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## Exit Path: How to Win the Startup End Game

Touraj Parang

### Key Selling Points

- Sixty-five percent of small businesses in the U.S. don't survive more than five years, and the majority of venture-backed startups fail to fully return the money invested in them. The time is now for a new approach to entrepreneurship—and this first-of-its-kind guide provides it.
- Parang both demystifies and de-stigmatizes the exit process, while providing actionable strategies readers can execute to do it right.
- The methods in *Exit Path* are based on the author's real-life experience of having no exit plan when he sold his first startup for pennies on the dollar—then embracing exit planning as soon as he joined his next startup, which was acquired for more than \$100 million dollars.
- Readers get invaluable lessons on all the important aspects of strategically creating an exit plan, including building relationships, cultivating champions, building capabilities, creating leverage, and continually learning.

### Summary

**A veteran Silicon Valley insider provides the first comprehensive guide to developing and executing a startup exit strategy—the secret to ultimate entrepreneurial success**

You're facing tough odds as an entrepreneur today. Up to 65 percent of small businesses in the U.S. don't survive more than five years, and the majority of venture-backed startups fail to fully return the money invested in them. The time is now for a new approach to startups, and this first-of-its-kind guide provides it.

If you're ready to embrace the reality that acquisition is the end goal for startups, *Exit Path* is for you. In these pages, Silicon Valley entrepreneur, investor, advisor, and M&A expert Touraj Parang argues that starting at the end—i.e., creating and executing an exit strategy as you launch and build your business—is the surest path to ultimate success. You'll learn everything you need to know about the process, including:

- Making a strategic plan
- Developing relationships
- Cultivating champions
- Building capabilities
- Creating leverage
- Negotiating term sheets
- Closing the deal

The methods in *Exit Path* are based on Parang's real-life experience of having no exit plan when he sold his first startup for pennies on the dollar—then embracing exit planning as soon as he joined his next startup, which was acquired for more than \$100 million dollars.

*Exit Path* answers the most important questions you'll face in the life of your startup: How do you maximize your chance of survival in the startup world? When is the right time to start planning for an exit? How do you make that exit successful? And whose advice should you seek in such matters?

Parang both demystifies and de-stigmatizes the exit process, while providing invaluable lessons on making sure you do it right.

### Table Of Contents

Introduction

Part I: A New Perspective on Exit Planning

Chapter One - The Exit Taboo  
Chapter Two - Exit Path as Your Survival Path  
Chapter Three - The M&A Failure Myth  
Part II: Creating Your Exit Strategy  
Chapter Four - Rationale and Timing  
Chapter Five - The Offsite  
Chapter Six - The Exit Strategy Canvas  
Chapter Seven - A Living Strategy  
Part III: Playing the Long Game  
Chapter Eight - Focus on Momentum  
Chapter Nine - Build Relationships  
Chapter Ten - Build Capabilities  
Chapter Eleven - Create Leverage  
Chapter Twelve - Keep Going by Learning and Tweaking  
Part IV: Mastering the Short Game  
Chapter Thirteen - Focus on Every Shot  
Chapter Fourteen - Your Opening Gambit  
Chapter Fifteen - Transaction Phase 1: Term Sheet Phase  
Chapter Sixteen - Transaction Phase 2: Agreement Phase  
Chapter Seventeen - Final Thoughts

# The New Hustle: Don't Work Harder, Just Work Better

Emma Isaacs

## Key Selling Points

- Uncertainty in business today is creating unprecedented levels of stress among employees of every level—many of whom are at a breaking point.
- *The New Hustle* puts the lie to the tired old idea that we need to have no personal life and work ourselves to death in order to achieve career success.
- Author Emma Isaacs persuasively argues that by becoming more intentional and reimagining the way we work, we can rewrite the old work rules and reinvigorate our lives.
- Writing with humor, insight, and a serving of tough love, Isaac fills her book with 77 "anti-rules," including: Make hard decisions faster; You don't need a mentor; Don't expect a promotion just for showing up; Stop looking for your passion; Compete with you; and You're allowed to change your mind.

## Summary

**For business professionals of all levels seeking to avoid burnout while still getting ahead—a powerful handbook for working more efficiently, productively, and creatively**

*The New Hustle* guides a wide range of readers, ranging from top-level leaders to entry-level workers, toward a better way of working and living. Emma Isaacs explains how to embrace “radical flexibility”—the key to making quicker decisions with confidence, saying no to things that don’t matter, and ultimately working smarter. An entrepreneur and mother of six, Isaacs covers every aspect of work, from the emails we craft to the talent we recruit. Drawing on her real-life challenges, she condenses her wisdom into 77 “anti-rules” for maximum efficiency.

- Isaacs is the founder of Business Chicks, a half-million strong professional network that she’ll leverage to promote the book; the organization’s digital reach includes Instagram (289K followers), Facebook (110K followers), LinkedIn (99K followers), and 120K newsletter subscribers.
- The author’s personal network includes 58K Instagram, 16K Twitter, and 3.5K Facebook followers.
- She has worked with many of the world’s most influential business figures, including Sir Richard Branson, Elizabeth Gilbert, Dr. Brené Brown, and Diane von Furstenberg, and she has been featured in *Cosmopolitan*, *InStyle*, *Marie Claire*, and the *Today Show*.
- “In *The New Hustle*, Emma dances between deeply insightful wisdom and practical advice that we can all put into effect to make our work more fun and meaningful. It’s for anyone who’s committed to growing and showing up their best self at work and in life.” - Marie Forleo, CEO and #1 *New York Times* bestselling author

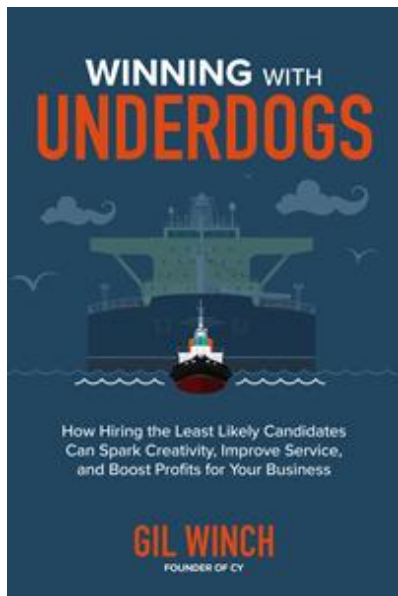
**Emma Isaacs (Los Angeles, CA)** is the founder of Business Chicks, a half-million-member community of businesswomen that operates in two continents and eleven cities. A born entrepreneur, Emma became a business owner by the age of 18, a property investor by 19 and a millionaire by 23. She has worked with some of the world’s greatest thought leaders and businesspeople including Sir Richard Branson, Arianna Huffington, Seth Godin, Brené Brown, Gloria Steinem and Diane von Furstenberg, amongst others. Emma is a highly sought-after keynote speaker and media commentator, passionate about leadership and entrepreneurship.

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## Winning with Underdogs: How Hiring the Least Likely Candidates Can Spark Creativity, Improve Service, and Boost Profits for Your Business

Gil Winch

### Key Selling Points

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- After learning about the severity of unemployment among people with disabilities, organizational consultant and employment visionary Gil Winch developed a unique model to drive profound change in the employment of people from traditionally marginalized communities—a proven model leaders can apply to build a workforce that's more diverse, productive, and engaged.
- As businesses are increasingly called upon to give more weight to social justice in everything they do, building more diverse staffs is now a major imperative. *Winning with Underdogs* offers an actionable framework to accomplish this in a systematic, strategic manner.
- Today's common screening practice—checking for a few key credentials (degrees, certifications, skills, etc.)—often misses the best candidate and overlooks people in marginalized groups. Winch's approach flips the formula to ensure that the candidate's innate talent is matched to the right job.
- The author's approach enables managers to create the kind of world-class workforce that can launch a business to the top of its industry—in a way that benefits individual workers, businesses, and society at large.

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## Summary

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**How do we end workplace exclusion, boost businesses profits, strengthen our communities, and make significant inroads toward social justice? By changing the way we regard, manage, and engage our current and future employees. This book shows how.**

In today's workplace, too many marginalized groups—the disabled, ex-convicts, senior citizens, the shy and anxious, various minorities—are underrepresented. And yet, workplaces often struggle to find enough employees to sustain their growing needs, putting massive pressure on HR hiring teams to fill the demand. In *Winning with Underdogs*, Winch reveals that the pool of excellent candidates is much larger than most hiring managers realize and that the least likely candidates could be highly productive and engaged employees who stay for the long term. However, for businesses to successfully tap into this hidden reservoir of talent, they will need to adjust their corporate culture, as well as their screening, training, and onboarding processes. This includes caring for employees' emotional needs and addressing any instances of workplace bullying and harassment. Doing so will allow many potential (and much needed) workers who do not function well in emotionally harsh environments to join and thrive. It will also greatly reduce work-related stress, anxiety, loneliness, and depression among employees, resulting in higher engagement, productivity, and profits.

Acclaimed organizational consultant and entrepreneur Gil Winch provides everything you need to know, including:

- Who comprises the pool of potential excellent candidates and where to find them
- How to screen, train, and onboard candidates correctly for positions that match their skills
- How to care for all employees in an inclusive way that empowers them to be highly productive and engaged in their work
- How to transform corporate culture into one that prioritizes employees' emotional health

This strategy works. Winch has used it in his own business, and today, he offers a proven way to help leaders make the workplace not only more diverse and equitable but more productive and successful—in a systematic, strategic manner.

## Table Of Contents

---

### Introduction

### Part I. The Current Realities and Future Benefits of Diversity Equity & Inclusion

#### Chapter 1. Diversity Equity and Inclusion: Corporate America's Biggest Con Job

Why Workplace "Inclusion" Doesn't Mean What You Think It Does

Why Full Inclusion Will Greatly Facilitate a Company's Bottom Line

Why Full Inclusion Will Greatly Better Our Communities

The 2020 Global Fortune 500 and "Giving"

Inclusion Washing - The New Corporate Fad of Talking Instead of Doing

#### Chapter 2. Equality Hypocrisy and the Challenging Road to Equality Integrity

Corporate America's PR "Fibs" Regarding Inclusion and Equality

Equality Hypocrisy in Individuals

Equality Hypocrisy' in Societies and Nations

The Three Essential Components of Corporate America's Challenging Road to Equality Integrity:

Bottom-up Hiring

Transparency

Top-Down Accountability

The Double-Edged Sword of Exclusion

#### Chapter 3. The Incredible Story of How CY Wins with Underdogs

CY Origin Story

Stepping on Bureaucracy's toes

CY's Fight for survival 2009-2014

The fight for CY, round two

Ending Hostilities with The Government and Commencing the Battle to Rebuild

From Theory to Best Practice

## **Part II. Underdog Challenges and Remedies**

### **Chapter 4. The Employment Underdogs and the Mystery of Their Unemployment**

The Puzzling Global Pattern of Workplace Exclusion

The Psychological Antecedents of Workplace Exclusion - Misconceptions and Bias

The Triple Whammy of Underdog Unemployment:

Poverty and Acute Life Challenges

Attendance Issues

Post Traumatic Social Rejection

### **Chapter 5. Screening for Alphas When the Job Requires Betas**

Traditional Job Screening Components That Backfire

The Reverse Screening Process Lowering Anxiety:

Familiar Content and Context

Uncovering Learning Capacity and Preferences

Enhancing the Concept of Mutuality in the screening process

Fun

### **Chapter 6. How to Stop Neglecting Employees' Social and Emotional Needs While**

#### **Lowering Employee Attrition**

Onboarding - A Very Emotional Thing

Why Early Employee Attrition is Bad and Costly for Everyone

The Culprit - Neglecting New Employees' Feelings

Training - How to Boost Training Outcomes by Catering to Trainee's Emotional Needs

How to Make Training Emotionally Friendly

Onboarding - The Emotionally Friendly Onboarding Process

Customizing Goals

### **Chapter 7. The Surprising Power of Managerial Caring and the Lioness Forum - A**

#### **New and Much Needed HR Entity**

Caring - The Most Powerful Term in Management

Why Senior Management Doesn't Make Managerial Caring the Norm

How To Build a Workplace Culture that Promotes Feelings of Community and caring:

Empathy

Values

The Four Keys to Successfully Upholding Company Values

The Lioness Forum - a New HR Entity

The Who, and How of creating a Lioness Forum

### **Chapter 8: Acknowledging and Eradicating Workplace Bullying and Power Abuse**

Misusing Managerial Power

Power Changes All People and For the Worse

The Psychological Processes That Cause Power Abuse

Power Corrupts Surprisingly Quickly and Its Negative Effects are Widespread Amongst People with Even Small Degrees of Power

Why the Negative Effects of Power are so Resilient to Change

How to Minimize the Effects of Power in the Workplace

Building Leadership Around Values, Modesty and Caring, Not by Generating Anxiety and Fear and by Abusing Power

## **Part III. Getting From Here to There**

### **Chapter 9. Reserved Employment for the Opportunity Deprived**

The Two Challenges of Getting Everyone into the Workforce - Bias Based Workplace Discrimination, and Job Availability:

Workplace Discrimination in the US

Workplace Discrimination in Europe is Still Prevalent

The Wrong Employment Opportunities Aren't Opportunities at All  
There's a Job That's Suitable for Every Unemployed Person Out There, but it's Not  
Always Available

Reserved Employment for the Opportunity Deprived - A Simple Concept That Can  
Change the World

Beyond Imagining - Real Companies That Embrace the Concept of REOD

Lemon Tree Hotels

Can Change Come from the Top - Can REOD Become Commonplace by Governmental  
Decree

Existing Reserved Employment Laws and Their (IN)Effectiveness

## **Chapter 10. Change Fueled by Love - The Untapped Power of Family and Friends**

Getting From Here to There

#Diversitylabels - Transparency Regarding DE&I

#ReserveEmployment

REOD - Definition and Best Practice

#WorkPlaceCaring - Achieving a Corporate Culture of Caring (CCC)

Bottom-Up Change/Recruiting an Army

The Power of the Few

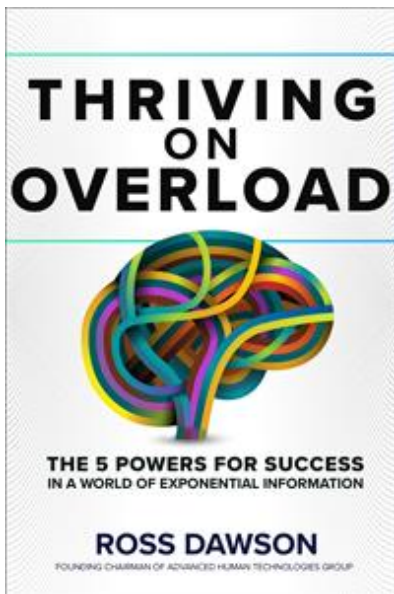
The Size of Our Army

The Hashtag Revolution

Join the # Revolution: Three Hashtags, Thirty Seconds a Day

**Afterword: How and Why I Started on this Journey**





## Thriving on Overload: The 5 Powers for Success in a World of Exponential Information

Ross Dawson

### Key Selling Points

- Every aspect of our work and lives depends on how well we deal with information. *Thriving on Overload* provides readers with practical insights and methodologies to keep ahead of accelerating change and prosper.
- The author is a sought-after futurist who helps leaders comprehend today's extraordinary pace of change so they can make better decisions. His methods are based on decades of experience working with leaders of some of today's most successful companies.
- *Thriving on Overload* offers a clear, pragmatic guide for every reader to develop the five interconnected powers they need for success: purpose, framing, filtering, attention, and synthesis.
- It includes practical exercises and inspiring real-life stories of exceptionally successful investors, entrepreneurs, executives, and others who thrive on information immersion.

### Summary

**When keeping up with massive amounts of information is part of your job and daily life, how do you transform a feeling of overwhelm to a sense of abundance and empowerment? Discover practical insights and strategies to build a positive relationship with information and excel at work and all your ventures.**

In *Thriving on Overload*, Ross Dawson provides simple actionable techniques for staying ahead in an accelerating world. It's all about choosing to thrive on overload—rather than being overwhelmed by it. He draws on his work as a leading futurist and 25 years of research into the practices that transform a surplus of information into compelling value. Develop the five intertwined powers that, together, enable extraordinary performance:

- Purpose: understanding why you engage with information enables a healthier relationship that generates success and balance in your life
- Framing: creating frameworks that connect information into meaningful patterns builds deep knowledge, insight, and world-class expertise
- Filtering: discerning what information serves us, using an intelligent portfolio of information sources, helps surface valuable signals above the pervasive noise
- Attention: allocating your awareness with intent, including laser-like focus and serendipitous discovery, maximizes productivity and outcomes
- Synthesis: expanding our unique capacity to integrate a universe of ideas yields powerful insight, the ability to see opportunities first, and better decisions

Discover valuable lessons from some of the world's most extraordinary "information masters": entrepreneurs, investors, executives, and researchers who are completely at home in a world awash with information, capable of transforming vast mines of data into the solid gold of insight and effective action. Packed with clear guidance, useful exercises, engaging stories, and handy resources, *Thriving on Overload* will help you build the capabilities that enable you to outperform your peers and prosper as never before in a world defined by excessive information.

### Table Of Contents

Introduction: Learning to Thrive

Chapter 1: The Power of Purpose: Know Why

Chapter 2: The Power of Framing: Map Your Thinking

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Chapter 3: The Power of Filtering: Discern What Serves You

Chapter 4: The Power of Attention: Allocate Awareness with Intention

Chapter 5: The Power of Synthesis: Cultivate Creative Integration

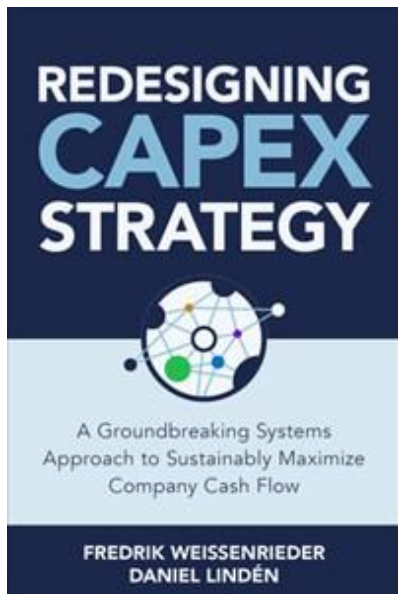
Chapter 6: From Overload to Abundance: Integrating the Five Powers

Acknowledgments

Resources for Thriving

References

Index



## Redesigning CapEx Strategy: A Groundbreaking Systems Approach to Sustainably Maximize Company Cash Flow

Fredrik Weissenrieder, Daniel Lindén

### Key Selling Points

- Business leaders perpetually wrestle with the same question: "How do we best invest our capital expenditure budget?" *Redesigning CapEx Strategy* provides the information and insights readers need to answer this question with knowledge and confidence.
- Typical capex decision making today is highly flawed: most use financial projections based on a project basis, not with an eye on holistic returns. This book provides a superior alternative.
- The author's approach has been used in real-world scenarios to generate annual cash flow increases of 20-100%.
- The authors focus on increasing cash flows by using more sustainable operations and processes.
- *Redesigning Capex Strategy* is the solution for CEOs and COOs of multinationals as well as anybody else involved in the capex process.

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### Summary

**A proven capital expenditure method to sustainably increase cash flow by 20–100% through a systems-thinking approach to capex decisions, replacing today's piece-meal decision-making.**

A packaging company consolidates three aging production sites into a state-of-the-art facility, dramatically reducing water consumption and emissions while leading industry competitiveness. A company in a declining market sets long-term plans for expanding production. A steel company upgrades its production system while decreasing its carbon footprint.

What do these stories have in common? Each company made its capital expenditure—"capex"—decisions based on the advice of authors Fredrik Weissenrieder and Daniel Lindén on how and where to invest their budget. Now, these experts share all their secrets in *Redesigning CapEx Strategy*.

This groundbreaking guide provides a new approach you can use to vastly improve your capex decisions—and dramatically increase organizational cash flow. It's all about focusing on more sustainable operations and processes from an enterprise portfolio perspective. The authors have proven time after time that competitiveness and sustainability—financially and environmentally—go hand in hand.

Whether you're a business executive, board member, consultant, or in any other way involved in critical capex decisions, *Redesigning Capex Strategy* shows how to get the absolute best return on your production system investments.

### Quotes

"Must-have book for those who need to redesign capital allocation and capex strategies." -- **Gustavo Werneck**, President &CEO, Gerdau.

"Having implemented the 'Weissenrieder' process in a material and successful way, I was very pleased to see Fredrik and Daniel publishing an easy-to-understand book to be passed down through our organization. It will forever change how you and your

Team think about capital management!" -- **Howard Coker**, President &CEO, Sonoco.

"Fredrik and Daniel have developed an approach to assessing and prioritizing long-term capex strategies capable of having a meaningfully positive financial impact for decades to come. We have actively deployed their approach to capex allocation and have executed investments that are creating real competitive advantage." -- **Stephen Scherger**, EVP & CFO, Graphic Packaging International.

Why not to challenge our capex allocation processes? Are we really exploring important points with a long-term view? This book brings a new approach to the capex. We at Klabin were well pleased with the results after 2 projects with Fredrik and Daniel, both with involvement of our team, data mining, generating ideas and options, having thrilling discussions on scenarios and opportunities, and generating great results!" -- **Francisco Razzolini**, Executive Director & CTO, Klabin

"This book, and the related practical work process, provide the critical missing link between capital expenditure planning and corporate strategy." -- **Alexander Toeldte**, Chairman of the Board, Clearwater Paper.

"The simplicity in the methodology has helped us to focus on company cash flow and long term strategy. We have a much better understanding of the relationship between investments and long-term shareholder value. The book is as the methodology - easy to read and easy to understand!" **Henrik Sjölund**, President & CEO of Holmen

## Table Of Contents

---

Foreword by John Williams, CEO Domtar Corporation

Part 1. Today's Flawed Approach to Capex

1. Deltas vs. Dollars
2. From Isolated Projects to Integrated systems
3. A Going *Growing* Concern
4. Capex Needs vs. Capital Allocation Opportunities

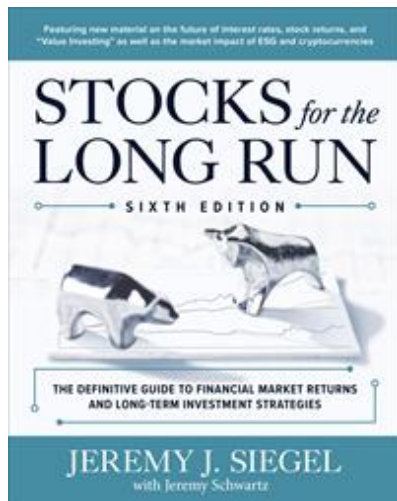
Part 2. The Wiser Way to Capex

5. The Starting Block
6. Creating a Capex Strategy Model
7. The Baseline Alternative: Strategic Asset Mapping
8. The Baseline Alternative: Cash Flows
9. Strategic Building Blocks
10. Strategic Alternatives
11. Sensitivities & Limitations
12. Execution

Part 3. Capex as an Economic Catalyst

13. Sustainable Destruction

Afterword by Annica Bresky, President and CEO, Stora Enso



## Stocks for the Long Run: The Definitive Guide to Financial Market Returns & Long-Term Investment Strategies, Sixth Edition (6th Edition)

Jeremy J. Siegel

### Key Selling Points

- A classic in the world of stock trading, *Stocks for the Long Run* is on the same level of as *A Random Walk Down Wall Street*, Graham and Dodd's *Security Analysis*, and Warren Buffett's annual letter to shareholders. This is the first revision in seven years.
- Four all-new chapters cover value investing, ESG issues, the long-term outlook on interest rates, and future expected returns.
- Six chapters have undergone major revamps and all tables, charts, and examples have been updated with current data.

### Summary

**The long-awaited revised edition of the stock trading classic brings investors up to date on value investing, ESG investing, and other important developments**

A must-read for sophisticated individual investors, financial advisers, and money managers, *Stocks for the Long Run* has been providing the knowledge, insights, and tools that traders need to beat the market for nearly 30 years.

This new edition brings readers fully up to date on factor investing, stock/bond allocations, international allocations, how the new interest rate environment impacts investment decisions, ESG Investing, and long-term risks to equities. It also explores the burning question long-term investors are all asking: Is value investing dead?

- *Stocks for the Long Run* has been named one of the ten-best investment books of all time by the *Washington Post* and *Business Week*.
- One of the most recognized experts in the trading world, Siegel appears regularly on CNBC, Bloomberg News, Fox Business, and CNN, and he frequently contributes op-ed articles for the *Wall Street Journal*, *The New York Times*, and *Financial Times*.
- Siegel has received many awards and citations for his research and excellence in teaching, including the Distinguished Leadership Award by the Securities Industry Association and the prestigious Nicholas Molodovsky Award by the Chartered Financial Analysts Institute.

**Jeremy Siegel** (Philadelphia, PA) is the Russell E. Palmer Professor of Finance at The Wharton School of the University of Pennsylvania, where he has taught since 1976. He received his PhD in Economics from the Massachusetts Institute of Technology in 1971. Siegel also serves as the Academic Director of the Securities Industry Institute and the Senior Investment Strategy Advisor of WisdomTree Investments, Inc.

### Table Of Contents

**Foreword xvii**  
**Preface xix**  
**Acknowledgments xxiii**

PART I

**STOCK RETURNS: Past, Present, and Future**  
**Chapter 1**

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## **The Case for Equity**

### ***Historical Facts and Media Fiction 3***

"Everybody Ought to Be Rich" 3

*Asset Returns Since 1802 5*

Historical Perspectives on Stocks as Investments 7

*The Influence of Smith's Work 8*

*Common Stock Theory of Investment 8*

*The Market Peak 9*

*Irving Fisher's "Permanently High Plateau" 9*

A Radical Shift in Sentiment 10

The Postcrash View of Stock Returns 11

The Great Bull Market of 1982-2000 12

*Warnings of Overvaluation 14*

*The Late Stage of the Great Bull Market, 1997-2000 15*

*The Top of the Market 16*

*The Tech Bubble Bursts 16*

Rumblings of the Financial Crisis 17

*Beginning of the End for Lehman Brothers 18*

## **Chapter 2**

### **The Great Financial Crisis of 2008**

#### ***Its Origins, Impact, and Legacy 21***

The Week That Rocked World Markets 21

Could the Great Depression Happen Again? 22

The Cause of the Financial Crisis 23

*The Great Moderation 23*

*Subprime Mortgages 24*

*The Crucial Rating Mistake 25*

*The Real Estate Bubble 28*

*Regulatory Failure 30*

*Overleverage by Financial Institutions in Risky Assets 31*

The Role of the Federal Reserve in Mitigating the Crisis 32

*The Lender of Last Resort Springs to Action 32*

*Should Lehman Brothers Have Been Saved? 34*

*Reflections on the Crisis 36*

## **Chapter 3**

### **The Markets, the Economy, and Government Policy in the Wake of the Crisis**

**39**

Avoiding Deflation 41

Reaction of the Financial Markets to the Financial Crisis 41

*Stocks 41*

*Real Estate 45*

*Treasury Bond Markets 45*

*The LIBOR Market 46*

*Commodity Markets 47*

*Foreign Currency Markets 48*

*Impact of the Financial Crisis on Asset Returns and Correlations 48*

*Decreased Correlations 50*

*Legislative Fallout from the Financial Crisis 52*

*Concluding Comments 55*

## **Chapter 4**

### **The Entitlement Crisis?**

#### ***Will the Age Wave Drown the Stock Market? 57***

The Realities We Face 58

The Age Wave 58

Rising Life Expectancy 59

Falling Retirement Age 59

The Retirement Age Must Rise 60

World Demographics and the Age Wave 62

Fundamental Question 64

Emerging Economies Can Fill the Gap 68

Can Productivity Growth Keep Pace? 69

Conclusion 71

## PART II

### **The Verdict of History**

#### **Chapter 5**

##### **Stock and Bond Returns Since 1802 75**

Financial Market Data from 1802 to the Present 75

Total Asset Returns 76

The Long-Term Performance of Bonds 78

Gold, the Dollar, and Inflation 79

Total Real Returns 81

Real Returns on Fixed-Income Assets 84

The Continuing Decline in Fixed-Income Returns 86

The Equity Premium 87

Worldwide Equity and Bond Returns 88

Conclusion: Stocks for the Long Run 90

Appendix 1: Stocks from 1802 to 1870 91

#### **Chapter 6**

##### **Risk, Return, and Portfolio Allocation**

##### ***Why Stocks Are Less Risky Than Bonds in the Long Run 93***

Measuring Risk and Return 93

Risk and Holding Period 94

Standard Measures of Risk 97

Varying Correlation Between Stock and Bond Returns 99

Efficient Frontiers 101

Conclusion 102

#### **Chapter 7**

##### **Stock Indexes**

##### ***Proxies for the Market 105***

Market Averages 105

The Dow Jones Averages 106

*Computation of the Dow Index 108*

*Long-Term Trends in the Dow Jones Industrial Average 108*

*Beware the Use of Trendlines to Predict Future Returns 109*

Value-Weighted Indexes 110

*Standard & Poor's Index 110*

*Nasdaq Index 111*

*Other Stock Indexes: The Center for Research in Security Prices 113*

Return Biases in Stock Indexes 113

Appendix: What Happened to the Original 12 Dow Industrials? 115

#### **Chapter 8**

##### **The S&P 500 Index**

##### ***More Than a Half Century of U.S. Corporate History 119***

Sector Rotation in the S&P 500 Index 120

Top-Performing Firms 126

How Bad News for the Firm Becomes Good News for Investors 128

Top-Performing Survivor Firms 128

Other Firms That Turned Golden 129

Outperformance of Original S&P 500 Firms 130

Conclusion 131

#### **Chapter 9**

##### **The Impact of Taxes on Stock and Bond Returns**

##### ***Stocks Have the Edge 133***

Historical Taxes on Income and Capital Gains 133

Before- and After-Tax Rates of Return 135

The Benefits of Deferring Capital Gains Taxes 135

Inflation and the Capital Gains Tax 137

Increasingly Favorable Tax Factors for Equities 139

Stocks or Bonds in Tax-Deferred Accounts? 140

Conclusion 141

Appendix: History of the Tax Code 141

## **Chapter 10**

### **Sources of Shareholder Value**

#### ***Earnings and Dividends 143***

Discounted Cash Flows 143

Sources of Shareholder Value 144

Historical Data on Dividends and Earnings Growth 145

*The Gordon Dividend Growth Model of Stock Valuation 147*

*Discount Dividends, Not Earnings 149*

Earnings Concepts 149

*Earnings Reporting Methods 150*

*Operating Earnings and NIPA Profits 152*

*The Quarterly Earnings Report 154*

Conclusion 155

## **Chapter 11**

### **Yardsticks to Value the Stock Market 157**

An Evil Omen Returns 157

Historical Yardsticks for Valuing the Market 159

*Price/Earnings Ratio and the Earnings Yield 159*

*The Aggregation Bias 161*

*The Earnings Yield 161*

*The CAPE Ratio 162*

*The Fed Model, Earnings Yields, and Bond Yields 164*

*Corporate Profits and GDP 166*

*Book Value, Market Value, and Tobin's Q 166*

*Profit Margins 168*

Factors That May Raise Future Valuation Ratios 169

*A Fall in Transaction Costs 170*

*Lower Real Returns on Fixed-Income Assets 170*

*The Equity Risk Premium 171*

Conclusion 172

## **Chapter 12**

### **Outperforming the Market**

#### ***The Importance of Size, Dividend Yields, and Price/Earnings Ratios 173***

Stocks That Outperform the Market 173

*What Determines a Stock's Return? 175*

Small- and Large-Cap Stocks 176

*Trends in Small-Cap Stock Returns 177*

Valuation: "Value" Stocks Offer Higher Returns Than "Growth" Stocks 179

Dividend Yields 179

*Other Dividend-Yield Strategies 181*

Price/Earnings Ratios 183

Price/Book Ratios 185

Combining Size and Valuation Criteria 186

Initial Public Offerings: The Disappointing Overall Returns on New Small-Cap

Growth Companies 188

The Nature of Growth and Value Stocks 190

Explanations of Size and Valuation Effects 191

*The Noisy Market Hypothesis 191*

*Liquidity Investing 192*

Conclusion 193

## **Chapter 13**

### **Global Investing 195**

Foreign Investing and Economic Growth 196

Diversification in World Markets 198

*International Stock Returns 199*

*The Japanese Market Bubble 199*

Stock Risks 201

*Should You Hedge Foreign Exchange Risk? 201*



*Diversification: Sector or Country?* 202  
*Sector Allocation Around the World* 203  
*Private and Public Capital* 206  
Conclusion 206

### PART III

## **HOW THE ECONOMIC ENVIRONMENT IMPACTS STOCKS**

### **Chapter 14**

#### **Gold, Monetary Policy, and Inflation 209**

Money and Prices 210  
The Gold Standard 213  
The Establishment of the Federal Reserve 213  
The Fall of the Gold Standard 214  
Postdevaluation Monetary Policy 215  
Postgold Monetary Policy 216  
The Federal Reserve and Money Creation 217  
How the Fed's Actions Affect Interest Rates 218  
Stock Prices and Central Bank Policy 218  
Stocks as Hedges Against Inflation 220  
Why Stocks Fail as a Short-Term Inflation Hedge 223  
*Higher Interest Rates* 223  
*Nonneutral Inflation: Supply-Side Effects* 223  
*Taxes on Corporate Earnings* 224  
*Inflationary Biases in Interest Costs* 225  
*Capital Gains Taxes* 226  
Conclusion 226

### **Chapter 15**

#### **Stocks and the Business Cycle 229**

Who Calls the Business Cycle? 230  
Stock Returns Around Business Cycle Turning Points 233  
Gains Through Timing the Business Cycle 235  
How Hard Is It to Predict the Business Cycle? 236  
Conclusion 238

### **Chapter 16**

#### **When World Events Impact Financial Markets 241**

What Moves the Market? 243  
Uncertainty and the Market 246  
Democrats and Republicans 247  
Stocks and War 250  
*Markets During the World Wars* 252  
*Post-1945 Conflicts* 253  
Conclusion 255

### **Chapter 17**

#### **Stocks, Bonds, and the Flow of Economic Data 257**

Economic Data and the Market 258  
Principles of Market Reaction 258  
Information Content of Data Releases 259  
Economic Growth and Stock Prices 260  
The Employment Report 261  
The Cycle of Announcements 262  
Inflation Reports 264  
*Core Inflation* 265  
*Employment Costs* 266  
Impact on Financial Markets 266  
Central Bank Policy 267  
Conclusion 268

### PART IV

## **STOCK FLUCTUATIONS IN THE SHORT RUN**

### **Chapter 18**

## **Exchange-Traded Funds, Stock Index Futures, and Options 271**

Exchange-Traded Funds 272

Stock Index Futures 273

Basics of the Futures Markets 276

Index Arbitrage 278

Predicting the New York Open with Globex Trading 279

Double and Triple Witching 280

Margin and Leverage 281

Tax Advantages of ETFS and Futures 282

Where to Put Your Indexed Investments: ETFS, Futures, or Index Mutual Funds? 282

Index Options 284

*Buying Index Options 286*

*Selling Index Options 286*

The Importance of Indexed Products 287

### **Chapter 19**

#### **Market Volatility 289**

The Stock Market Crash of October 1987 291

The Causes of the October 1987 Crash 293

*Exchange Rate Policies 293*

*The Futures Market 294*

Circuit Breakers 296

Flash Crash-May 6, 2010 297

The Nature of Market Volatility 300

Historical Trends of Stock Volatility 300

The Volatility Index 303

The Distribution of Large Daily Changes 305

The Economics of Market Volatility 307

The Significance of Market Volatility 308

### **Chapter 20**

#### **Technical Analysis and Investing with the Trend 311**

The Nature of Technical Analysis 311

Charles Dow, Technical Analyst 312

The Randomness of Stock Prices 312

Simulations of Random Stock Prices 314

Trending Markets and Price Reversals 314

Moving Averages 316

*Testing the Dow Jones Moving-Average Strategy 317*

*Back-Testing the 200-Day Moving Average 318*

*Avoiding Major Bear Markets 320*

*Distribution of Gains and Losses 321*

Momentum Investing 322

Conclusion 323

### **Chapter 21**

#### **Calendar Anomalies 325**

Seasonal Anomalies 326

The January Effect 326

*Causes of the January Effect 328*

*The January Effect Weakened in Recent Years 329*

Large Stock Monthly Returns 330

The September Effect 330

Other Seasonal Returns 334

Day-of-the-Week Effects 336

What's an Investor to Do? 337

### **Chapter 22**

#### **Behavioral Finance and the Psychology of Investing 339**

The Technology Bubble, 1999 to 2001 340

Behavioral Finance 342

*Fads, Social Dynamics, and Stock Bubbles 343*

*Excessive Trading, Overconfidence, and the Representative Bias 345*

*Prospect Theory, Loss Aversion, and the Decision to Hold on to Losing Trades 347*

*Rules for Avoiding Behavioral Traps* 350  
*Myopic Loss Aversion, Portfolio Monitoring, and the Equity Risk Premium* 350  
*Contrarian Investing and Investor Sentiment: Strategies to Enhance Portfolio Returns*  
352  
*Out-of-Favor Stocks and the Dow 10 Strategy* 354

PART V

**BUILDING WEALTH THROUGH STOCKS**

**Chapter 23**

**Fund Performance, Indexing, and Beating the Market 357**

The Performance of Equity Mutual Funds 358  
Finding Skilled Money Managers 363  
*Persistence of Superior Returns* 364  
Reasons for Underperformance of Managed Money 365  
A Little Learning Is a Dangerous Thing 365  
Profiting from Informed Trading 366  
How Costs Affect Returns 367  
The Increased Popularity of Passive Investing 367  
The Pitfalls of Capitalization-Weighted Indexing 368  
Fundamentally Weighted Versus Capitalization-Weighted Indexation 369  
The History of Fundamentally Weighted Indexation 371  
Conclusion 372

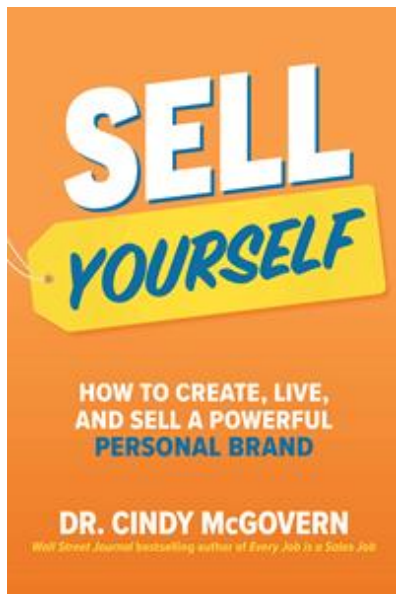
**Chapter 24**

**Structuring a Portfolio for Long-Term Growth 373**

Practical Aspects of Investing 373  
Guides to Successful Investing 374  
Implementing the Plan and the Role of an Investment Advisor 377  
Concluding Comment 378

**Notes 379**

**Index 405**



## Sell Yourself: How to Create, Live, and Sell a Powerful Personal Brand

Cindy McGovern

### Key Selling Points

- Dr. Cindy McGovern is a renowned international speaker and best-selling author.
- Dr. Cindy delivers a minimum of four keynote speeches, training seminars, and motivational speeches per month.
- The author has been featured in Forbes, Business.com, Thrive Global, WTOP Radio, and dozens of podcasts.
- Dr. Cindy's client list includes Sprint/T-Mobile; Fidelity; Chubb; and many more.
- Bulk sales will be available with exclusive bonus chapters not available in the book.
- Dr. Cindy will hold in-person and virtual conferences for bulk buyers. These incentives for Every Job Is a Sales Job increased her reach exponentially.
- Podcasts, webinars, blogs, marketing newsletters, and a social media and publicity campaign will expand on Dr. Cindy's already-ample platform.
- The author will leverage her growing email list and marketing partners to get the word out to tens of thousands of potential customers.

### Summary

**One of today's cutting-edge business and sales pros, The First Lady of Sales, reveals how to create, live, and sell a powerful personal brand**

Many people overlook the importance of creating a powerful personal brand—and most don't realize that whether or not they've taken the time to create a personal brand, they still have one. No matter what, that brand will sell itself and *Sell Yourself* gives readers the tools to own that brand and to use it to sell themselves exactly how they want.

In *Sell Yourself*, Dr. Cindy McGovern—known in the business and sales community as "the First Lady of Sales"—guides readers toward a new way of thinking about the role of their personal brand, and reveals how they can create, live, and sell one that's both powerful and delivers the message they actually want.

- This new guide builds on Dr. Cindy's acclaimed bestseller, *Every Job Is a Sales Job* by teaching readers how to overcome any aversion to sales so they can sell that brand like a pro.
- The author is one of the country's most sought-after experts in the fields of sales, business consulting, and personal branding.
- A multi-faceted marketing, social media, and personal networking campaign will bring Dr. Cindy's message to an even larger audience.

Packed with anecdotes about successful—and not so successful—personal branding efforts, stories from Dr. Cindy's own journey, and step-by-step guidance on how to create, live, and sell a powerful personal brand, *Sell Yourself* reveals a potent formula for creating a rock-solid personal brand—and selling it the right way.

**Dr. Cindy McGovern** (San Francisco, CA) is the founder of Orange Leaf Consulting, which helps organizations, entrepreneurs, and individuals create dynamic and robust sales processes. Before launching her business, McGovern was a college professor of communication as well as a successful sales professional. She has worked with hundreds of organizations of all sizes and specialties across the globe and is now one of the most sought-after business and sales authorities.

### Table Of Contents

#### Introduction

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## **Part One. Create**

**Chapter 1.** Create. Live. Sell.

**Chapter 2.** Know What You are Selling

**Chapter 3.** Plan Your Brand

## **Part Two. Live**

**Chapter 4.** Live Your Brand

**Chapter 5.** Living Your Company's Brand

**Chapter 6.** Off-Brand

**Chapter 7.** Rebranding

## **Part Three. Sell**

**Chapter 8.** You Already Know How to Sell

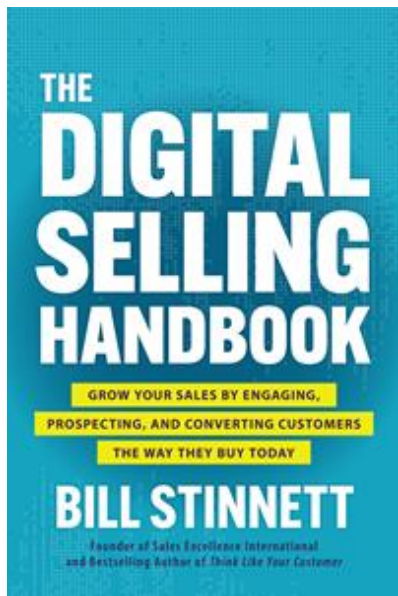
**Chapter 9.** Don't Sell Yourself Short

**Chapter 10.** Sell Like a Pro

**Chapter 11.** Sell All of You

**Epilogue.** Leaving a Legacy

**About the Author**



## The Digital Selling Handbook: Grow Your Sales by Engaging, Prospecting, and Converting Customers the Way They Buy Today

Bill Stinnett

### Summary

**Actionable advice for sales professionals and business owners for growing sales in today's increasingly virtual marketplace**

Rapid changes in where and how people live, work, and do business in recent years, have triggered major shifts in how customers shop for and buy virtually everything! Sales and marketing professionals are faced with the harsh reality of rethinking their approach to engaging clients in today's virtual marketplace—or risk quickly becoming irrelevant. They need to rethink their entire sales approach—and *Digital Selling Handbook* shows them how to do it.

This comprehensive guide builds readers' understanding of customer psychology and buying behavior in the new digital-first world. It provides best practices for engaging customers using a variety of methods that align with the more asynchronous, buyer-directed way people buy today. It walks readers through the client engagement process, teaches how to create a magnetic personal brand that attracts prospective customers; develop a lead machine employing the latest strategies used by world-class organizations; write articles, videos, emails, and social media posts that trigger and customer engagement; convert followers and subscribers into conversations, customers, and raving fans; and much more.

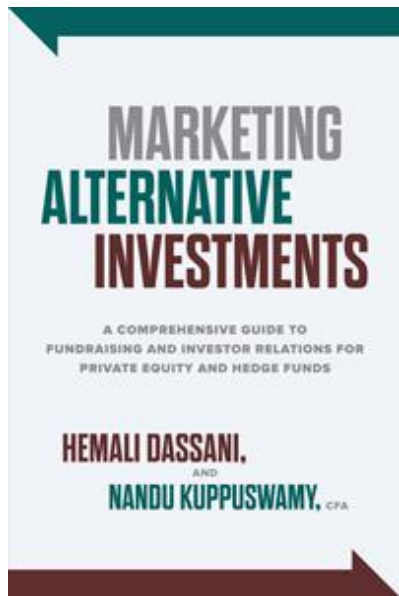
- Stinnett delivers keynotes and training workshops to leading organizations, including General Electric, Hitachi, IBM, Microsoft, Verizon, SAP, Cisco, and American Express both in person and via live video.
- His Sales Excellence Academy provides world-class, on-demand sales training courses for thousands of salespeople all over the world.
- Bill's ideas have been featured in the *New York Times*, *Investor's Business Daily*, *Washington Business Journal*, *Selling Power*, *Sales and Marketing Management*, *Entrepreneur*, and many other venues.
- The author will promote the book through his speaking engagement (audiences totaling 75,000 annually) and social media (18,000 LinkedIn; 30,000 Facebook; two YouTube channels).

**Bill Stinnett** (Bradenton, FL) is president and founder of Sales Excellence, Inc., a global training and consulting organization helping hundreds of companies of all sizes grow their client bases, increase revenues, and keep more profits. He consults with CEOs and business owners on six continents and is a highly sought after trainer and speaker for a wide range of clients, including Verizon, General Electric, IBM, Cisco, Continental AG, Microsoft, SAP, and Harvard Business School.

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## Marketing Alternative Investments: A Comprehensive Guide to Fundraising and Investor Relations for Private Equity and Hedge Funds

Hemali Dassani, Nanda Kuppaswamy

### Key Selling Points

- Composed of 11,000+ hedge funds and 15,000+ private equity funds, the rapidly growing market of alternative investments employs more than 1 million people.
- Effective fundraising and investor relations is key to the growth of alternative investments, yet until now there's been no comprehensive overview of best practices and due diligence for fundraisers and investor relation professionals seeking to successfully market their funds. *Marketing Alternative Investments* fills this void.
- This book provides the tools, techniques, and templates readers need to fundraise effectively and communicate their brand and message to investors.
- *Marketing Alternative Investments* is ideal for anyone working in hedge funds, private equity, venture capital, endowments, foundations, pension funds, family offices, and sovereign wealth funds—including fundraisers and investor relations (IR) professionals, analysts and researchers, senior managers, fund administrators, investment bankers, and MBA students.
- Specific topics include understanding their investors and the investment landscape, alternative assets and their structures, developing a thoughtful marketing plan and investor-centric sales strategies, regulatory and compliance frameworks, investor management, technology, legal and regulatory considerations, and the importance of a diversity and inclusivity to the long-term success of a fund.

### Summary

**The first comprehensive resource of its kind shows how to effectively market alternative investments—a critical but overlooked aspect of ensuring fund success**

Investment funds with great potential often fail for one simple reason—the enormous challenge faced by investor relations (IR) and fundraising professionals in raising the necessary capital to make the fund profitable. The only book to tackle this critical issue, *Marketing Alternative Investments* provides a comprehensive look at investor-centric marketing and fundraising strategy.

In addition to learning how to understand their investors and the investment landscape, readers get expert insight into alternative assets and their structures, developing a thoughtful marketing plan and investor-centric sales strategies, regulatory and compliance frameworks, and investor management processes. The authors provide in-depth discussions of technology, legal and regulatory considerations, and the importance of a diversity and inclusivity to the long-term success of a fund.

- Former president and lifetime board member of the Harvard Business School (HBS) Alumni Association in New York, Dassani will promote the book to the association's 14,000 alumni members directly and through her HBS-focused webinar, which reaches 25,000 professionals.
- Highly active speakers on the topic of fundraising for alternative investments, both authors will promote the book at all their engagements, which can include leading conferences such as Buyouts, PEI, Opal, Women's Private Equity Summit, and

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Institutional Investor Conference.

- They will also create a series of programs around the book for organizations like National Association of Investment Companies and other alternatives investor groups.
- Dassani will advertise the book to her 4,000+ LinkedIn followers and 3,000+ Facebook friends.

**Hemali Dassani** (New York, NY) has 15+ years of experience raising capital for several private equity and hedge funds, building strong relationships with some of the largest public and private pension funds, E&Fs, insurance companies, family offices, and FoFs. She was Director of Investor Relations and Chief Compliance Officer at Argand Partners, a leading Private Equity fund. Previously, she was a Director of Investor Relations at Castle Harlan, where she led a \$1 billion fundraising effort. When she's not managing investor relations or raising funds, Dassani is active with the Harvard Business School Club of Greater New York where she previously served as the President and is currently a lifelong Board Member and served as Co-Chair of the Racial Equality Task Force.

**Nandu Kuppuswamy**, CFA, (Greenwich, CT) is an investment management professional with expertise as both an LP and a GP representative. His career and professional experience spans investor relations, fundraising, asset allocation, due diligence, research, and strategy. He has a track record of raising funds from institutional investors as well as HNIs. Currently, Kuppuswamy is the COO and Partner at 3Lines Venture Capital and the founder of Ambrosian Sun Advisors, an advisor to alternative fund managers. Previously, he led investor relations at Sandstone Capital, Zodius Capital, and Kotak Mahindra Inc. Earlier he was an asset allocator at Spider Management (University of Richmond's endowment and managed credit risk for an \$8 billion amortizing portfolio at CapitalOne.

## Table Of Contents

---

Dedication

Acknowledgements

Introduction

### **Section 1: Fundamentals**

Ch 1 Endowments and Foundations

Ch 2 Pension Funds

Ch 3 Family Offices

Ch 4 Sovereign Wealth Funds

Ch 5 Other Major Investors

### **Section 2: Fundraising in Practice**

Ch 6 Pre-marketing and Marketing -- An Overview

Ch 7 Pre-marketing and Marketing - Process, Tasks, and Priorities

Ch 8 Documentation for Funds

Ch 9 Pitchbooks and Presentations

Ch 10 Placement Agents

Ch 11 Effective Investor Relations

Ch 12 Due Diligence

Ch 13 Marketing Funds Globally and Marketing Global Funds

Ch 14 Toolkit for Emerging Managers and Difficult Fundraises

### **Section 3: Other Considerations**

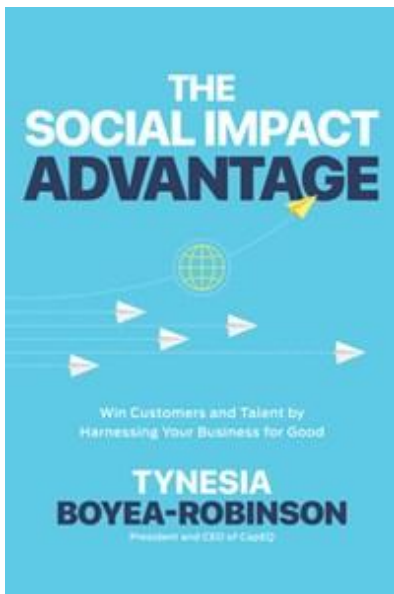
Ch 15 Technology in Alternatives Marketing

Ch 16 Legal and Regulatory

Ch 17 Advise for Aspiring Marketers

Ch 18 Fund Success Through Diversity





## The Social Impact Advantage: Win Customers and Talent By Harnessing Your Business For Good

Tynesia Boyea-Robinson

### Key Selling Points

- Business professionals at every level and in every industry are finding their bottom lines are affected not just by price and product, but by consumers that require strong value statements and a measure of social responsibility
- As a professional with years of experience in "Your Customers Want You to Be Good," author helps readers get out front and proactively build their relationships, rather than responding ad hoc to each crisis
- Using real-world examples, author outlines a simple framework to help shift practices to navigate the modern business climate in an authentic way

### Summary

#### Discover how to build trust—and boost revenue—by embracing social causes the right way

Our society is at a crossroads. It is no longer enough to have the best product or the most value add for your customers. Today consumers are considering more than just product quality and price. They are looking at how your company aligns with their values, how tapped into the social climate you are, and how authentic your social stances appear. To increase revenue and seize the competitive edge, your organization needs to embrace social causes and do it the right way.

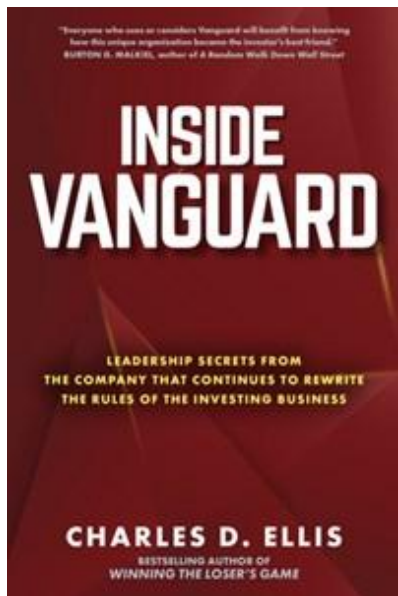
Embracing social causes can help you grow your business and build better relationships with your team, community, and the world at large. But it can be a struggle to figure out how to align your company's mission in the current social climate the right way—ensuring results are meaningful, effective, and ultimately profitable.

With more than a decade of success bringing companies and organizations together to the benefit of both, Tynesia Boyea-Robinson is an expert in helping business leaders and managers leverage social impact for increased business profits. In *Your Customers Want You to Be Good*, she offers tools, resources and insights to help you successfully navigate the modern business climate in an authentic way.

She starts by leading you through the process of discovering how your company currently approaches social causes, and then demonstrates how to increase your revenue through a three-level framework: You'll get a closer look at how businesses make money; how businesses spend money; and how businesses invest in people. Doing business the right way ensures missions are aligned—leading to increased profits and happier, more engaged teams, communities and customers.

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## Inside Vanguard: Leadership Secrets From the Company That Continues to Rewrite the Rules of the Investing Business

Charles D. Ellis

### Key Selling Points

- One of the world's fastest-growing and most trusted investing institutions, Vanguard serves 30 million clients, manages more than eight trillion dollars, and is an industry disruptor that piques the curiosity of everyone deeply involved in investing and finance.
- Vanguard leaders and managers engaged in in-depth interviews for this book; Ellis spent two full days interviewing Jack Bogle.
- *Inside Vanguard* will catch the attention of investors of all levels, from leaders of the finance and investing industry to individual investors to Bogleheads.
- The story of Vanguard provides practical lessons readers can put to use in their own endeavors, including how to combine creativity and tenacity to purpose to build a firm, and how to avoid common pitfalls when conducting a merger.

### Summary

**The “wisest man on Wall Street” (*Money*) delivers the first comprehensive outsider’s look at Jack Bogle and his world-changing investment organization—from the perspective of those who built and lead it**

One of the largest and most respected investment firms on the planet, Vanguard has long been misunderstood by both its fans and its competitors. In this first-of-its-kind book, one of McGraw Hill’s bestselling authors provides a fascinating inside look at the venerable institution.

*Inside Vanguard* tells the compelling story of Vanguard and through its historical lens provides invaluable lessons readers can apply to their own businesses and investing practices. It explains why Bogle started Vanguard and how he and his successors developed it into an investment industry disrupter and, eventually, an industry leader. From the emergence of index funds to the success of exchange-traded funds, *Inside Vanguard* is a near-Shakespearian drama of individual human struggle and triumph.

- Dubbed “the wisest man on Wall Street” by *Money* magazine, Charles D. Ellis wrote the classic *Winning the Loser’s Game*, which has sold 650,000+ copies.
- As a former director at and long-time consultant for Vanguard, Ellis deeply understands this legendary organization.
- Includes influential CEO Jack Brennan’s Leadership Guide
- Includes an introduction to ETFs, a product Vanguard made famous
- The CFA Institute named Ellis as one of the 12 leading contributors to the investment profession.

**Charles D. Ellis** (New Haven, CT) is a popular investment speaker, writer, and consultant. His classic *Winning the Loser’s Game*, now in its eighth edition, was lauded by Peter Drucker as “by far the best book on investment policy and management.” Founder of Greenwich Associates, an international strategic consulting firm focused on financial institutions, Ellis chaired Yale University’s investment committee, the board of the CFA Institute, and the finance committee of the Robert Wood Johnson Foundation. Recognized by the CFA Institute as one of 12 leading contributors to the investment profession, he has taught advanced investing courses at Yale and Harvard and the CFA Institute program at Princeton.

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## Quotes

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There is no one better able to tell the story of the remarkable investment institution Vanguard than Charley Ellis. A brilliant writer, Ellis is the author of 17 books, including *Winning the Loser's Game*, the book that provides one of the most astute arguments supportive of indexing as an optimal investment strategy. He was also the founder of Greenwich Associates, providing strategic planning and analytic insights to financial services companies. He has written the definitive histories of the great investment firms Goldman Sachs and The Capital Group. In his book *The 7 Secrets of the World's Greatest Professional Firms*, he lays out exactly what it takes to succeed.

Perhaps most important, Ellis is the ultimate insider, not only of the investment industry but of Vanguard itself, where he served as a long-term director. He witnessed firsthand how the organization developed and grew and the decisions along the way that allowed Vanguard to gather over \$7 ½ trillion of the investment funds of individual and institutional investors. In these pages you will learn of the unwavering determination of Vanguard's founder, Jack Bogle, as well as the consummate business executives who followed and ensured that rapid growth could be accommodated effectively while preserving the unique culture of this iconic organization. This compelling inside story proves that it is really possible to build a dominant company by putting the client's interest first.

Burton G. Malkiel, author of *A Random Walk Down Wall Street*

Inside Vanguard is a fun, engaging and informative book! It provides a fascinating account of the leaders, vision, principles, personalities, conflicts and market dynamics that led to Vanguard and a critical part of the investment landscape, how it arose and where it is going. Inside Vanguard is story told with a blend of both interesting anecdotes and focus upon key principles in a manner that only Charley can do!

-- Narv Narvekar, Harvard University

"A master historian of investment management, Ellis recounts the story of Vanguard with characteristic fluency and insight. Ellis reveals the important first principles that gave rise to Vanguard and continue to fuel its success, while drawing engaging portraits of the firm's creative leaders through the decades. Readers curious about one of the most important and iconoclastic investment firms of the modern era will greatly enjoy Inside Vanguard." - Robert Wallace, Chief Executive Officer, Stanford Management Company (or, if you prefer, Chief Investment Officer, Stanford University)

"A riveting account of a firm and a mercurial founder that pioneered radical changes in the asset management industry. Fast-paced and incisively written, it provides unusual insights into how the success of a firm's culture is contextual to its time and corporate challenges. In Vanguard's case, the transition between two nearly opposite management cultures led to unprecedented achievements as it tackled exponential growth, technological change and fierce competition " -- Gumersindo Oliveros, CEO and CIO, KAUST Investment Management Company

"Charley Ellis has written a fascinating book with numerous personal insights about the history of Vanguard that doubles as a treatise on how great organizations are built. I really enjoyed reading it!" - Seth Alexander, President of the MIT Investment Management Company

"Charley Ellis has done it again, presenting an engaging and insightful history of an institution which created the groundwork for many things that today's investors take for granted: passive investment vehicles, ETFs, low-cost alternatives and a focus on the investor rather than the Investment firm through low fees, good governance and transparency. As in his excellent histories of Goldman Sachs and the Capital Group, Charley enlivens the story of Jack Bogle and the creation of Vanguard with the back stories of the people around Bogle who collaborated with him and challenged him in building one of the leading financial platforms serving both retail and institutional investors alike."

## **Table Of Contents**

---

Foreword	3
Introduction: The Vanguard Adventure	8
<i>Part One: Opportunities</i>	
1 Bogle's Beginnings	11
2 A Merger Made in Heaven	19
3 Troubles Brewing	33
4 At War with Wellington	46
<i>Part Two: Vanguard Rising</i>	
5 Out of the Ashes	52
6 The Cost-Free Nexus	67
7 Active Investing	80
8 Index Investing	94
9 Exchange-Traded Funds	101
<i>Part Three: Organization Builders</i>	
10 Changeover	106
11 Bogle's Legacy	122
12 Partners Again	126
13 Brennan's Ways	139
14 Capital Power	150
15 Flywheel	157
16 Tim Buckley	167
<i>Part Four: Leading and Innovating</i>	
17 Advice	175
18 Setting Boundaries	187
19 Looking Ahead	205
Afterword	210
Sources and Acknowledgments	214
Appendix 1: ETFs 101	217
Appendix 2: Brennan's Leadership Guide	219
Endnotes	224



# Presentation Essentials: The Tools You Need to Captivate Your Audience, Deliver Your Story, and Make Your Message Memorable

Anne Bruce, Sardek Love

## Key Selling Points

- Crafting and delivering presentations is a critical skill for professionals in every field and industry
- Includes a primer on presentation types, tips on sharpening skills for developing and delivering presentations, and a skills feedback tool and assessment
- 3 straightforward parts cover The Essentials, Essentials Applied, and Beyond the Essentials—each organized to be actionable and inspiring
- Visually appealing 2-color design with illustrations throughout
- Authors are recognized experts in training programs for building presentation skills

## Summary

### Experts reveal how to develop powerful, engaging and effective presentations—from McGraw Hill's new Business Essentials Series

From one-on-one meetings with a supervisor to pitching new ideas in a packed conference room, knowing how to craft and deliver engaging presentations is an essential skill in every line of business. Confidence is key—and sharpening your presentation skills is the most direct route to building it.

*Presenting Essentials* covers the skills you need to feel totally confident in your presentation development and delivery. Organized in three easy-to-digest sections—The Essentials, The Essentials Applied, and Beyond the Essentials—this book provides feedback tools and assessments, a thorough explanation of key presentation topics including structure and storytelling, and is sprinkled with stunning illustrations throughout. You'll walk away feeling fully prepared to put your sharpened skills into action right away.

- Lessons learned include how to: Build your signature style, structure a powerfully engaging presentation, unleash the power of storytelling, and understand the different type of presentations
- Each chapter ends with "Essential Takeaways" to ensure readers walk away remembering special key points
- Part I includes everything you need to know about crafting powerful presentations, memorable catchphrases, one-liners, and visually stunning slides—and ends with a presentation skills self-assessment
- Part II helps you apply the essentials in various presentations including speeches, training, information delivery, persuasive talks, and more
- Part III includes a skills feedback tool, information on delivering presentations for a living (as a speaker, trainer, coach, or consultant), and more

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Business & Economics / Business  
Communication  
BUS007010

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## Communication Essentials: The Tools You Need to Master Every Type of Professional Interaction

Trey Guinn

### Key Selling Points

- Part of McGraw Hill's NEW Business Essentials Series, this book follows the three parts of the series-The Essentials, The Essentials Applied, and Beyond the Essentials
- Filled with colorful and engaging illustrations, assessments, toolkits, Essential Takeaways, and much more.
- A step by-step-guide to communicating more effectively, from the often overlooked "Why?" to the essential "How tos"
- Smart strategies for business-related communications, including networking, written correspondence, meetings, brand management, and more

### Summary

#### **Savvy strategies and specific action steps to help you dramatically improve your business communication skills**

No matter how great your knowledge, expertise or experience, poor communication skills can vastly diminish any opportunities you may have for building good relationships and advancing your career goals. To achieve your best, both personally and professionally, improving these skills is absolutely essential—and expertly covered in *Communication Essentials*.

With years of experience in the field and a personal passion for improving individual communication effectiveness, Trey Guinn takes you step by step through the process—from understanding the importance of clear communication to specific, goal-based strategies to improve your skills.

Packed with insights, exercises, success stories and personal coaching tips for how to increase communicator effectiveness through a variety of familiar personal and professional scenarios—presentations, networking, interviews and more—*Communication Essentials* offers a straightforward and timely guide to improving one of the most important business (and life) skills of all.

You'll find hands-on advice on how to:

- Develop content (Hint: It's not about "What do I want to say?")
- Be the message, not merely the messenger
- Present yourself as confident (not cocky) and cool (not callous)
- Communicate your way into a job (networking, interviewing and more)
- Communicate on the job (better meetings, presentations, executive presence and more)

### Table Of Contents

#### PART I: THE ESSENTIALS:

Chapter 1. Be a Communication Student for Life

Chapter 2. Know Why and How We Communicate

Chapter 3. Discover the "I" in Communicate

Chapter 4. Understand that the Message Sent Is Not Always the Message Received

Chapter 5. Commit to Being Effective

#### PART II: THE ESSENTIALS APPLIED:

Chapter 6. Your Communication Starting Point: Be Willing

Chapter 7. Identify the GOAL

Chapter 8. Know Your AUDIENCE

Chapter 9. Own Your MESSAGE

Chapter 10. Anticipate How Your Audience Will Perceive You, the MESSENGER

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Chapter 11. Choose the Best MEDIUM for Your Message

PART III: BEYOND THE ESSENTIALS:

Chapter 12. Communicate Your Way into a Job

Chapter 13. Communicate on the Job and up the Ladder

Chapter 14. Improve Your Digital Communication

Chapter 15. Communicate to Make and Maintain Social Relationships

Chapter 16. Communicate Through Conflict and Difficult Conversations

Chapter 17. Continue Learning to Keep Improving



# Coaching Essentials for Managers: The Tools You Need to Ignite Greatness in Each Employee

Sara Canaday

## Key Selling Points

- Coaching is a critical skill for managers who want to increase engagement, productivity, and performance among their team members.
- The book includes a primer on coaching, tips to sharpen coaching skills, obstacles to avoid, a coaching self-assessment, and real-world scenarios that allow readers to practice using the insights they have gained.
- The content is designed to be compelling, inspiring, and actionable—the book is organized into three straightforward Parts: The Essentials, The Essentials Applied, and Beyond the Essentials.
- The book is visually appealing with two-color design, illustrations, assessments, toolkits, and more to bring the messages to life.
- Sara Canaday is recognized as a leadership expert and a pioneering thought leader throughout the corporate world.

## Summary

**A pioneering expert in leadership and coaching provides must-know information and useful tools on how to boost employee confidence, engagement, and performance through coaching.**

An essential and rewarding part of your job as a manager is to get the best from your employees—to help them overcome challenges, meet (and exceed) their goals, and maintain a high level of engagement and performance. Like many other leadership skills, coaching is one you can hone and perfect with the right information and tools.

*Coaching Essentials for Managers* provides the skills you need to effectively coach your employees. Organized in three, easy-to-digest sections—The Essentials, The Essentials Applied, and Beyond the Essentials—this book includes real-world scenarios, illustrations, a self-assessment that identifies strengths and opportunities for growth, and practical exercises to reinforce learning. If you invest the time to learn these proven strategies, you'll walk away feeling fully prepared to coach your employees and inspire them to do their best, most engaged work.

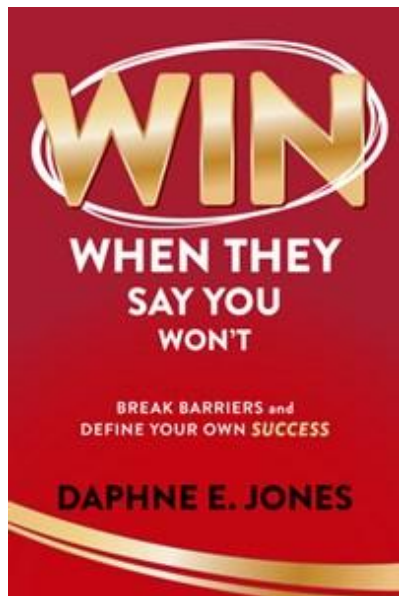
- The book kicks off by presenting the solid business case for coaching and explains the tangible, proven benefits for leaders, employees, and their organizations.
- At a time when leaders are collectively struggling to keep their heads above water, coaching is a deeply rewarding and meaningful experience that reconnects them to the purpose of their role.
- Part I includes a primer on coaching fundamentals, frameworks, skills, and attributes, plus it wraps up with a Knowledge Check and a valuable Coaching Self-Assessment.
- Part II helps you apply the coaching essentials with real-world challenges in performance and developmental coaching, as well as providing insights into common obstacles and how to overcome them.
- Part III takes you beyond the essentials and includes effective coaching questions, powerful phrases to elevate the quality of your coaching conversations, the do's and don'ts of coaching, and additional tools and resources to support your success.
- As a recognized expert in leadership development, author Sara Canaday is known for helping business professionals move from light bulb-moment insights to real, strategic change.

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Business & Economics / Mentoring  
& Coaching  
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## Win When They Say You Won't: Break Barriers and Define Your Own Success

Daphne E. Jones

### Key Selling Points

- *Win When They Say You Won't* targets career-oriented women at all levels and will be particularly attractive to those who feel stuck at a specific level, unable to move forward.
- There's a need to equip women from the bottom up to systematically push against the momentum that has been set against them. Jones shows them they can win when others, including themselves, say they won't
- Jones's four-step EDIT methodology—envision, design, iterate, transform—is simple-to-understand, intuitive and covers the bases, from rethinking one's approach to one's career to adjusting to a new life of success.
- The book includes first-hand accounts of real people who have used Jones's method to drive their own breakthrough career success.

### Summary

#### Become the project manager of your career and advance in your job no matter what obstacles you face

Written by a true rags-to-riches figure who constructed her own road to success, *Win When They Say You Won't* proves that aspiring women leaders don't have to wait for change to come from above to build the career of their dreams. In these pages, Daphne E. Jones outlines the strategies she used to succeed, as a woman in a white male dominated STEM field, and taught to hundreds of women to help them advance, even in seemingly impossible situations. Now, she makes her methodology available to you.

Jones's "EDIT" methodology guides you down the path to a new success, creating a new version of yourself. Based on 4 common steps used by software developers who successfully create new versions of software.

**Envision**—figure out what isn't working, and strategically develop their vision

**Design**—break down prioritized objectives into small sprints and determine the actions and resources needed to achieve them

**Iterate**—work the plan, solicit feedback, alter the approach where needed, and persevere

**Transform**—adjust to the new reality of success in healthy ways and get ready to win what's next  
 EDIT means "change"—in this case, changing your mind, your life, your expectations, and outcomes. Daphne teaches readers how to apply the EDIT process to their personal advancement. Even if you're the only woman, the only woman of color, or in a place where only men win, Jones's process will deliver the results you seek  
 Whether you're seeking a promotion, a better seat at the table, or starting your own business, *Win When They Say You Won't* shows how to achieve one small win after another, building on the successes of your micro transformations all the way to your big one

### Table Of Contents

#### Introduction

#### Step I: Envision

Chapter 1: Your Vision: Winning Happens at the Beginning, Not the End

Chapter 2: You Are Not Alone; You Have Your Five Fs: Faith, Family, Fitness, Finance, Furthering Career

Chapter 3: The First Person Who Needs to Commit to the 'Future You' Is You

#### Step II: Design

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 Business  
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Chapter 4: Designing Your Future Life on Purpose

Chapter 5: Designing Your Goals with Your Headwinds and Tailwinds

Chapter 6: Learn All You Can from Everyone You Can

**Step III: Iterate**

Chapter 7: Listening, Hearing, and Improving Your Plan to Win!

Chapter 8: From Stuck to Unstuck- Keep Your Dreams Moving

Chapter 9: Persevere: You Are a Seed

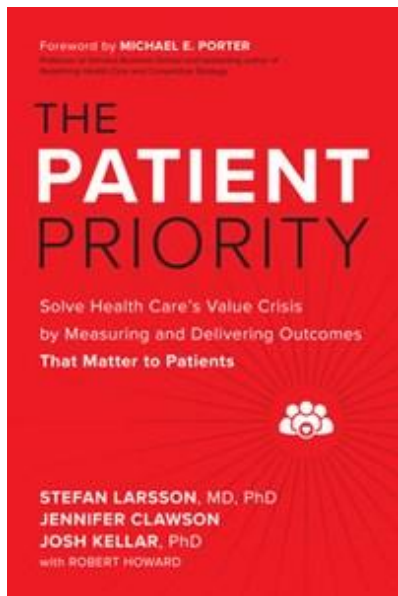
**Step IV: Transform**

Chapter 10: Arriving on the Podium

Chapter 11: Walking in New Shoes

Chapter 12: Winning While Black - Assimilate or Authenticate?

Chapter 13: Get Ready for What's Next/



## The Patient Priority: Solve Health Care's Value Crisis by Measuring and Delivering Outcomes That Matter to Patients

Stefan Larsson, Jennifer Clawson, Josh Kellar, Robert Howard

### Key Selling Points

- Valued at \$10 trillion, the global healthcare sector accounts for 10 percent of global GDP, and it will continue growing. The authors, high-level strategists at BCG, present a proven approach that improves patient outcomes-and health system productivity and performance.
- The book will be an indispensable tool for anyone seeking to participate in a new era of patient-centered innovation, unlock value in healthcare, and accelerate the value-based transformation of the world's health systems.
- Featuring case studies of leading value-based innovators in public and private health systems from around the world, including those in high- and low-income countries, the book underscores that a national health system need not be wealthy for this approach to be successful.
- The book comes with a foreword by Michael E. Porter, the bestselling author of *Redefining Health Care*, which launched the value-based healthcare movement. A professor at Harvard Business School, he is a global leader in the field of strategy and competition.

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BUS070130

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### Summary

**From the thought leaders at Boston Consulting Group come lessons on how leading health systems around the world are delivering patient-centered, value-based care by focusing on the health outcomes that matter to patients.**

Delivering better health outcomes to patients for the money spent is an approach known as value-based health care. Contrary to traditional approaches to health-systems reform that emphasize cost containment, value-based health care shifts the focus to continuous improvement in the health outcomes delivered to patients. The premise of this approach is that systematically measuring, tracking, and improving health outcomes over time can have a transformative effect on the health care industry—enabling health systems to deliver better patient outcomes more consistently; to identify and disseminate best-practice treatments more rapidly; and to control total health-care costs more effectively because unnecessary procedures are eliminated, expensive complications occur less frequently, and repeat treatments are avoided. The only way for health systems to sustainably contain costs is by putting the patient and the delivery of outcomes that matter to patients at the center of the industry's efforts and by aligning incentives around the continuous improvement of health outcomes in a cost-effective manner.

Featuring powerful case studies of leading value-based innovators in health systems all over the world—both public and private, as well as from both high- and low-income countries—this book is designed as a practical step-by-step guide for clinicians, payers, and policymakers alike to put these ideas into action. *The Patient Priority* will be an indispensable tool to launch a new era of patient-centered innovation, unlock value in health care, and accelerate the value-based transformation of the world's health systems, enabling improvements in productivity, performance, and population health.

- Boston Consulting Group (BCG), one of the world's premier strategy consulting firms, is also one of the largest health-care consulting firms in the US, serving more than 30 hospitals and academic medical centers; major private and public payers; nearly every top global pharmaceutical, biotech, and medical-technology company; and many health-related government agencies.
- Book promotion opportunities include:

- oBCG’s partnership with major international institutions, including the U.S. Business Roundtable, the Organisation for Economic Cooperation and Development (OECD), the World Bank, the G20, and the World Economic Forum
- oThe authors’ speaking engagements at major industry association seminars and conferences, including the International Consortium for Health Outcomes Measurement (ICHOM) conference and the World Health Summit
- BCG will publicize the book through its long-standing relationships with top-tier media such as *The New York Times*, the *Wall Street Journal*, the *Washington Post*, the *Financial Times*, and the *Economist*, as well as with leading business and health care publications such as *Harvard Business Review*, *Fortune*, *Fast Company*, *Wired*, and *NEJM Catalyst*, among others.
- BCG will actively promote the book through its global website and with subscribers to its health care–related email lists and followers of its health care–related social media sites.

**Stefan Larsson**, MD, PhD, (Stockholm, Sweden) is a senior advisor to the Boston Consulting Group (BCG) and founder of the firm’s health care payers and providers sector and its health systems sector. He cofounded the International Consortium for Health Outcomes Measurement (ICHOM), a nonprofit working to create global standards for measuring health outcomes, and he serves as a fellow on the Health and Healthcare team of the World Economic Forum. From 2016 through 2018, he led a BCG team that worked with the World Economic Forum on its Value in Healthcare program. That initiative led to the 2019 launch of the Global Coalition for Value in Healthcare, a forum-sponsored public-private collaboration to accelerate the transition to value-based health care in health systems throughout the world.

**Jennifer Clawson** (Madrid, Spain) is a partner and director in BCG’s Madrid office and global head of the firm’s Center for Value in Health Care. She has worked with both private- and public-sector organizations to create new value-based business models and evaluate strategic opportunities to improve health outcomes.

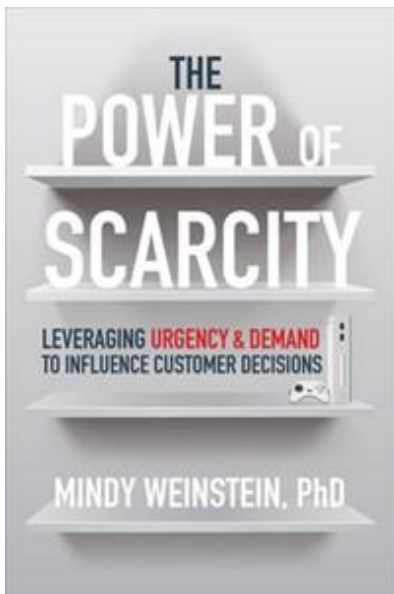
**Josh Kellar**, PhD, (Chicago, IL) is a partner and managing director in BCG’s Chicago office, leader of the firm’s Global Scientist Network of more than 500 MDs and PhDs, and coleader of its medical response to Covid-19. He works with clients throughout the US healthcare industry, specializing in advanced analytics, value-based care delivery, and the application of digital technologies.

**Robert Howard** (Newton, MA) is a former senior editor at *Harvard Business Review* and *MIT Technology Review*. He has been collaborating for more than a decade with BCG on the topics of value-based and health-system transformation.

## Table Of Contents

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Foreword by Michael E. Porter
Preface: The Patient Priority
Chapter 1: The Three Crises of Modern Health Care
Chapter 2: The Power of Outcomes
Chapter 3: Organizing Care Delivery Around the Patient
Chapter 4: Meeting the Change Challenge
Chapter 5: Paying for Value Instead of Volume
Chapter 6: Harnessing Digital Health to Improve Patient Value
Chapter 7: A Moon Shot for Value-Based Transformation
Chapter 8: The Value Leadership Agenda
Acknowledgements
Notes
Index



## The Power of Scarcity: Leveraging Urgency and Demand to Influence Customer Decisions

Mindy Weinstein

### Key Selling Points

- With her strong background in digital marketing, Dr. Weinstein knows how to get keywords to rank high in search results, including the title and subject matter of the new book.
- The author regularly speaks at conferences, including SMX, Pubcon, Digital Summit and SEJ Summit, each of which draws several thousand attendees. She averages 10 conferences a year.
- Dr. Weinstein is on the speaker's advisory panel for the Digital Summit, and she will use this platform to schedule promotional activities, including webinars, short video clips and conference sessions to promote the book.
- As a professor at Grand Canyon University (GCU), Dr. Weinstein has access to 20,000 in-person and 70,000 online students.
- With a long list of media connections, the author will target reporters, producers, and radio hosts she can reach out to once the book launches.
- Currently, Dr. Weinstein has about 10,000 LinkedIn connections and 4,000 Twitter followers.

### Summary

#### An innovative blueprint for driving revenue using the powerful concept of scarcity

Scarcity is an influence factor that carries a great deal of power, so it's no wonder why businesses, organizational leaders, and marketers use it as a way to leverage consumer behavior. But the concept of scarcity contains multiple layers and complexities. In *The Power of Scarcity*, one of the country's foremost experts on scarcity demystifies the science behind it and shows readers how to use it to bolster their business.

- Dr. Mindy Weinstein has been quoted as an expert in *The Huffington Post*, *The Washington Post*, and other publications.
- The author has gained a reputation for public speaking and has shared the stage with Seth Godin and Steve Wozniak.
- Dr. Weinstein is the monthly columnist for the "Ask the Expert" section of the hugely popular *Search Engine Journal*. At launch, she will write a series of articles that include a call to action to order the book.

Innovative, inspiring, and filled with practical tips and case studies, *The Power of Scarcity* offers any organization a potent new tool for kickstarting even greater success.

**Dr. Mindy Weinstein** (Scottsdale, AZ) is one of the leading experts in digital marketing and has been named as one of the top women in the industry globally. Founder of the boutique digital marketing firm Market MindShift, she trained thousands of professionals from organizations of all sizes, including Facebook, The Weather Channel, World Fuel Service, and many more.

### Table Of Contents

Introduction: The Power of Scarcity

#### Part One: Understanding Scarcity

Chapter 1: Scarcity as an Influence Factor

Chapter 2: You Can't Have That!

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Chapter 3: Give Your Brain a Break

Chapter 4: Why We Are More Afraid of Loss Than We are of Gain

Chapter 5: Scarcity Versus Sales

**Part Two: Using Scarcity**

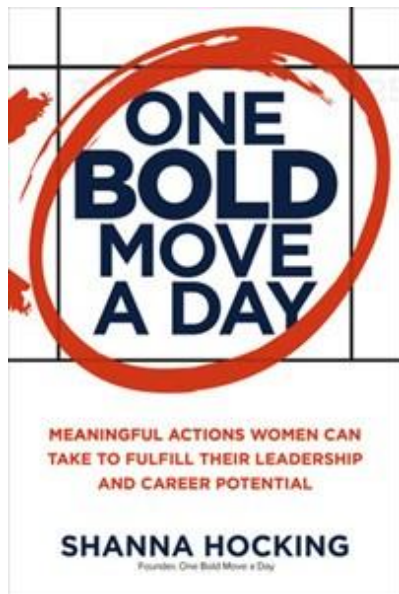
Chapter 6: Time Is Running Out

Chapter 7: You Are Special

Chapter 8: Only While Supplies Last

Chapter 9: Exclusive or Popular?

Chapter 10: You're Now a Scarcity Expert



## One Bold Move a Day: Meaningful Actions Women Can Take to Fulfill Their Leadership and Career Potential

Shanna A. Hocking

### Key Selling Points

- More than a general career guide, the focus includes personal growth along with leadership and professional goals
- Formula for One Bold Move a Day includes three mindsets for your work and life: Happiness Mindset, Gratitude Mindset, and Progress Mindset
- Specific, hands-on advice is supported by leading questions to spur reader engagement
- Each chapter ends with 3 "Bold Moves to Make Now" for readers to get started on their bold move journey-right now!
- A final chapter which examines in depth how the Bold Move mindset works in action

### Summary

**An essential roadmap to help women at every stage of their career feel stronger, more confident, and intentional in their goals**

Even after being rejected 100 times right out of college, Shanna Hocking stayed on the path to her dream career. Now, in *One Bold Move a Day*, readers will benefit from lessons learned, and discover new, life-changing ways to build the confidence they need to succeed on their own terms.

In *One Bold Move a Day*, Hocking shows how a single, measurable act each day provides the incremental change that will help readers to truly grow. With insight gleaned from decades in multi-billion-dollar nonprofits and running a business to support women leaders, Hocking offers actionable advice and useful tools to facilitate their individual journey. In chapters that range from "Lead from Where You Are" and "Invest in Yourself" to "Putting Your Bold Move Mindset to the Test," readers will discover how even the smallest step in the direction they want to go will help them achieve even their biggest goals.

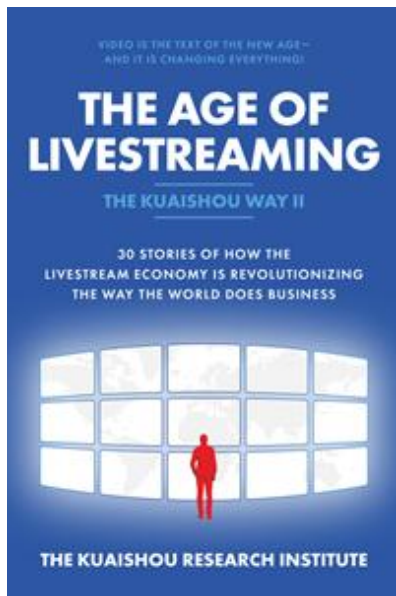
- Author is host of *One Bold Move a Day*, a popular weekly 6-minute podcast for women leaders (29K+ downloads)
- Author is experienced and credible in the field: She has spent nearly 20 years in multi-billion dollar nonprofit organizations, including the Wharton School at the University of Pennsylvania, University of Alabama, and Duke University. In 2020 she was selected as a Unilever x Luminary Fellow.
- Active in industry-related media: Author has been cited as a leadership and career expert in *Harvard Business Review*, *Entrepreneur*, *Insider*, *American Express Business Insights*, and *Thrive Global*

**Shanna Hocking, (Philadelphia, PA)** host of the popular podcast *One Bold Move a Day*, is associate vice president of Children's Hospital of Philadelphia and founder of the leadership platform *Be Yourself Boldly*. Her articles have been published in *Harvard Business Review*, *Fast Company*, *Career Contessa*, *Huffington Post*, *Motherly*, and *Forbes*. She has been featured in *Harvard Business Review*, *Entrepreneur*, *Chicago Tribune*, *Today.com*, *Insider*, *The Muse*, *American Express Business Insights*, and *Thrive Global*, among others.

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Book

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## The Age of Livestreaming

Kuaishou Research Institute, The

### Summary

**From the creator of one of China's most rapidly growing apps comes the next evolution of social media: providing a voice—and subsequent business opportunities—to the digitally underserved**

The Chinese app Kuaishou isn't just another large livestreaming platform competing with TikTok or Facebook Reels. What makes it different? Rather than focusing on the latest hot topic or celebrity publicity stunt, Kuaishou strives to ensure equitable access to the digitally underserved or neglected.

For business leaders and entrepreneurs interested in social media and developments in the Chinese market, *The Age of Livestreaming* describes the leadership vision of co-founder and Chairman Su Hua—to enhance every person's unique sense of happiness—and shows how the rapid development of livestreaming has facilitated dynamic growth in e-commerce across a broad range of industries and products. Readers will learn how Kuaishou has combined artificial intelligence and the concepts of inclusiveness and equality to become a platform truly unique in the world of social media.

- With more than 300 million daily users, Kuaishou is the second-largest video app in China, behind TikTok, and is growing into one of the world's leading social media platforms.
- Packed with case studies showing how and why Kuaishou is experiencing such rapid growth
- Provides unique insights into to Chinese economy and markets.

**The Kuaishou Research Institute** is a corporate think tank established by Kuaishou Technology to engage in strategic and prospective business research, as well as public policy research. Kuaishou is one of the world's most popular apps.



# McGraw Hill Chemistry Review and Workbook

John T. Moore, Richard H. Langley

## Summary

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### **The ideal tool for sharpening your chemistry skills!**

This review guide and workbook will give you everything you need to excel in your high school classwork and on standardized tests. Clear and concise explanations walk you step by step through each essential chemistry concept. 500 practical review questions, in turn, provide extensive opportunities for you to practice what you've learned. If you are looking for material based on national or state standards, this book is your ideal study tool!

#### Features:

- Designed to help you excel in the classroom and on standardized tests
- Concise, clear explanations offer step-by-step instruction so you can easily grasp key concepts
- 500 review questions provide extensive opportunities for you to practice what you've learned
- Aligned to national standards, including the Common Core State Standards, as well as the standards of non-Common Core states and Canada

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23.2 cm H | 18.7 cm W

# McGraw Hill Physics Review and Workbook

Connie J. Wells

## Summary

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### **The ideal tool for sharpening your physics skills!**

This review guide and workbook will give you everything you need to excel in your high school classwork and on standardized tests. Clear and concise explanations walk you step by step through each essential physics concept. 500 practical review questions, in turn, provide extensive opportunities for you to practice what you've learned. If you are looking for material based on national or state standards, this book is your ideal study tool!

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### Features:

- Designed to help you excel in the classroom and on standardized tests
- Concise, clear explanations offer step-by-step instruction so you can easily grasp key concepts
- 500 review questions provide extensive opportunities for you to practice what you've learned
- Aligned to national standards, including the Common Core State Standards, as well as the standards of non-Common Core states and Canada

## Easy English Grammar Step-by-Step, Second Edition (2nd Edition)

Phyllis Dutwin, Jane R. Burstein

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Available

### Summary

This step-by-step approach helps students learn the rules of grammar quickly and easily

The English language is full of rules, exceptions, and often confusing concepts, and for many students, English grammar is a difficult subject that only gets tougher as more concepts are learned. That's why *Easy English Grammar Step-by-Step, Second Edition* is so effective at helping students succeed where other resources and guides fail. Using an original, step-by-step approach, this write-in workbook provides a solid foundation in the basics—the fastest, easiest way to learn English grammar.

Readers will learn essential concepts and high-frequency skills in grammar proficiency first, allowing them to grasp the subject almost immediately. They then discover how these important concepts link together, through clear explanations, level-appropriate exercises, and helpful worked-out problems. Learning the key concepts in order (e.g., learning what a complete sentence is before descriptive words and phrases, pronouns, and punctuation) ensures students get a solid foundation before they move on. Once students complete all the steps, they're able to approach English grammar—rules, exceptions, and all—with confidence.

- Stay-in-step" pop-ups" offer helpful advice and cautions against common errors
- Step-it-up skill-building exercises link practice to the core steps already presented
- Clear explanations break down concepts into easy-to-understand steps
- Clear and concise explanations to the exercises and questions throughout the book
- Fully updated to include current references

**Phyllis Dutwin** has created reading, writing, and ESL programs for more than thirty years and is author of several language arts and test-prep books. She was an innovator in the development of materials geared specifically for adults to improve their reading and language skills.

**Jane Burstein** is an English teacher and tutor for entrance exams, including the SAT, ACT, GMAT and GRE. She is the author of *A Guide to the TPA*, co-author of *SAT Cram Plan* and *ACT Cram Plan*, and technical editor of many titles. She is also author of *Must-Know Vocabulary*

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As A Second Language  
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## **Easy Algebra Step-by-Step, Third Edition***(3rd Edition)*

Sandra Luna McCune, William D. Clark

### **Summary**

**This step-by-step approach helps students learn algebra quickly and easily**

For many students—whether they're kids in middle school or adults returning to college—algebra is a difficult subject that only gets tougher as more concepts are learned. That's why *Easy Algebra Step-by-Step, Third Edition* is so effective at helping students succeed where other, drill-heavy guides fail. Using an original, step-by-step approach, this write-in workbook provides a solid foundation in the basics—the fastest, easiest way to learn algebra.

Readers will learn essential concepts first, allowing them to grasp the subject almost immediately. They then gradually progress to more challenging & skills, learning how to solve practical problems with clear, step-by-step instructions. Learning the key concepts in order (e.g., learning rational/irrational numbers before roots and radicals, exponents, and so on) ensures students get a solid foundation before moving on. Exercises for each section, complete with detailed, worked-out solutions, further aid students in acquiring & the knowledge and skills they need to solve algebraic problems with confidence.

- Clear explanations break down concepts into easy-to-understand steps
- Stay-in-step "pop-ups" offer helpful advice and cautions against common errors
- Step-it-up skill-building exercises link practice to the core steps already presented
- Clear and concise explanations to the problems throughout
- Fully updated to include current references

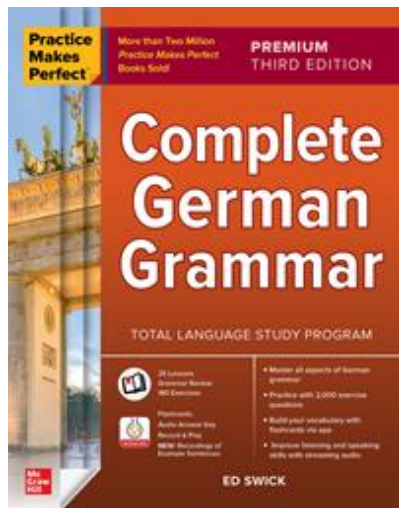
**Sandra Luna McCune, PhD, (Nacogdoches, TX)** is Regents Professor currently teaching as a mathematics specialist in the Department of Elementary Education at Stephen F. Austin State University. She is an in-demand statistical/mathematical consultant.

**William D. Clark, PhD, (Nacogdoches, TX)** has been a professor of mathematics at Stephen F. Austin State University for more than 30 years.

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## Practice Makes Perfect: Complete German Grammar, Premium Third Edition (3rd Edition)

Ed Swick

### Key Selling Points

- Winning title: The Practice Makes Perfect series has sold 1 million+ books
- Highly experienced author with 30+ years of teaching the German language
- Excellent value: Offering both instruction and practice, this guide provides readers an "all-in-one" purchase
- Mobile audio recordings provide on-the-go practice time for busy students

### Summary

**An all-in-one resource for beginning and intermediate German language learners, based on the successful Practice Makes Perfect series—now with new audio recordings**

For beginning to intermediate German language learners, getting a handle on German grammar is the key to communicating correctly and effectively. In *Practice Makes Perfect: Complete German Grammar*, they'll find everything they need—instruction, clear explanations, and extensive exercises—to build their knowledge and communicate more effectively in German.

Based on the successful approach of the *Practice Makes Perfect series*, *Practice Makes Perfect: Complete German Grammar, Premium Third Edition* covers all aspects of German grammar that learners need to master, from present tense regular verbs to adverb and adjective use. Crystal-clear explanations, realistic examples and extensive array of engaging exercises helps learners focus their efforts on the practical aspects of communicating in German. With an additional boost from both the practical and high-frequency vocabulary used throughout the book and an answer key that provides reference and quick feedback, *Practice Makes Perfect: Complete German Grammar* remains the best, most indispensable resource for readers who want to upgrade their command of the language.

- Proven approach to learning helps learners get a handle on German grammar right away, and build on their learnings as they go
- Every grammatical point is illustrated with example sentences to illustrate and clarify
- A full chapter of exercises reviews the contents of the entire book
- NEW: Enhanced with new audio recordings, via app, of example sentences and answers to numerous exercises

**Ed Swick (Chicago, IL)** has taught German for 30 years. He is the author of *Practice Makes Perfect: German Vocabulary* and *Practice Makes Perfect: German Sentence Builder*.

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Book

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## Practice Makes Perfect: Italian Conversation, Premium Third Edition

Marcel Danesi

### Key Selling Points

- Winning title: The Practice Makes Perfect series has sold 1 million+ books
- Marcel Danesi has a proven teaching record, with extensive experience as an educator and curriculum developer
- Audience includes both intermediate-level learners and those who just need to brush up on their conversational skills
- Conversational "markers" table is a unique feature, offering a handy reference for elements in the language that are often poorly understood and poorly translated

### Summary

**An indispensable resource for anyone who wants to learn to speak flawless Italian, based on the successful Practice Makes Perfect series—now with a timely new chapter on remote communication**

For intermediate language learners and those wanting to brush up on their conversational skills, *Practice Makes Perfect: Italian Conversation* provides a unique and effective method for learning to speak the language fluently and spontaneously. Helping readers get a handle on sentence building right away, it offers extensive exercises to practice what they've learned through engaging dialogues and numerous real-life examples.

Based on the successful approach of the *Practice Makes Perfect series*, *Practice Makes Perfect: Italian Conversation, Premium Third Edition* is organized around 11 units that present specific conversational functions, from Striking Up a Conversation to Giving Opinions, each exemplified with short dialogues that are also available as audio recordings via app. The units provide the opportunity not simply to converse, but to build and support correct pronunciation, grammar, syntax and word usage.

- Proven approach to learning helps learners get a handle on Italian conversation right away, and build on their learnings as they go
- Supported by audio recordings, via app, of all 60 dialogues, plus numerous exercise answers
- 850 exercise questions help readers practice what they've learned through dialogues and practical examples
- A special conversational "markers" table in the index shows important elements of conversation that have no exact equivalents in English
- NEW: Includes a timely chapter on remote communication (video conferencing)

**Marcel Danesi, PhD., (Toronto, ONT)** teaches at the University of Toronto in the Department of Semeiotics and Communication. He is also a professor and researcher in bilingual education at the Ontario Institute for Studies in Education, and the bestselling author of numerous Italian language-learning titles.

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# Study Guide for Goldfrank's Toxicologic Emergencies, 11th Edition (11th Edition)

Rana Biary, Mary Ann Howland, Silas W. Smith, Richard S. Weisman, Neal A. Lewin, Lewis R. Goldfrank, Robert S. Hoffman

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## Summary

**The hands-on study companion for the most respected, rigorous medical toxicology text available—with 1,400 practice questions/answers**

*Goldfrank's Toxicologic Emergencies* has long been the go-to guide for accurately diagnosing and effectively treating poisoned and overdosed patients. Now, this practical companion provides everything you need to get even more out of *Goldfrank's*.

*Study Guide for Goldfrank's Toxicologic Emergencies* provides 1,400 questions/answers for testing your knowledge—a process that increases information retention and serves as invaluable practice for board exams. Each chapter has its own question set using both general factual and case-based questions.

*Study Guide for Goldfrank's Toxicologic Emergencies* covers:

- General approach to the poisoned patient
- Principles of medical toxicology
- Clinical basis of medical toxicology
- Poison prevention and education
- Research principles
- Legal and forensic considerations

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Medical / Emergency Medicine  
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## Table Of Contents

1. Historical Principles and Perspectives Toxicologic Misfortunes and Catastrophes in History

### PART A

#### THE GENERAL APPROACH TO THE PATIENT

Initial Evaluation of the Patient: Vital Signs and Toxic Syndromes Principles of Managing the Acutely Poisoned or Overdosed Patient SC1. Principles of Antidote Stocking Decontamination Principles: Prevention of Gastrointestinal Absorption SC2. Decontamination Principles: Prevention of Dermal, ophthalmic and inhalational Absorption

A1. Activated Charcoal

A2. Whole-Bowel Irrigation and Other Intestinal Evacuants

Principles and Techniques Applied to Enhance Elimination  
Laboratory Principles Principles of Diagnostic Imaging Pharmacokinetic and Toxicokinetic Principles

### PART B

#### THE FUNDAMENTAL PRINCIPLES OF MEDICAL TOXICOLOGY

##### SECTION I

##### BIOCHEMICAL AND MOLECULAR CONCEPTS

Chemical Principles  
Biochemical and Metabolic Principles Fluid, Electrolyte, and Acid-Base Principles  
Neurotransmitters and Neuromodulators  
Withdrawal Principles

##### SECTION II

## PATHOPHYSIOLOGIC BASIS: ORGAN SYSTEMS

Cardiologic Principles I: Electrophysiologic and Electrocardiographic Principles

Cardiologic Principles II: Hemodynamics

Dermatologic Principles

SC3. Transdermal Toxicology

Gastrointestinal Principles

Genitourinary Principles

Hematologic Principles

Hepatic Principles

Neurologic Principles Oncologic Principles

Ophthalmic Principles

Otolaryngologic Principles

Psychiatric Principles SC4. patient violence

Respiratory Principles

Thermoregulatory Principles

### SECTION III

#### SPECIAL POPULATIONS

Reproductive and Perinatal Principles

Pediatric Principles

Geriatric Principles

### PART C

## THE CLINICAL BASIS OF MEDICAL TOXICOLOGY

### SECTION I

#### A. ANALGESICS AND ANTI-INFLAMMATORY MEDICATIONS

Acetaminophen

A3. N-Acetylcysteine

Colchicine, Podophyllin, and the Vinca Alkaloids

Nonsteroidal Antiinflammatory Drugs

Opioids

A4. opioid antagonists

SC5. Internal Concealment of Xenobiotics

SC6. Harm Reduction for Opioid Overdose

Salicylates

A5. sodium bicarbonate

#### B. Food, Diet, and Nutrition

Botulism

A6. botulinum antitoxin

Food Poisoning Dieting Xenobiotics and Regimens Athletic Performance Enhancers

Essential Oils Plant and Animal-Derived Dietary Supplements Vitamins Iron

A7. deferoxamine

Mary Ann Howland

#### C. pharmaceuticals

Pharmaceutical Additives Antidiabetics and Hypoglycemics/Antiglycemics

A8. Dextrose(d-Glucose)

A9. octreotide



Antiepileptics

A10. l-carnitine

Antihistamines and Decongestants A11. physostigmine salicylate

Chemotherapeutics Methotrexate, 5-Fluorouracil, and Capecitabine

A12. folates: leucovorin (Folinic acid) and Folic Acid

A13. glucarpidase(carboxypeptidase g2)

A14. uridine triacetate

SC7. Inadvertent Intrathecal Administration of Xenobiotics

SC8. Extravasation of Chemotherapeutics

Antimigraine Medications Thyroid and Antithyroid Medications

D. Antimicrobials

Antibacterials, Antifungals, and Antivirals Antimalarials

Antituberculous Medications

A15. pyridoxine

E. Cardiopulmonary Medications

CASE STUDY 4

Antidysrhythmics

A16. Magnesium Sulfate

Antithrombotics

A17. Protein Complex Concentrate and Novel Antithrombotic Antidotes

A18. Vitamin k1

A19. protamine

$\beta$ -Adrenergic Antagonists A20. Glucagon Calcium Channel Blockers A21. High-dose insulin (HDI)

Miscellaneous Antihypertensives and Pharmacologically Related Agents Cardioactive Steroids

A22. digoxin-specific antibody fragments

Methylxanthines and Selective  $\beta$ 2-Adrenergic Agonists

F. ANESTHETICS AND RELATED MEDICATIONS

Local Anesthetics A23. lipid emulsion Inhalational Anesthetics

Neuromuscular Blockers A24. dantrolene sodium

G. Psychotropics

Antipsychotics

Cyclic Antidepressants

Serotonin Reuptake Inhibitors and Atypical Antidepressants Lithium

Monoamine Oxidase Inhibitors Sedative-Hypnotics A25. flumazenil

H. SUBSTANCES OF ABUSE

Amphetamines

Cannabinoids

Cocaine A26. Benzodiazepines Ethanol A27. Thiamine hydrochloride Ethanol

Withdrawal

Disulfiram and Disulfiram-like Reactions Hallucinogens

$\gamma$ -Hydroxybutyric Acid ( $\gamma$ -Hydroxybutyrate)

Inhalants Nicotine

Phencyclidine and Ketamine

I. Metals

Aluminum  
Antimony  
Arsenic A28. Dimercaprol (British anti-lewisite or bal) Bismuth  
Cadmium  
Cesium Chromium  
Cobalt  
Copper  
Lead A29. succimer (2,3-dimercaptosuccinic acid)  
A30. edetate calcium disodium (CaNa<sub>2</sub>EDTA)

Manganese  
Mercury  
Nickel  
Selenium Silver Thallium A31. Prussian blue  
Zinc

#### J. HOUSEHOLD PRODUCTS

Antiseptics, Disinfectants, and Sterilants  
Camphor and Moth Repellents  
Caustics  
Hydrofluoric Acid and Fluorides A32. Calcium  
Hydrocarbons  
Toxic Alcohols A33. fomepizole A34. ethanol SC9. Diethylene Glycol

#### K. PESTICIDES

Barium  
Fumigants  
Herbicides  
Insecticides: Organic Phosphorus Compounds and Carbamates  
A35. Atropine  
A36. Pralidoxime

Insecticides: Organic Chlorines, Pyrethrins/Pyrethroids, Neonicotinoids and Insect  
Repellents Phosphorus  
Sodium Monofluoroacetate and Fluoroacetamide Strychnine

#### L. Natural Toxins and Envenomations

Arthropod A37. antivenom: spider A38. antivenom: scorpion Marine Envenomations  
Mushrooms Plants  
Native(US) Venomous Snakes and Lizards A39. antivenom: snakes (native [US]  
venomous [crotaline and elapid]) SC10. Exotic Nonnative Snake Envenomations

#### M. OCCUPATIONAL AND ENVIRONMENTAL TOXINS

#### CASE STUDY 11

Smoke Inhalation  
Simple Asphyxiants and Pulmonary Irritants  
Carbon Monoxide A40. hyperbaric oxygen  
Cyanide and Hydrogen Sulfide  
A41. hydroxocobalamin  
A42. nitrites(sodium amyl) and sodium thiosulfate  
Methemoglobin Inducers  
A43. methylene blue

Nanotoxicology

#### N. DISASTER PREPAREDNESS

Chemical Weapons  
Biological Weapons

Radiation A44. Potassium iodide  
A45. Pentetic acid or pentetate (zinc or calcium) trisodium (dtpa)

part D

POPULATION HEALTH

section 1

POISON CENTERS, health systems, AND EPIDEMIOLOGY

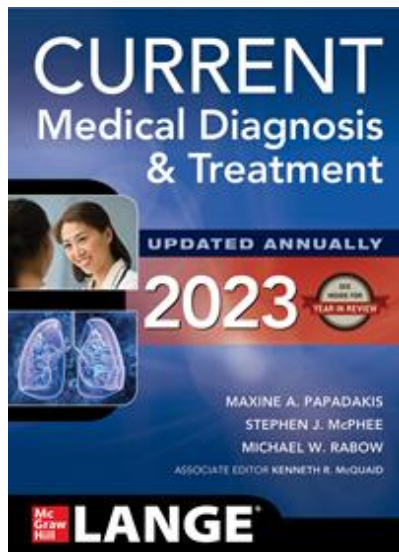
Poison Prevention and Education Poison Centers and Poison Epidemiology Principles  
of Occupational Toxicology: Diagnosis and Control Hazardous Materials Incident  
Response Risk Assessment and Risk Communication Medication Safety and Adverse  
Drug Events Drug Development, Adverse Drug Events, and Postmarketing  
Surveillance International Perspectives on Medical Toxicology  
Principles of Epidemiology and Research Design

Section II

LEGAL ASPECTS OF TOXICOLOGY

Risk Management and Legal Principles Medicolegal Interpretive Toxicology SC11.  
Assessment of Ethanol-Induced Impairment Postmortem Toxicology SC12. Organ  
Procurement from Poisoned Patients

1. 



## **CURRENT Medical Diagnosis and Treatment 2023<sup>(62nd</sup>**

**Edition)**

Maxine A. Papadakis, Stephen J. McPhee, Michael W. Rabow, Kenneth R. McQuaid

### **Summary**

**The most popular annual guide of its kind—fully updated to reflect all new clinical developments in every field of adult medicine**

For 60+ years, *CURRENT Medical Diagnosis and Treatment* has been delivering the authoritative information students, residents, and clinicians need to build their medical knowledge, expertise, and confidence. Written by top experts in their fields, this unmatched guide is formatted in a way that enables you to find the answers you need quickly and easily.

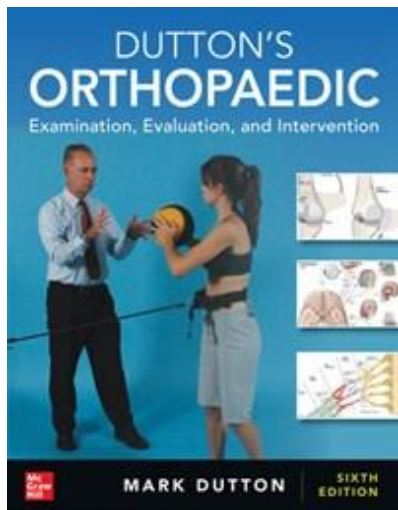
Packed with trusted content that keeps you up to date current on the changing guidelines and treatments on an annual basis, *CURRENT Medical Diagnosis and Treatment 2023* is completely focused on bedside clinical issues. It covers all primary care topics, including gynecology, obstetrics, dermatology, ophthalmology, otolaryngology, psychiatry, neurology, toxicology, and urology.

### Features

- 200 photos and illustrations and hundreds of quick-access drug treatment tables, with indexed tradenames and updated drug prices
- Year in Review table highlights key clinical updates over the last year
- Comprehensive coverage of patient care, focusing on the diagnostic tools relevant to day-to-day practice
- Annual updates to topics in all chapters in a consistent format, drugs, tables, and images and annual review of advances in HIV treatment
- Essentials of Diagnosis for most diseases/disorders
- Diagnostic and treatment algorithms present important information in an at-a-glance style
- Carefully curated references provide peer-reviewed, evidence-based information
- Electronic-only chapters available to all book customers
- Expanded chapter content available online and in eBook for all chapter content

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## **Dutton's Orthopaedic: Examination, Evaluation and Intervention, Sixth Edition***(6th Edition)*

Mark Dutton

### **Summary**

**The #1 most trusted evidence-based text in orthopedic physical therapy, which strikes the perfect balance in its coverage of examination and treatment**

The definitive text for orthopedic students, *Dutton's Orthopaedic: Examination, Evaluation and Intervention* delivers a logical, systematic approach to hands-on orthopedic treatment.

This new edition offers the perfect balance in its coverage of the continuum of care, emphasizing the appropriate use of manual techniques and therapeutic exercise while outlining the correct applications of multiple adjuncts to the rehabilitative process. Aided by decision-making algorithms, this comprehensive guide covers anatomy, biomechanics, examination, and treatment of each joint and region and features.

### **Features**

- 400 photos illustrate orthopedic techniques
- NEW videos on testing and method techniques available on AccessPT
- NEW information on balance, pain assessment, gait, and concussions
- NEW presentation of videos on AccessPhysiotherapy, as video content is integrated directly within the paragraph and sentence structure, so readers don't have to jump from the textbook to the videos. Now readers can access both videos and text with one simple click at the "sentence level."
- The consistent voice of a single author makes this book engaging to read and easy to follow
- Guides you through the systems review and differential diagnosis
- Incorporates the APTA Practice Patterns to address certain dysfunctions

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## Case Files Emergency Medicine, Fifth Edition *(5th Edition)*

Eugene C. Toy, Barry Simon, Katrin Y. Takenaka, Adam J. Rosh, Ciara Barclay-Buchanan

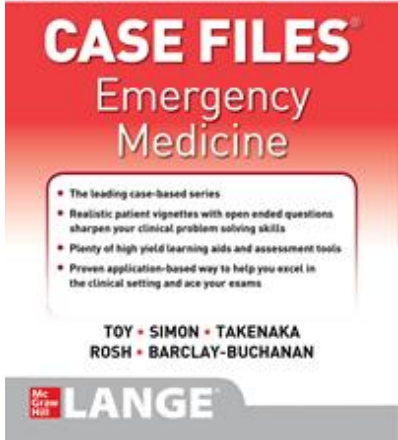
### Summary

#### Real-life cases for success on the emergency medicine clerkship and shelf-exam

Experience with clinical cases is key to mastering the art and science of medicine and ultimately to providing patients with competent medical care. *Case Files®: Emergency Medicine, Fifth Edition* delivers 60 true-to-life cases that illustrate essential concepts in emergency medicine. Each case includes a complete discussion, clinical pearls, references, high-yield presentation of key diagnostic and treatment information, USMLE-style review question to enhance your learning.

With Case Files®, you'll learn instead of memorize. This fifth edition includes important new information on COVID-19, opioid overdose, social issues in emergency medicine, medical errors, interprofessional teamwork, endocrine emergencies, viral meningitis, and vertigo.

- Learn from 60 high-yield cases, each with board-style questions
- Master key concepts with clinical pearls
- Solidify your knowledge with 14 new integrated challenge questions
- Polish your approach to clinical problem solving and patient care
- Maximize your shelf exam score with this proven learning system
  - NEW! Important information on COVID-19, opioid overdose, social issues in emergency medicine, medical errors, interprofessional teamwork, endocrine emergencies, viral meningitis, and vertigo



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**CURRENT Practice Guidelines in Primary Care 2023**<sup>(20th</sup>*Edition)*

Jacob A. David

**No Image  
Available****Summary****The authoritative guidelines primary care clinicians need to diagnose and treat the most common outpatient conditions—updated with the latest research available for each guideline**

Concise yet comprehensive, *CURRENT Practice Guidelines in Primary Care 2023* provides quick access to screening, prevention, and treatment guidelines for the most common outpatient conditions. The author selected each topic based on its relevance to the office practice of ambulatory medicine, and he organized the book in a way that makes finding critical information a quick and easy process. With the most current, evidence-based content available, this go-to guide converts the tremendous amount of information on the web into a practical, relevant collection of usable data for busy clinicians.

- Market: Primary Care Physicians (Internal and Family Medicine) (209,000); NPs Practicing Primary Care (56,000); PAs Practicing Primary Care (30,000)
- Content is drawn from a wide array of recommendations from government agencies, expert panels, medical specialty organizations, and other professional and scientific organizations.
- NEW: Highlights instances where major guidelines conflict.
- Formatted for easy fact-finding in both print and digital platforms.
- Organized by screening, prevention, and treatment.
- Topics are carefully selected for relevance to the office practice of ambulatory medicine, and the text is enhanced by a convenient outline format.
- Screening and prevention of conditions have been combined to enhance clinician use.

**Jacob David, MD, FAAFP, (Ventura, California)** is Associate Program Director, Family Medicine Residency Program, Ventura County Medical Center, and Clinical Instructor, David Geffen School of Medicine at UCLA.

**Table Of Contents**

Preface

## SECTION 1 SCREENING

1. Behavioral Health and Substance Use Disorders
2. Cardiovascular Disorders
3. Disorders of the Skin, Breast, and Musculoskeletal System
4. Endocrine and Metabolic Disorders
5. Gastrointestinal Disorders
6. Genitourinary Disorders
7. Infectious Diseases
8. Pulmonary Disorders
9. Renal Disorders
10. Special Population: Children and Adolescents
11. Special Population: Newborns and Infants
12. Special Population: Older Adults
13. Special Population: Pregnant Women

## SECTION 2 PREVENTION

14. Cardiovascular Disorders
15. Disorders of the Skin, Breast, and Musculoskeletal System
16. Endocrine and Metabolic Disorders
17. Gastrointestinal Disorders
18. Genitourinary Disorders
19. Infectious Diseases
20. Renal Disorders

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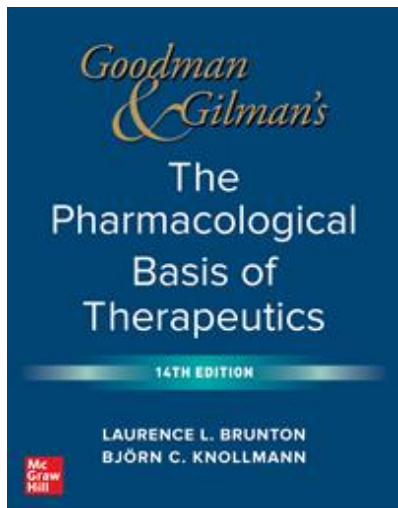
21. Special Population: Children and Adolescents
22. Special Population: Newborns and Infants
23. Special Population: Older Adults
24. Special Population: Pregnant Women

#### SECTION 3 MANAGEMENT

25. Behavioral Health Disorders
26. Cardiovascular Disorders
27. Care of the Older Adult
28. Disorders of the Head, Eye, Ear, Nose, and Throat
29. Disorders of the Skin, Breast, and Musculoskeletal System
30. Endocrine and Metabolic Disorders
31. Gastrointestinal Disorders
32. Genitourinary Disorders
33. Hematologic Disorders
34. Infectious Diseases
35. Neurologic Disorders
36. Prenatal and Obstetric Care
37. Pulmonary Disorders
38. Renal Disorders
39. Appendices

Index





## Goodman and Gilman's The Pharmacological Basis of Therapeutics, 14th Edition (14th Edition)

Laurence Brunton, Bjorn Knollmann

### Summary

**The go-to pharmacology reference that medical and health science professionals have relied upon for more than 50 Years!**

For more than 50 years, *Goodman & Gilman's: The Pharmacological Basis of Therapeutics*, has been the comprehensive, go-to reference that medical and health science professionals have relied upon as the pinnacle of authority and accuracy in describing the actions and uses of therapeutic agents in relation to physiology and pathophysiology. *Goodman & Gilman's* balance of basic science and clinical applications has guided thousands of health care practitioners and students to a clear understanding of the drugs essential to preventing, diagnosing and treating disease.

The fourteenth edition features more than 600 color illustrations, including 50 new figures on mechanism of drug actions which emphasizes the link between basic mechanisms of action of drug action, pathophysiology of disease, and therapeutic use of drugs.

### Features:

- Five **NEW** chapters:
  - Pharmacovigilance
  - Gastrointestinal Microbiome and Drug Response
  - The Blood-Brain Barrier
  - Cannabis
  - Antibodies, Immune Checkpoint Inhibitors, CAR-T cells, and other Biological Agents
- 600+ color illustrations
- 50 **NEW** figures on mechanism of drug actions
- All chapters have been revised and generally expanded with new material
- Throughout: Expanded coverage of the need to consider genetic polymorphisms in designing appropriate therapies
- A greatly revised and expanded chapter on Pharmacodynamics and the Molecular Mechanisms of Drug Action
- 53 **NEW** contributors
- **NEW** online updates

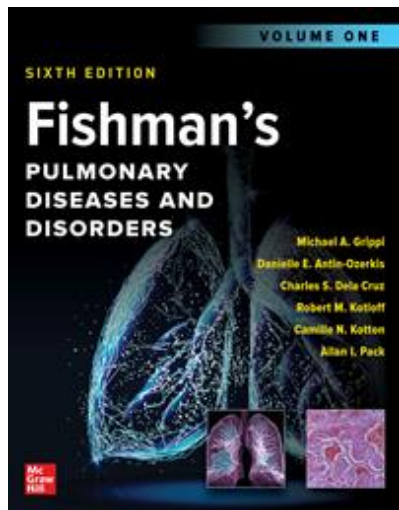
**Laurence Brunton**, PhD, is an emeritus professor at UCSD School of Medicine in La Jolla, CA, and an experienced researcher in cardiovascular physiology and pharmacology.

**Bjorn C. Knollman**, MD, PhD, is a professor of medicine and fellowship director for the Division of Clinical Pharmacology within the Department of Medicine at Vanderbilt University Medical Center in Nashville, TN.

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MED071000

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## **Fishman's Pulmonary Diseases and Disorders, 2-Volume Set, Sixth Edition***(6th Edition)*

Michael A. Grippi, Danielle E. Antin-Ozerkis, Charles S. Dela Cruz, Robert Kotloff, Camille N. Kotton, Allan I. Pack

### **Summary**

**The definitive guide to the clinical and scientific aspects of pulmonary medicine—fully updated with the latest advances in the field**

*Fishman's Pulmonary Diseases and Disorders* delivers unparalleled coverage of pulmonary medicine. With 2,000+ photos and illustrations, 60 videos, and 18,000 references, this peerless resource provides a comprehensive overview of the scientific basis of lung function in healthy people and in those with disease.

You'll find detailed coverage of the broad array of diseases and disorders affecting the respiratory system, including obstructive and restrictive diseases, pulmonary vascular disorders, sleep-disordered breathing, lung neoplasms, respiratory infections, and respiratory failure. And you'll learn all the latest advances, including molecular development of the lung, stem cells and respiratory disease, genetics of pulmonary disease and the growth of personalized medicine, technical advances in lung transplantation, and many more.

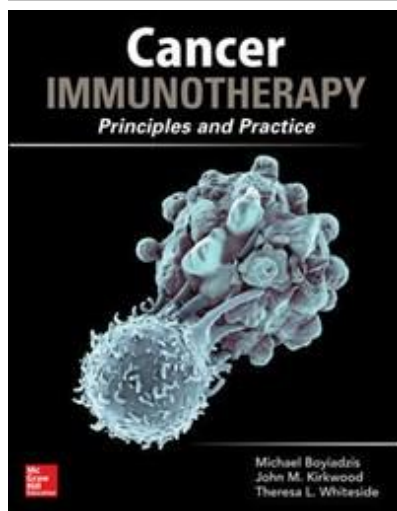
*Fishman's Pulmonary Diseases and Disorders* provides state-of-the-art coverage of the latest topics in critical care medicine, such as early diagnosis and management of sepsis, multiple organ dysfunction syndrome (MODS), acute respiratory distress syndrome (ARDS), management of agitation and delirium in the ICU, and the newly defined entity of "chronic critical illness"

New to this edition:

- State-of-the-art reviews of the literature made available online
- Expanded editorial team provides new perspectives
- References streamlined to include only the latest information in pulmonary clinical medicine
- Table of Contents revised to highlight the most important areas of concern for clinicians

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Mixed Media Product

0 Pages  
Medical / Pulmonary & Thoracic  
Medicine  
MED079000



# Cancer Immunotherapy in Clinical Practice: Principles and Practice

## Principles and Practice

Michael M. Boyiadzis, John M. Kirkwood, Theresa L. Whiteside

### Summary

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**Publisher's Note: Products purchased from Third Party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitlements included with the product.**

### A complete primer on the medical uses of immunotherapy

*Cancer Immunotherapy: Principles and Practice* offers thorough coverage of this emerging topic – from fundamentals and basic science to clinical application and toxicity management. The cutting-edge content, written by a world-renowned author team is presented in a concise, templated, easy-to-read format, and includes the latest guidelines for immunotherapy and toxicity management

### Table Of Contents

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#### Current and Emerging Cancer Immunotherapies

#### **Brief Table of Contents**

##### Section I

1. Introduction to immunotherapy
2. Components of the immune system
3. Antibodies
4. B cells
5. T cells
6. NK cells
7. DC/macrophages
8. MDSC
9. Cytokines, chemokines, interferons
10. Vaccines
11. Oncolytic viruses
12. The immune system in cancer

##### Section II

#### Each chapter in this section will include:

1. A list of approved drugs
2. Info for each drug
3. Emerging Therapies: Pre-clinical and clinical data of new therapies, authors may include up to 3 figures in this section.

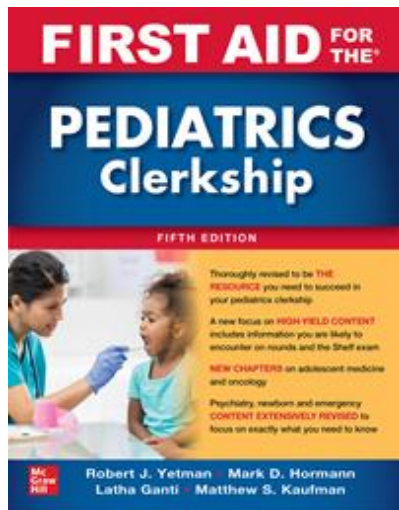
1. Bladder Cancer
2. Brain Cancer
3. Breast Cancer
4. Cervical Cancer
5. Colorectal Cancer

McGraw Hill / Medical  
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1259642046  
Pub Date: 11/11/2022  
\$212.95 Can.  
Discount Code: M  
Paperback

512 Pages  
Medical / Oncology  
MED062000

27.6 cm H | 21.6 cm W

6. Gastric Cancer
7. Head and Neck Cancer
8. Leukemia- Acute Lymphoblastic
9. Leukemia- Acute Myeloid
10. Leukemia- Chronic Lymphocytic
11. Leukemia- Chronic Myeloid Leukemia
12. Lung Cancer
13. Lymphoma, Hodgkin
14. Lymphoma-Non-Hodgkin
15. Melanoma
16. Multiple Myeloma
17. Prostate Cancer
18. Renal Cell Carcinoma



## First Aid for the Pediatrics Clerkship, Fifth Edition<sup>(5th Edition)</sup>

Robert J. Yetman, Mark D. Hormann, Latha Ganti, Matthew S. Kaufman

### Summary

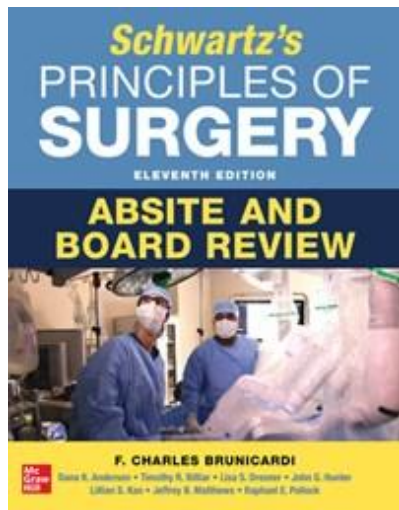
**Master all the high-yield information required to pass the pediatrics clerkship and the shelf exam**

*First Aid for the Pediatrics Clerkship* is the all-in-one content resource for acing the pediatrics rotation and shelf exam. This popular guide has been heavily revised with a new and updated focus on the most salient high-yield facts, along with clear background information where needed. Content has been streamlined to include only the most important facts to help you focus on—and learn—critical information.

McGraw Hill / Medical  
9781264264490  
1264264496  
Pub Date: 11/18/2022  
\$62.95 Can.  
Discount Code: M  
Paperback

624 Pages  
Medical / Clinical Medicine  
MED014000  
27.6 cm H | 21.6 cm W

- More than 100 supporting photos and illustrations
- New chapters on adolescent medicine and oncology
- Content has been thoroughly revised and updated, with notable changes made to the following content areas: newborn, emergency medicine and psychiatry
- New illustrations, flow charts, and other visuals
- Mini-cases begin discussions on major disorders to lay a clinical foundation to the presentation
- Special features include specific tips on how to succeed on rotations and on the shelf exam
- All content has been thoroughly reviewed for accuracy and relevance



## Schwartz's Principles of Surgery ABSITE and Board Review, 11th Edition (11th Edition)

F. Charles Brunicardi, Dana K. Andersen, Timothy R. Billiar, David L. Dunn, John G. Hunter, Jeffrey B. Matthews, Raphael E. Pollock

### Summary

**The premier exam-prep guide for surgery—with 800+ board-style practice questions with detailed answers and rationales**

Based on general surgery's cornerstone text, *Schwartz's Principles of Surgery*, this unmatched study guide provides everything they need to ace your exams—whether you're a resident or a practicing surgeon seeking recertification.

Developed by the top minds in modern surgery, *Schwartz's Principles of Surgery ABSITE and Board Review, 11th Edition* delivers the most current, authoritative perspectives on surgical practice. Each practice question is accompanied by answers and comprehension-building rationales, ensuring complete understanding of the material. Answers are keyed to the latest edition of *Schwartz's Principles of Surgery* providing only the studying only relevant, applicable material from the most authoritative source possible.

### Features

- 300 photos and illustrations
- Updated chapters—all aligned with the latest American Board of Surgery Qualifying Board Examination blueprint
- Questions reflect those most likely to appear on the American Board of Surgery in-training exam and the surgery board exam
- Excellent prep for both written and oral boards

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1260469751  
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Discount Code: M  
Paperback

Medical / Surgery  
MED085000

27.6 cm H | 21.6 cm W

## High - Yield Q & A Review for USMLE Step 1: Biochemistry and Genetics

Michael W. King

No Image  
Available

### Summary

**An integrative approach to medical biochemistry provides the perfect review for the USMLE Step 1**

This essential review presents students with a fast and effective way to prepare for course examinations in biochemistry and medical biochemistry, as well as medical board exams and the USMLE Step 1. A unique feature of this review is the integration of medical biochemistry with physiology, pathophysiology, pathology, and anatomy, making it perfect for today's rapidly changing medical school curriculum.

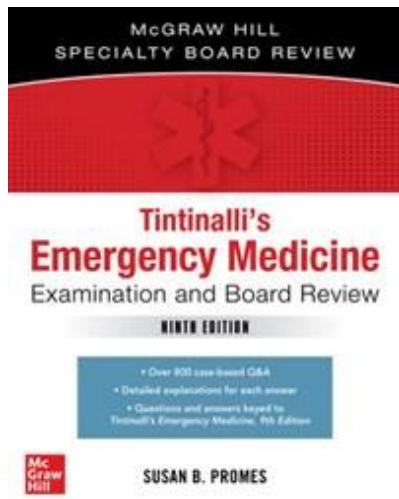
Important related topics such as carbohydrate, lipid, protein metabolism, and associated disease/pathologies are incorporated into a concise, focused review of biochemistry. Each chapter includes consistent pedagogy such as USMLE-style questions, detailed answers, high-yield terms, a checklist of important takeaways, clinical correlation boxes, and full-color illustrations.

- Market: U.S medical students (18,750 per year); medical tech and nursing students
- 350 full-color illustrations
- 1,000+ multiple-choice questions, half of which are USMLE Step 1 style
- Questions are carefully selected to summarize chapter material
- Detailed clinical boxes with high-yield information on diseases and disorders related to defects in the pathways being discussed
- Each chapter includes:
  - An outline listing major topics covered
  - A list of high-yield terms related to the content
  - Numerous explanatory figures and tables designed to increase understanding of must-know material
  - A checklist recapping important and high-yield concepts

**Michael W. King, PhD**, (Bloomington, IN) is associate director for research; Peggy L. Sankey Professor of Medical Education; and professor of biochemistry and molecular biology at Indiana University School of Medicine in Terre-Haute, IN.

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Discount Code: M  
Paperback

Medical / Biochemistry  
MED008000  
27.6 cm H | 21.6 cm W



## Tintinalli's Emergency Medicine Examination and Board Review, 9th Edition *(9th Edition)*

Susan B. Promes

### Summary

**Publisher's Note: Products purchased from Third Party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitlements included with the product.**

**More than 800 case-based Q&A combined with the authority of the field's leading text make this the best review for any Emergency Medicine examination**

*McGraw-Hill Specialty Board Review: Tintinalli's Emergency Medicine Examination and Board Review, Eighth Edition* delivers more than 800 case-based questions and answers. All answer options, both correct and incorrect, are keyed to *Tintinalli's Emergency Medicine, Eighth Edition*, the field's most authoritative and trusted text.

This is an outstanding review for any examination in emergency medicine – including board certification – and can also be used as a clinical refresher. EKGs, radiographs, and clinical images are included to sharpen readers' diagnostic skills. This edition bolstered by enhanced answer explanations, an increased number of Q&A, and improved quality of photographs.

McGraw Hill / Medical  
9781260025941  
1260025942  
Pub Date: 12/9/2022  
\$124.95 Can.  
Discount Code: M  
Paperback

400 Pages  
Medical / Emergency Medicine  
MED026000  
27.6 cm H | 20.6 cm W



# **Aircraft Powerplants: Powerplant Certification, Tenth Edition** *(10th Edition)*

Thomas W. Wild, John M. Davis

No Image  
Available

## **Summary**

**The most comprehensive guide to aircraft powerplants—fully updated for the latest technologies and regulations**

This thoroughly revised textbook contains all the information students need to achieve FAA Powerplant certification and master the operation and maintenance of aircraft engines. The book offers easy-to-understand, plain-language explanations of all engine components, mechanics, and technologies. It also includes detailed information on maintenance, troubleshooting, repair, and inspection of aircraft engines and propellers.

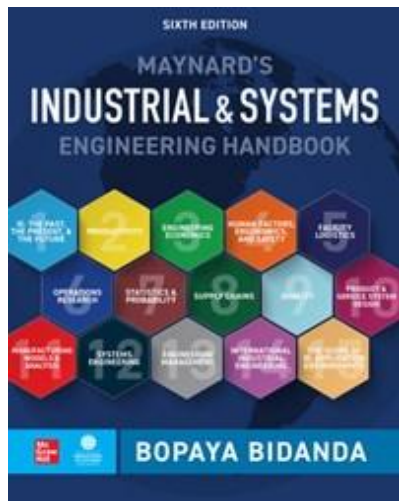
*Aircraft Powerplants, Tenth Edition* has been streamlined to include only the most current and critical information. You will get extensively updated content to meet current FAA regulations, new examples and exercises, and additional practice exam questions. Hundreds of detailed diagrams throughout help illustrate each topic.

- Illustrations and real-world examples show how engines operate
- Features end-of-chapter review questions that reinforce salient points
- Written by a pair of aviation experts and experienced authors

McGraw Hill  
9781264564460  
1264564465  
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\$96.95 Can.  
Discount Code: I  
Paperback

Technology & Engineering  
/ Aeronautics & Astronautics  
TEC002000

27.6 cm H | 21.6 cm W



## Maynard's Industrial and Systems Engineering Handbook, Sixth Edition *(6th Edition)*

Bopaya Bidanda

### Summary

**A completely updated edition of the classic reference for industrial and systems engineers**

Long considered the best reference for the discipline of industrial engineering, this thoroughly revised guide covers the fundamentals as well as recent advances and developments. This new edition brings Maynard's classic handbook in line with exactly what an industrial engineer in today's world needs to succeed—all while improving the overall reading experience. The *Handbook* has been specially designed to focus on topical and pedagogical issues that a practicing industrial and systems engineer will face in the discipline.

*Maynard's Industrial and Systems Engineering Handbook, Sixth Edition* contains exhaustive, application-driven coverage of industry principles, practices, materials, and systems. You will discover how to improve processes and productivity and gain a holistic vision of the industrial engineer's function. This edition offers greater coverage of logistics, probability and statistics, supply chains, quality, product design, systems engineering, and engineering management.

- Connects to current market needs based on discussions with academics, consultants, and industry professionals
- Aligns with the recently developed Body of Knowledge of the IISE
- Written by a recognized academic and experienced author

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1260461564  
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Discount Code: I  
Hardcover

1504 Pages  
Technology & Engineering  
/ Industrial Engineering  
TEC009060  
25.4 cm H | 20.3 cm W



## Mike Meyers' CompTIA A+ Core 1 Certification Passport (Exam 220-1101)

Mike Meyers, Ron Gilster

### Key Selling Points

- CompTIA A+ is the biggest international vendor-neutral IT certification
- The U.S. Bureau of Labor Statistics project computer support specialists will see 17% job growth between 2012-2022
- CompTIA reports that 96% of hiring managers use A+ certification as a criterion during recruitment

### Summary

#### Accelerated review of the 2022 version of the A+ Core 1 exam from CompTIA

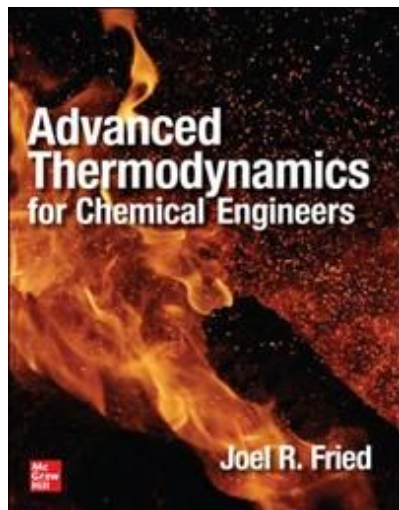
This quick review test preparation guide offers 100% coverage of all objectives for the current edition of the challenging CompTIA A+ Core 1 exam. Written in the proven Passport format developed by training guru Mike Meyers, the book enables you to focus on specific topics, determine areas of need, and tailor an effective course for study.

*Mike Meyers' CompTIA A+ Core 1 Passport, Eighth Edition (Exam 220-1101)* contains special design elements that outline chapter contents, highlight test topics, provide cautionary information, and direct you to additional resources. You will get accurate practice questions and in-depth answer explanations. This edition contains new or expanded coverage of cloud and virtualization, Windows 10, Linux, mobile devices and operating systems, security, and advanced software troubleshooting procedures

- Includes a 10% discount voucher coupon for any CompTIA exam, a \$46 value
- Online content includes 200 practice questions in the Total Tester exam engine, sample TotalSim interactive simulations, and sample training videos from Mike Meyers

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 23.2 cm H | 18.7 cm W



## Advanced Thermodynamics for Chemical Engineers

Joel R. Fried

### Summary

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### **A hands-on guide to advanced thermodynamics from a chemical engineering perspective**

This practical textbook provides advanced chemical engineering students with the must-have knowledge needed to apply the principles of thermodynamics to a variety of systems and problems. Written by a seasoned chemical engineering academic, the book is presented in an integrated manner and features real-world examples and problems taken from contemporary engineering.

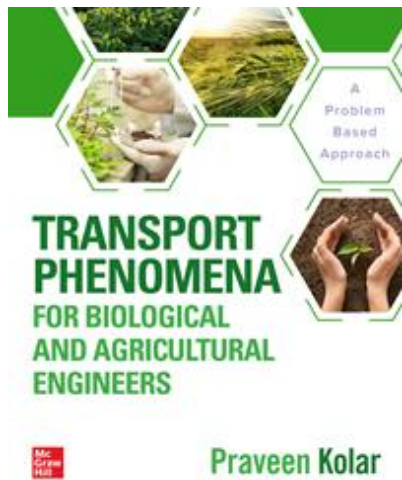
*Advanced Thermodynamics for Chemical Engineers* begins with discussions on the applications of classical thermodynamic principles to equations of state, non-ideal solutions, and complex physical and chemical equilibria. From there, you will get discussions on more progressive topics, including statistical thermodynamics and irreversible or non-equilibrium thermodynamics, and group-contribution methods. The book concludes with a chapter on the use of computational chemistry to calculate thermodynamic parameters.

- Contains examples of applications in different disciplines, including biology, material science, and physics
- Fills a gap in the market by addressing topics that are somewhat lacking or seldom found elsewhere
- Written by a chemical engineering educator and experienced author

McGraw Hill  
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1259641058  
Pub Date: 9/30/2022  
\$193.95 Can.  
Discount Code: I  
Hardcover

512 Pages  
Technology & Engineering  
/ Mechanical  
TEC009070

23.2 cm H | 18.7 cm W



# Transport Phenomena for Biological and Agricultural Engineers: A Problem Based Approach

Praveen Kolar

## Summary

**A single source of information for the many facets of transport phenomena**

This hands-on textbook lays out a practical approach to heat, mass, and momentum transfer for agricultural and biological engineering students—all in one book. You will get comprehensive coverage of subjects not covered in other textbooks, including refrigeration and air conditioning, drying, psychometrics, adsorption, fans and pumps, and fluid flow in pipes.

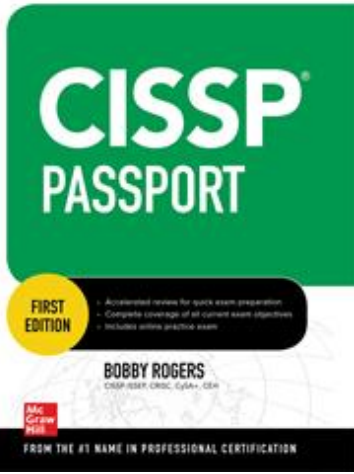
Written by a biological and agricultural engineering professor, *Transport Phenomena for Biological and Agricultural Engineers: A Problem Based Approach* includes examples and problems sets reflecting applications specific to the BAE engineering field. You will explore fluid, mass, and heat transfer; pressure measurements; Fick's and Kirchoff's Laws; and much more. This textbook is designed to be the singular resource for BAE students taking the transport phenomena course.

- Packed with applied examples and problems specific to agricultural and biological engineering
- Covers fluid mechanics, mass transfer, and heat transfer in one book
- Written by an experienced educator and expert in the field

McGraw Hill  
9781264268221  
126426822X  
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Discount Code: I  
Hardcover

352 Pages  
Technology & Engineering  
/ Mechanical  
TEC009070

23.5 cm H | 18.7 cm W



## CISSP Passport

Bobby E. Rogers

### Key Selling Points

- The CISSP exam is the leading advanced cybersecurity certification and revised in 2021
- The exam is available in English, French, German, Brazilian Portuguese, Spanish, Japanese, Simplified Chinese and Korean
- Aimed at advanced cybersecurity professionals with deep practical and managerial

### Summary

**This quick review study guide offers 100% coverage of every topic on the latest version of the CISSP exam**

This powerful exam preparation resource presents an accelerated review of all objectives for the 2021 release of the challenging Certified Information Systems Security Professional exam. Written in the proven Passport format, the book enables you to focus on specific topics, determine areas of need, and tailor an effective course for study.

*CISSP Passport* enables you to tailor your studies and drill down into the exam's objectives. The book features special elements that highlight actual exam topics, define need-to-know terms, point out potential exam pitfalls, and list additional resources for further information. Each chapter includes a review section that provides bulleted summations by exam objective as well as practice exam questions with in-depth answer explanations.

- Provides complete coverage of every objective on the CISSP exam
- Online content includes 200 practice questions in the customizable TotalTester exam engine
- Written by a seasoned cybersecurity expert

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1264277970  
Pub Date: 10/7/2022  
\$44.95 Can.  
Discount Code: T  
Paperback

Computers / Certification Guides  
COM055000

23.2 cm H | 18.7 cm W



## Programming Arduino: Getting Started with Sketches, Third Edition (3rd Edition)

Simon Monk

### Summary

**An up-to-date guide to Arduino programming—no experience required!**

This fully updated guide shows, step by step, how to quickly and easily program all Arduino models using its modified C language and the Arduino IDE. Readers will learn how to configure hardware and software, write their own sketches, work with built-in and custom Arduino libraries, and develop apps for the Internet of Things. This edition features new coverage of using Arduino as a framework for programming other popular boards.

Electronics guru Simon Monk gets readers up to speed quickly, teaching all concepts and syntax through simple language and clear instruction designed for absolute beginners. *Programming Arduino: Getting Started with Sketches, Third Edition* features dozens of easy-to-follow examples and high-quality illustrations. All of the sample sketches featured in the book can be downloaded, used as-is or modified to suit the reader's needs.

- Screenshots, diagrams, and source code illustrate each technique
- All sample programs in the book are available for download
- Written by a well-known hobbyist and experienced author

**Simon Monk (UK)** has a degree in cybernetics and computer science and a Ph.D. in software engineering. He is the author of numerous books, including *Programming Arduino*, *30 Arduino Projects for the Evil Genius*; *Hacking Electronics*; and *Make Your Own PCBs with Fritzing*. Simon also runs the website [monk.makes.com](http://monk.makes.com), which features his own products.

McGraw Hill TAB  
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\$18.95 Can.  
Discount Code: T  
Paperback

Technology & Engineering  
/ Electronics  
TEC008000  
22.9 cm H | 15.2 cm W



## CompTIA A+ Certification All-in-One Exam Guide, Eleventh Edition (Exams 220-1101 & 220-1102) (11th Edition)

Mike Meyers

### Key Selling Points

- CompTIA A+ is the biggest international vendor-neutral IT certification
- The U.S. Bureau of Labor Statistics project computer support specialists will see 17% job growth between 2012-2022
- CompTIA reports that 96% of hiring managers use A+ certification as a criterion during recruitment

### Summary

**This bestselling on-the-job reference and test preparation guide has been fully revised for new 2022 exam objectives**

This highly effective self-study exam guide has been thoroughly updated to cover 100% of the topics covered on the latest version of the exam. This new edition includes expanded coverage of mobile computing, cloud and virtualization services, Windows 10, Linux, enhanced security, and advanced software troubleshooting procedures.

*CompTIA A+ Certification All-in-One Exam Guide, Eleventh Edition (Exam 220-1101 & 220-1102)* enables you to take the test with complete confidence. In keeping with the All-In-One philosophy, the book serves both as an exam guide and as a practical reference for IT support and technical personnel. Online content includes 200 accurate practice questions, sample Mike Meyers training videos, sample TotalSim interactive lab simulations, Mike's favorite PC hardware Cool Tools, and a searchable PDF glossary.

- Online content includes 200 practice questions, sample video training featuring Mike Meyers, sample Total Sim interactive lab simulations, and a searchable PDF glossary
- Contains a coupon for 10% off of the exam fee—a \$46 value
- Written by experienced trainer Scott Jernigan and edited by training guru Mike Meyers

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1264609906  
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Discount Code: T  
Hardcover

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