ▪ Tim Peierls ▪ Joshua Bloch ▪ Joseph Bowbeer ▪ David Holmes ▪ Doug Lea

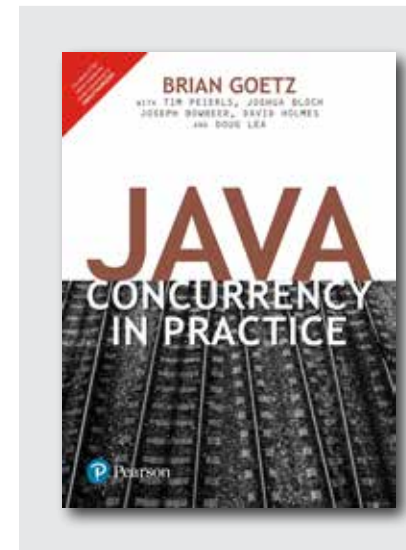
ISBN: 9789332576520 | Paperback | Page Count: 368 | Price: 499

### FEATURES.....

- Powerhouse author team with contributions from Doug Lea, Josh Bloch and David Holmes
- A practical, hands-on, example-driven guide for every working Java programmer
- Based on J2SE 5.0 which includes many new concurrency features that make concurrency development much more accesible (and necessary)

### MARKET .....

IT Professionals



## Agile Automation and Unified Funtional Testing, 1e

Rajeev Gupta

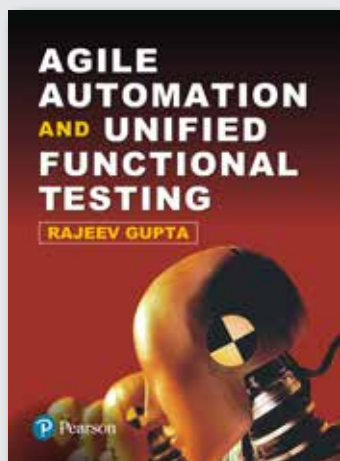
ISBN: 9789332573659 | Paperback | Page Count: 928 | Price: 799

### FEATURES.....

- Describes the test automation life cycle—need analysis, ROI analysis, tool analysis, framework design, script development and maintenance—in detail
- Detailed coverage of advanced topics such as smart object identification, object repository design, regular expressions, descriptive programming, recovery scenarios and automation object model

### MARKET .....

IT Professionals



# Excel 2016: Formulas and Functions, 1e

Paul McFedries

ISBN: 9789332578616 | Paperback | Page Count: 528 | Price: 699

## FEATURES

- Quickly create powerful spreadsheets with FlashFill
- Use conditional formatting to instantly reveal anomalies, problems, or opportunities
- Analyze your data with standard tables and PivotTables
- Use complex criteria to filter data in lists

## MARKET

IT Professionals/General



# UNIX Curses Explained, 1e

Berny Goodheart

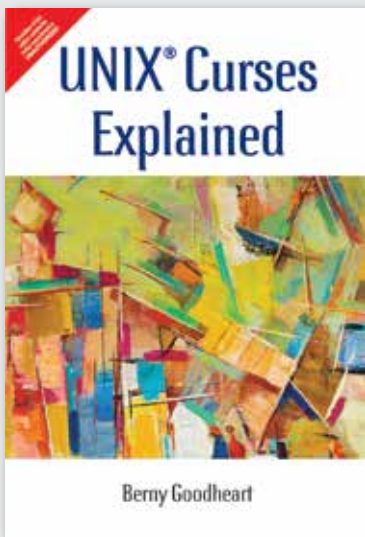
ISBN: 9789332578609 | Paperback | Page Count: 304 | Price: 429

## FEATURES

- Fully documents Curses library and provides a detailed explanation of UNIX Curses. Contains a full alphabetical reference section and many clear examples using Curses, Windows, color manipulation, alternative character sets, pads, and terminals.

## MARKET

IT Professionals



# Augmented Reality: Principles and Practice, 1e

Dieter Schmalstieg ■ Tobias Hollerer

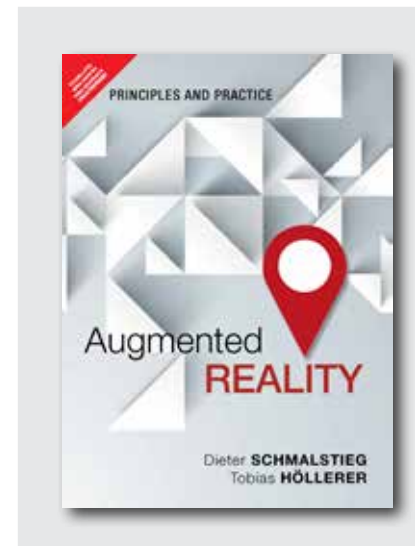
ISBN: 9789332578494 | Paperback | Page Count: 528 | Price: 849

## FEATURES

- The first comprehensive, coherent, and authoritative guide to Augmented Reality: integrates key advances in all areas of the field
- An indispensable single-source reference for students
- Lead author Dieter Schmalstieg is a leading AR pioneer: this book reflects both his deep grasp of AR theory and his longtime work with industry

## MARKET

IT Professionals





## Android Concurrency, 1e

G. Blake Meike

ISBN: 9789332578470 | Paperback | Page Count: 216 | Price: 409

### FEATURES.....

- Not a generic “concurrency” book: focused 100% on Android
- By Blake Meike, one of the world’s most respected Android developers
- Covers powerful new SDK updates in the Android Lollipop 5 release
- The first in our new Android Deep Dive series from Addison-Wesley: edited by Zigurd Mednieks, one of the world’s leading Android development consultants

### MARKET .....

IT Professionals/Android Programmers

## Social Media Analytics, 1e

Matthew Ganis ■ Avinash Kohirkar

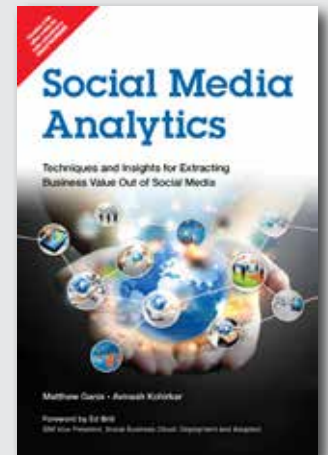
ISBN: 9789332578463 | Paperback | Page Count: 304 | Price: 429

### FEATURES.....

- Teaches cutting-edge techniques for unstructured data identification, analysis, and interpretation
- Gives expert advice for avoiding costly pitfalls in social media analytics
- Includes three chapter-length case study projects
- Written by leaders of IBM’s pioneering Social Media Analysis Initiative

### MARKET .....

IT Professionals



## Learning Swift 2 Programming, 2e

Jacob Schatz

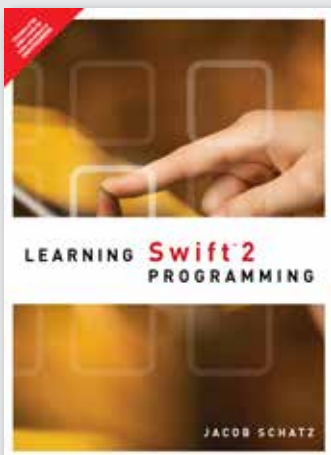
ISBN: 9789332578487 | Paperback | Page Count: 256 | Price: 559

### FEATURES.....

- Written for experienced programmers who are already familiar with Objective-C
- Author Jacob Schatz simplifies Swift in easy-to-follow, understandable terms
- Provides the right balance between explaining concepts and demonstrating practical examples

### MARKET .....

Swift/iOS Programmers



# System Center Configuration Manager Reporting Unleashed, 1e

Garth Jones ■ Dan Toll ■ Kerrie Meyler

ISBN: 9789332578500 | Paperback | Page Count: 408 | Price: 639

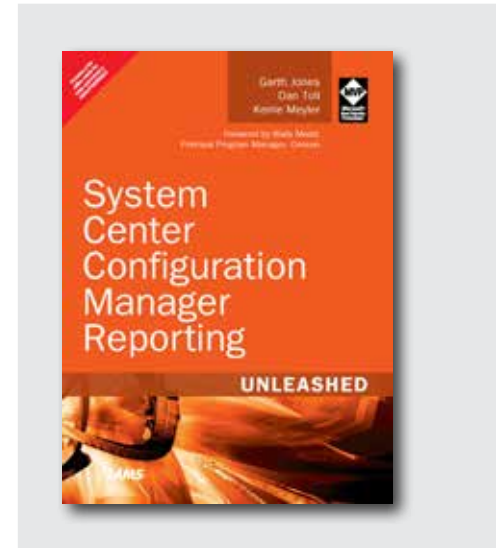
## FEATURES.....

Detailed information on how to...

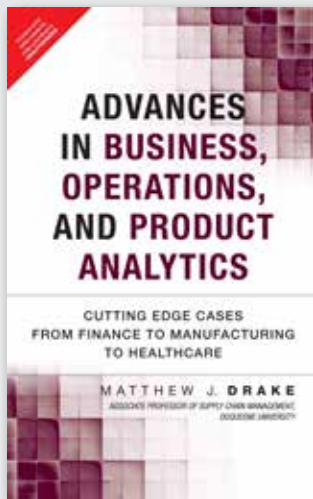
- Install and configure SQL SSRS for optimal System Center reporting and easier troubleshooting
- Understand the data stored in the ConfigMgr site database
- Efficiently retrieve ConfigMgr data by writing SQL queries in SQL Server Management Studio

## MARKET .....

IT Professionals



## Business Trade



# Advances in Business, Operations, and Product Analytics, 1e

Matthew J. Drake

ISBN: 9789332578036 | Paperback | Page Count: 240 | Price: 379

## FEATURES.....

- The indispensable business analytics casebook: gives students and professionals a bird's eye view of all phases of the analytics process across industries.
- Brings together new cases related to a wide spectrum of industries, applications, and business functions – from finance to manufacturing to healthcare.

## MARKET .....

Professionals/Managers

# Marketing Metrics, 3e

Paul Farris ■ Neil Bendle ■ Phillip E. Pfeifer ■ David J. Reibstein

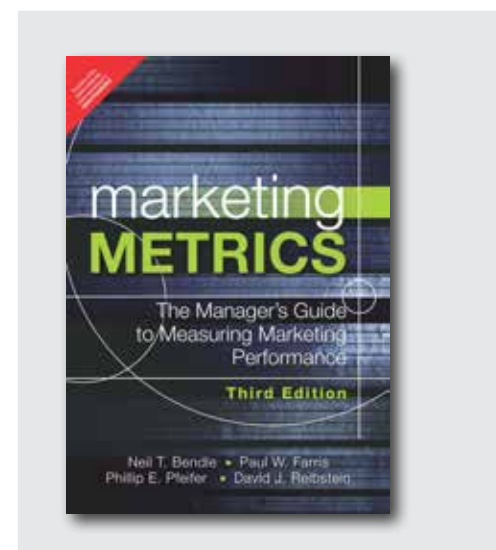
ISBN: 9789332578050 | Paperback | Page Count: 456 | Price: 550

## FEATURES.....

- The most comprehensive guide to accurately measuring marketing performance and ROI — now extensively updated to reflect new techniques and even more practical experience
- Covers the full spectrum of marketing metrics: pros, cons, nuances, and applications

## MARKET .....

Professionals/Managers



## General Studies Paper II: For Civil Services Preliminary Examination 2017

Edgar Thorpe ■ Showick Thorpe

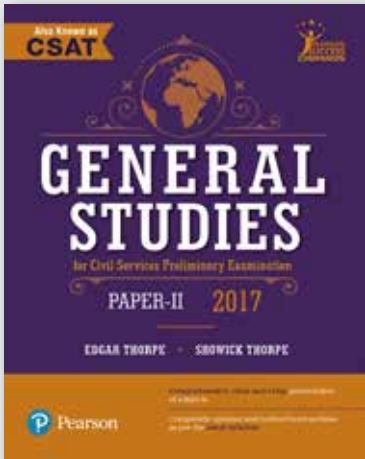
ISBN: 9789332576018 | Paperback | Page Count: 1000 | Price: 950

### FEATURES.....

- Over 3500 MCQs presented for practice
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### MARKET .....

Aspirants appearing for UPSC & State Public Service Commission Preliminary Examination 2017



## Complete Guide for the CAT, 4e

Nishit K. Sinha

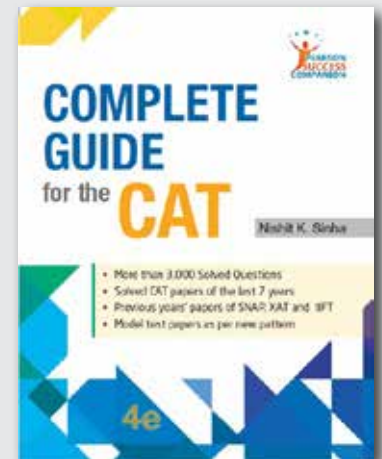
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### FEATURES.....

- More than 3,000 Solved Questions
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### MARKET .....

Students appearing for CAT



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