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A cyclist wearing a white helmet, an orange jacket, and a large backpack is riding a mountain bike on a gravel trail. The trail winds through a valley with purple heather in the foreground and rolling mountains in the background under a dramatic, cloudy sky. A river is visible in the distance.

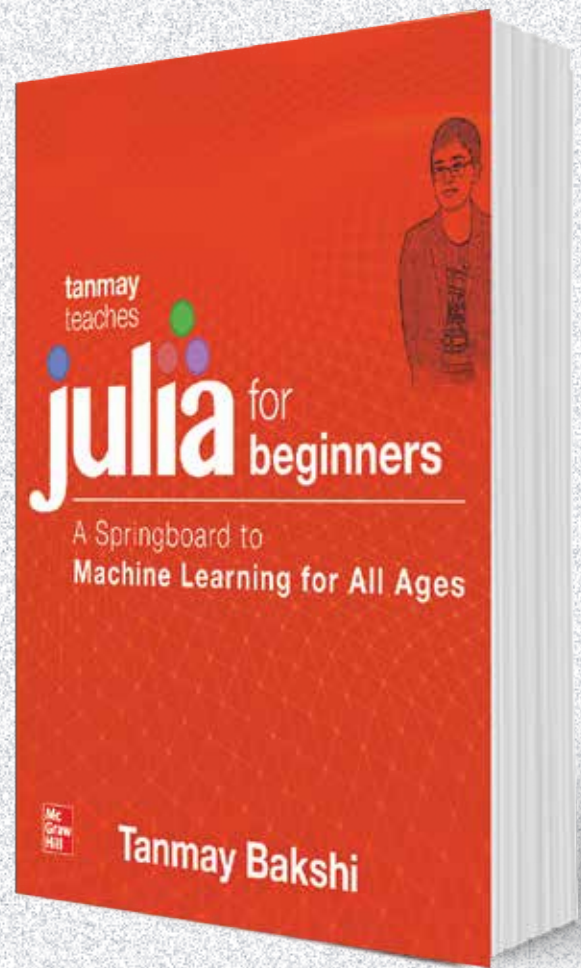
**2020 Spring  
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# Tanmay Teaches Julia for Beginners A Springboard to Machine Learning for All Ages



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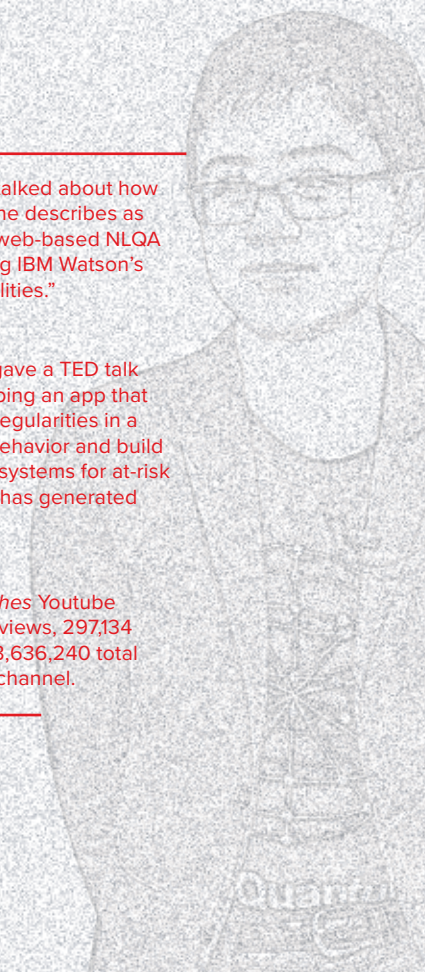
**Tanmay Bakshi is a 15-year-old Canadian author**, AI and Machine Learning Systems Architect, TED & Keynote speaker, Google Developer Expert for Machine Learning, and IBM Champion for Cloud.

His love for coding led him to create AskTanmay, the world's first IBM Watson-powered general-purpose Natural Language Question Answering System. He strongly believes in open source technology, has therefore always contributed to the open source community, and has made most of his projects open source.

Jumping off from the astounding success of Tanmay's YouTube tutorial series, Tanmay Teaches, this series of books follows the "Tanmay Teaches" brand and is designed to engage audiences in the language of computers. Tanmay's audiences include all ages and genders, and are from every corner of the globe.

Through this book, Tanmay teaches Julia - a relatively new, but very fast growing computer programming language developed by the Massachusetts Institute of Technology. Julia is a language designed, from the ground up, to be a dynamically-typed compiled language. This allows Julia to benefit from increased performance, but at the same time, it feels like an intuitive scripting language. This enables you to simply create systems that use wonderful, new technologies like Machine Learning (ML).

- In 2016, Tanmay talked about how he created what he describes as "the world's first web-based NLQA system, built using IBM Watson's Cognitive Capabilities."
- In 2017, Tanmay gave a TED talk about his developing an app that can pick up on irregularities in a person's online behavior and build an early warning systems for at-risk teens. The video has generated 20,000 views.
- His *Tanmay Teaches* Youtube channel has 176 views, 297,134 subscribers and 3,636,240 total views across his channel.





# Table of Contents

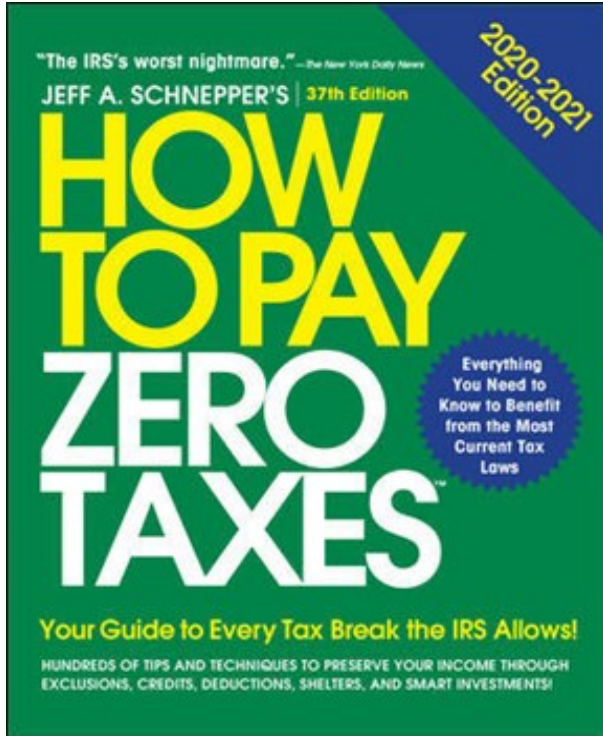
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# Business



## How To Pay Zero Taxes, 2020-2021: Your Guide To Every Tax Break The IRS Allows

Jeff A. Schnepfer

**Packed with more deductions than any resource of its kind, the go-to tax-savings guide has been fully updated for the 2020 season**

Unlike other tax books, *How to Pay Zero Taxes* focuses less on tax preparation and more on what's most important to people—keeping their hard-earned money in their own pocket. Providing critical information about the latest tax bill, it shows taxpayers and preparers alike how to make the best use of hundreds of legal deductions, credits, and exemptions.

- Schnepfer was Microsoft's MSN MONEY tax expert, an economics editor for *USA Today*, and tax counsel for Haran, Watson & Company.
- The book is filled with deductions people often don't think about, including child/elder care, moving expenses, job hunting expenses, mortgages and points, investment expenses, and 401(k)s.
- *How to Pay Zero Taxes* is easy to read and easy to apply, and it zeroes in on what people care most about—paying the lowest possible taxes.

**Jeff A. Schnepfer, ESQ., (Cherry Hill, NJ)** is legal advisor for Estate Planning of Delaware Valley and operates a tax, accounting, and legal practice. He is the author of all previous editions of this one-of-a-kind tax-savings guide.

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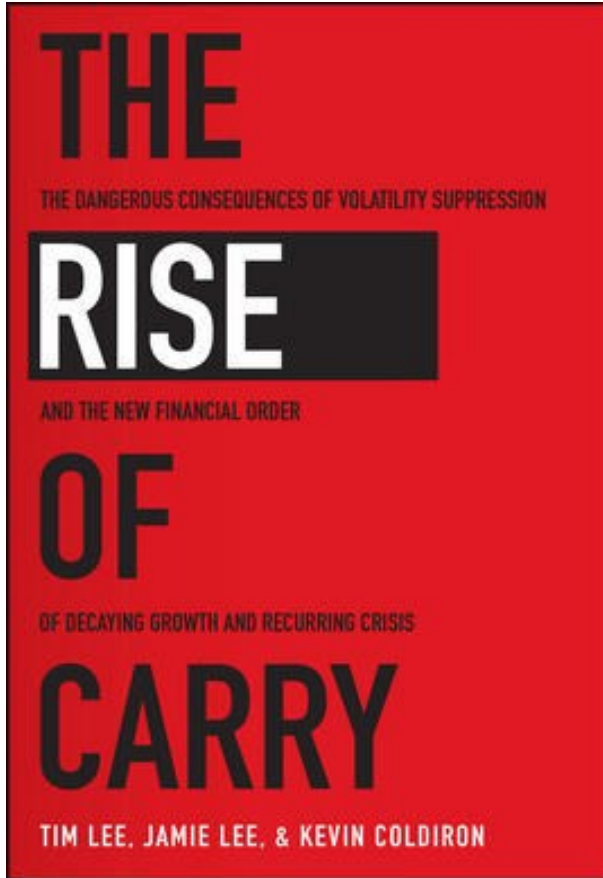
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### Related Products

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9781260115826 How to Pay Zero Taxes, 2018: Your Guide to Every Tax Break the IRS Allows



## The Rise of Carry: The Dangerous Consequences of Volatility Suppression and the New Financial Order of Decaying Growth and Recurring Crisis

Tim Lee, Jamie Lee, Kevin Coldiron

**A first-of-its-kind primer on markets and the economy—providing the knowledge investors need to protect themselves from the next financial crisis**

Written for practicing investors, *The Rise of Carry* explains how financial markets work today, how they relate to the overall economy, how financial crises happen, and the increasingly important role of carry trades—a rarely discussed but all-important topic.

Readers will learn critical but often overlooked foundational knowledge, such as the fact that economic recessions do not make stock markets go down, but rather stock markets—and particularly the U.S. stock market—cause recessions by going down. They will get key insights into the true driving force behind financial asset prices. And they will come away with a keener understanding of how carry, volatility-selling, leverage, liquidity, and profitability are all converging into aspects of the same phenomenon, and the cycle in this phenomenon is the business cycle.

- While there has been an increasing amount of work in academia on carry trades, this in-depth guide is a first for practitioners.
- Last year, *The New York Times*, *The Washington Post*, and *Financial Times* featured Tim Lee for correctly forecasting the “blow up” of short volatility financial products and the collapse of the Turkish lira and for his prediction of new financial crisis.
- As the head of pi Economics, Lee serves some of today’s biggest global asset management companies and hedge funds; Jamie Lee works directly with famed investment guru Jeremy Grantham, co-founder of GMO asset management in Boston; and Kevin Coldiron teaches the Masters in Financial Engineering course at Berkeley (Haas Business School).

**Tim Lee (Boston)** has been a financial market economist for 38 years. He has worked in Hong Kong for GT Management as Asian economist, and in London for GT, LGT, Invesco, and Friends Ivory and Sime as European economist. He set up the independent research consultancy pi Economics in 2003.

**Jamie Lee (Cambridge MA)** spent four years as research analyst and economist at GMO in Boston, two years as economist and research analyst at Ruffer Asset Management in London, and two years at pi Economics in Connecticut.

**Kevin Coldiron (Oakland CA)** teaches the Masters in Financial Engineering course at Berkeley (Haas Business School), having previously had a very successful career in asset management with Barclays Global Investors and the hedge fund Algert Coldiron, which he co-founded.

### December

**Business & Economics / Finance**

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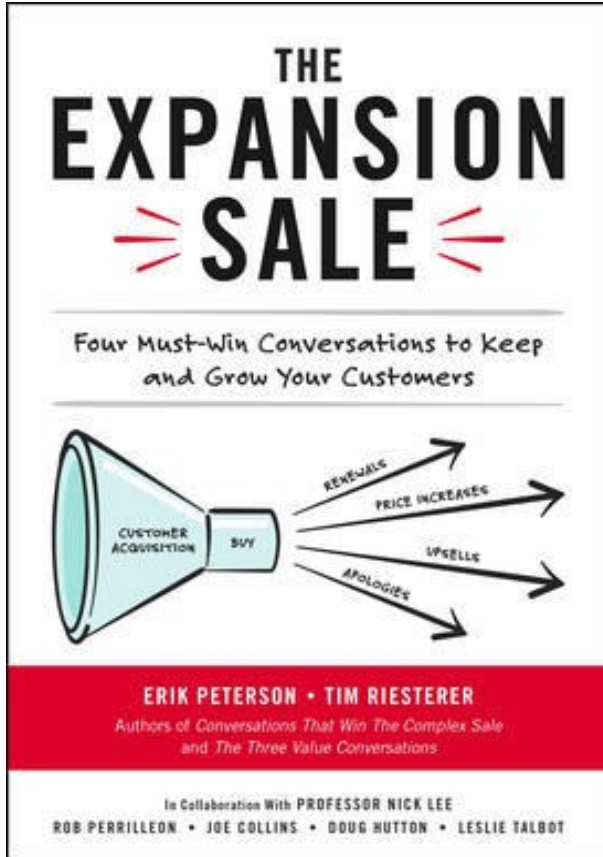
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## The Expansion Sale: Four Must-Win Conversations to Keep and Grow Your Customers

Erik Peterson, Tim Riesterer

**The bestselling author team and masters of the customer conversation deliver proven practices for capitalizing on the hottest trend in business growth—customer retention and expansion**

The rapidly expanding business discipline termed “Customer Success Management” has emerged as key way to drive business profitability and sustainability. It focuses on retaining and expanding existing customers versus just acquiring new customers.

*The Expansion Sale* provides everything that marketing, sales, customer service professionals at B2B companies need to take advantage of this important growth engine. It explains how the buying psychology of existing customers differs from that of new customers, and it shows how to adapt your commercial strategies accordingly. The authors provide clear, easy-to-apply messaging frameworks for the four must-win moments of customer success: ensuring renewals, communicating price increases, increasing upsells, and apologizing effectively for service failures.

- A popular author team in this space, Peterson and Riesterer wrote the category bestsellers *Conversations that Win the Complex Sale* and *The Three Value Conversations*.
- The authors’ company, Corporate Visions, helps firms like Salesforce, AWS, UPS and others with messages, content and skills for acquiring, keeping and growing more customers.
- They train 30,000 salespeople and work with 300 companies annually, and are sought-after speakers at industry conferences. They will actively promote the book through these channels.
- The authors will also leverage their relationships with numerous marketing and sales associations, along with Gainsight, owner of the largest customer-success industry conferences in North America and Europe, to drive book sales.

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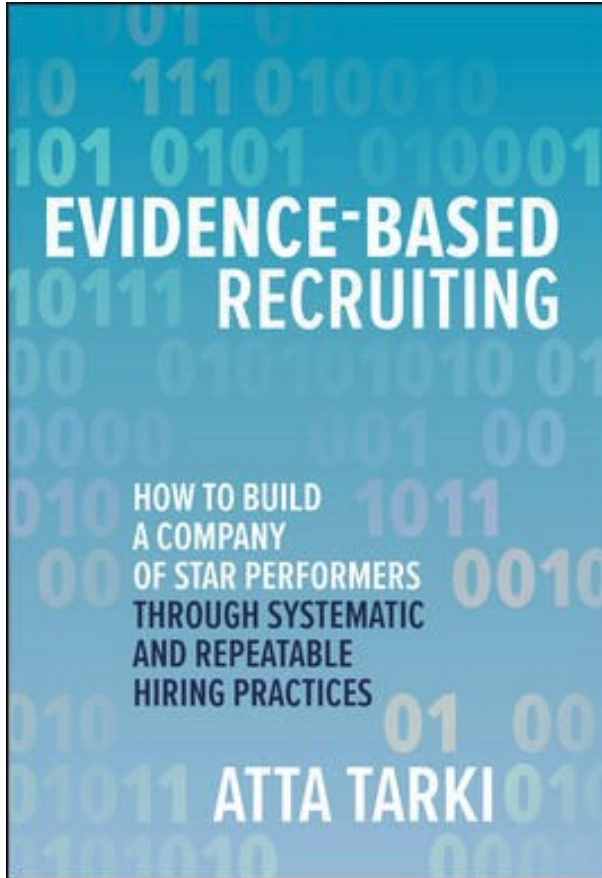
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9780071849715 The Three Value Conversations: How to Create, Elevate, and Capture Customer Value at Every Stage of the Long Lead Sale

9780071750905 Conversations That Win the Complex Sale

**Erik Peterson (Atlanta, GA)** is CEO of Corporate Visions, a \$70 million customer conversation consulting and training company. He has delivered consulting engagements, keynotes, and messaging skills workshops to more than 10,000 marketing and sales executives in over 13 countries, and his teams have executed this work in 56 countries around the world.

**Tim Riesterer (Milwaukee, WI)**, Chief Strategy Officer of Corporate Visions conducts original, exclusive research in the area of decision-making science and its use in B2B marketing, sales and customer success. He partners with leading academic researchers in the area of behavioral science, persuasion and negotiations to test and develop the concepts that are then proven with clients in real-world application.



## Evidence-Based Recruiting: How to Build a Company of Star Performers Through Systematic and Repeatable Hiring Practices

Atta Tarki

**A renowned executive recruitment expert provides business leaders with a playbook to implement systematic, repeatable, scalable hiring practices to gain a competitive edge**

Data and analytics are reshaping countless industries as they turn from anecdotal to evidence-based practices. Yet while most aspects of business operations today rely on clearly defined measures of success that are continuously tracked and improved, in most organizations, hiring and recruitment is still run on intuition. Most books on recruiting focus on making recommendations that are inspirational, rather than evidence-based.

*Evidence-Based Recruiting* flips that script. Written by the respected CEO of ECA, a specialized executive search firm, this book makes a case for best-in-class recruiting methods, showing how companies like Google and Netflix utilize evidence-based techniques to counteract subtle biases and land top-tier talent, and how other hiring managers can do the same by implementing systematic and repeatable processes that lead to better and more consistent hiring outcomes. Readers will be given the elements of an evidence-based approach, learn how to distinguish good evidence from bad, and understand why many hiring predictions fail—and what can be done about it. *Evidence-Based Recruiting* gives CEOs, hiring managers, and human resources professionals the tools they need to navigate the new era of talent acquisition.

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9781259837647 *Victory Through Organization: Why the Way for Talent is Failing Your Company and What You Can Do About it*

- **Huge client base:** Author Atta Tarki's firm engages over 5,000 candidates annually, 4,000 prospective clients, and contacts another 25,000 via email and their jobs board.
- **Powerful endorsements:** Atta can obtain endorsements from CEOs, thought leaders, and key influencers, including executives from Netflix, Best Western, Whirlpool, Forbes, and Aetna.
- **Media platform:** Atta has written for *Harvard Business Review*, *Forbes* and the *Wall Street Journal* and has appeared on television and radio as an expert on the subject of recruitment and hiring.

**Atta Tarki (Santa Monica, CA)** is the CEO of Ex-Consultants Agency. Atta leads ECA's Private Equity and Venture Capital practice, where he supports PE-owned, VC-owned and other high growth companies with filling C-level positions. Prior to founding ECA, Atta spent six years as a management consultant at L.E.K. Consulting. Atta graduated with a MSc in Economics & Finance from Stockholm School of Economics.





## Welcome To Management: How To Grow From Top Performer To Excellent Leader

Ryan Hawk, General Stanley McChrystal

From the creator and host of *The Learning Leader Show*, “the most dynamic leadership podcast out there” (*Forbes*) that will “help you lead smarter” (*Inc.*), comes an essential tactical guide for newly promoted managers.

Every year, millions of top performers are promoted to management-level jobs—only to discover that the tactics that got them promoted are not the tactics that will make them effective in their new role. In *Welcome to Management*, Ryan Hawk provides practical, actionable advice and tools designed to ensure that transition is a successful one.

He presents a new actionable three-part framework distilled from best practices drawn from in-depth interviews with over 300 of the most forward-thinking leaders around the world, as well as his own professional experience going from exceptional individual producer to new leader. Learn how to:

- *Lead Yourself*: build skills and earn credibility. Compliance can be commanded, but commitment cannot. People reserve their full capacity for emotional commitment for leaders they find credible, and credibility must be earned.
- *Build Your Team*: develop a healthy and sustainable culture of mutual trust and respect that creates cohesion. This includes effective hiring and firing practices.
- *Lead Your Team*: set a clear strategy and vision for your team, communicate effectively, and ultimately drive the results the organization is counting on your team to deliver.

Through case studies, hundreds of interviews, and personal stories, the book will help high performers make the leap from individual contributor to manager with greater ease, grace, courage, and effectiveness. Welcome to management!

- A must-have primer for the millions of top performers promoted to management-level jobs every year.
- Provides tactical advice and insights drawn from more than 300 top business leaders.
- Dynamic, well-known author whose popular podcast, *The Learning Leader Show*, generates more than 100,000 downloads per month.

**Ryan Hawk** is a keynote speaker, author, advisor, and the host of an internationally known podcast, *The Learning Leader Show*, which *Forbes* called “the most dynamic podcast around” and *Inc.* Magazine recognized as “one of the 5 podcasts to help you lead smarter.” The show has millions of listeners in 156 countries worldwide. Ryan runs the leadership advisory practice at Brixey & Meyer. A regular speaker at Fortune 500 companies, he has worked with teams and players in the NFL, NBA, and NCAA. His focus is on inspiring excellence, developing leaders, and striving for continuous improvement.

### January

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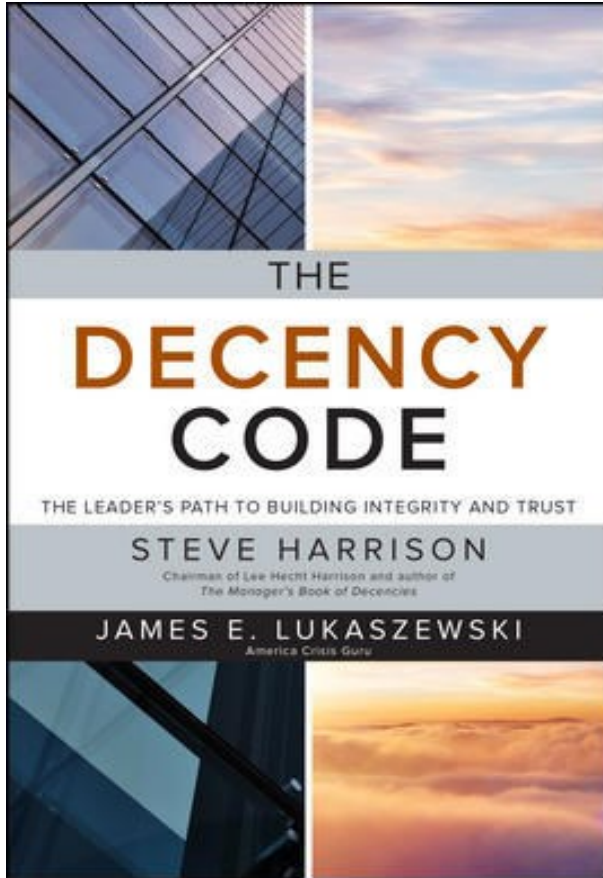
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# Business



## The Decency Code: The Leader's Path to Building Integrity and Trust

Steve Harrison, James E. Lukaszewski

**An invaluable guide to aligning organizational performance with honorable, ethical standards—from the Chairman of Lee Hecht Harrison and author of *The Manager's Book of Decencies***

Reports about corporate misdeeds and unethical behavior dominate the news. High-profile ethical and financial scandals at Wells Fargo, Uber, Barclays Equifax, Volkswagen, Theranos and other companies have led to public railing against corporate malfeasance. As a result, compliance and ethics programs are proliferating and leadership programs are expanding as the subject of corporate culture rises above other corporate issues. The terms of CEOs are declining. Yet incidents of fraud and gross misconducts continue.

The *Decency Code* gives readers practical pathways to aligning organizational performance with personal values. The book provides practical tools and strategies to help create work cultures that are built on a new standard of ethical behavior. Informative case studies examine the behavior of both ethical and unethical companies. This is an essential resource for leaders who are looking to build positive, honest workplaces that are better aligned with the behaviors their customers, constituents and communities expect.

- **Strong Track Record:** This book is the follow-up to the highly successful *The Managers Book of Decencies* and the coauthor's 2013 book *Lukaszewski on Crisis Communication*
- Addresses a serious need in business today and offers resources to build and regain cultures, leaders, and organizations based on a decency code
- Authors have a large platform and will promote the book on social media, webcasts, podcasts, and at workshops and speaking engagements

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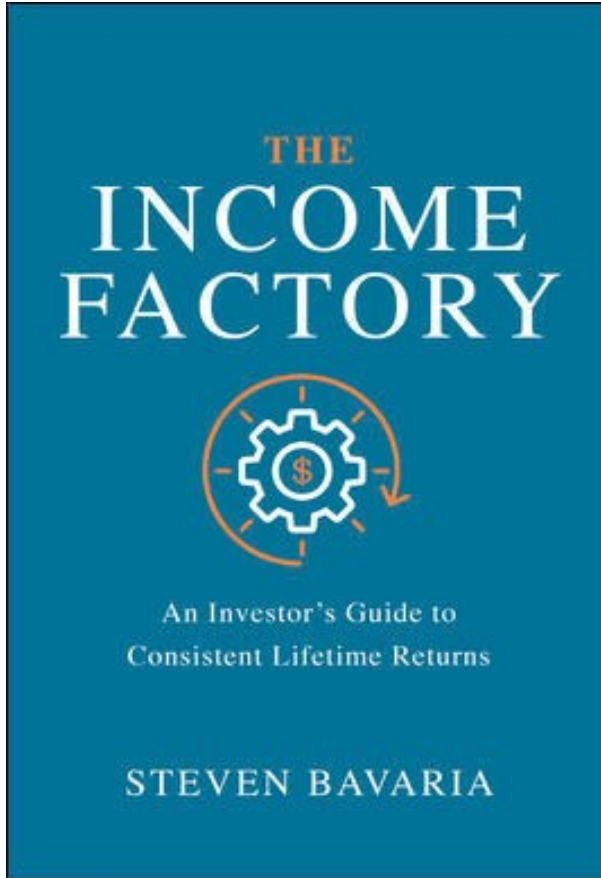
9781259584572 *Contagious Culture: Show Up, Set the Tone, and Intentionally Create an Organization that Thrives*

9780071486330 *The Manager's Book of Decencies*

**Stephen Harrison (New York City)** is Chairman of Lee Hecht Harrison, the world's largest most respected global career management and talent development company. As an internationally recognized authority on career issues, corporate governance, and the human side of ethical business practices, Harrison frequently speaks in front of corporate audiences worldwide. He is the author of *The Manager's Book of Decencies: How Small Gestures Build Great Companies*.

**Jim Lukaszewski (Minneapolis)** is one of America's most visible trusted strategic advisors and corporate go-to experts for senior executives when there is trouble in the room or on the horizon. As America's Crisis Guru®, Lukaszewski is known for his ability to help executives look at problems from a variety of sensible, constructive and principled perspectives. He is the author of thirteen books and has appeared on CBS Television, FOX News, CNN, and a wide variety of radio stations across the United States and Canada.

# Business



## The Income Factory: An Investor's Guide to Consistent Lifetime Returns

Steven Bavaria

**A popular Seeking Alpha writer shows investors how to trade the high-pressure, high-risk approach to investing for a low-risk strategy for creating long-term wealth.**

The *Income Factory* offers readers a proven, recession-proof investing strategy that grows income consistently for the long run. This income stream actually grows faster when the market is dropping, allowing investors to remain calm, while their growth-focused counterparts worry about whether to sell out or hedge. In addition to walking readers through the process, the book explains why “high-yield” doesn’t have to mean “high-risk,” how to use credit instruments to drive profits, why “junk” is a misnomer—and what it means for savvy decision-making, and how to stay ahead of the curve without following markets 24/7.

- The *Income Factory* takes the equity investment “canon” of literature in a new direction, introducing readers to the idea that they can earn a predictable “equity return” over many years, without the angst of owning actual equity.
- Bavaria writes the popular *Income Factory* blog on seeking alpha, with over 8,000 followers and posts garnering more than 25,000 views.
- The book will be promoted through Seeking Alpha’s huge platform.

**Steven Bavaria (Rowayton, CT)**, a popular writer and blogger on the topics of finance, economics, and politics, has 45 years of experience in international banking, credit, investment, human resources and journalism. At Standard and Poor’s, he introduced credit ratings to the syndicated loan market.

### February

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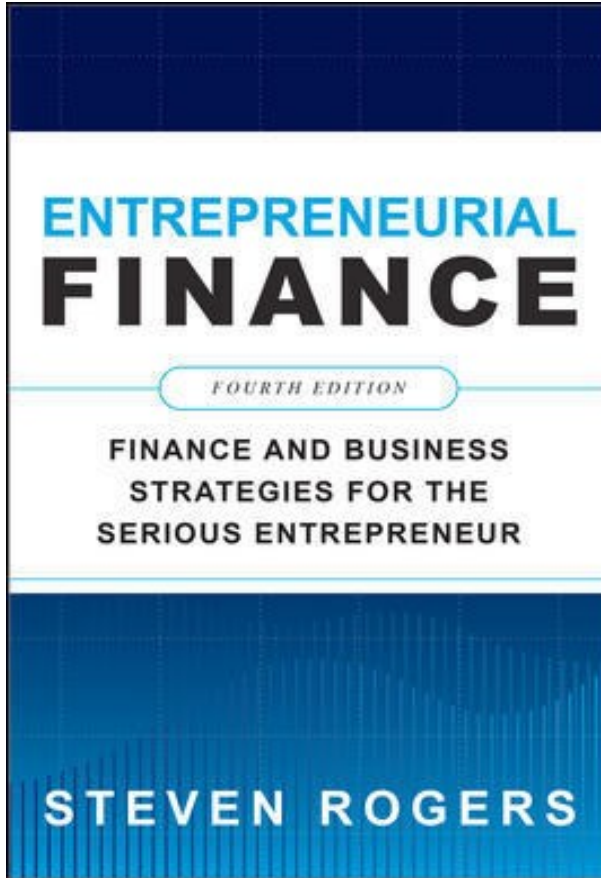
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# Business



## Entrepreneurial Finance, Fourth Edition: Finance and Business Strategies for the Serious Entrepreneur

Steven Rogers

**The latest edition of the definitive guide to setting up and managing the financial aspects of any business—completely revised and updated for the challenges of today’s entrepreneurial environment.**

For 20 years, Steven Rogers’ *Entrepreneurial Finance* has been the go-to resource for those looking to get a small- to medium-sized business up and running—and keep it that way. But the entrepreneurial landscape has changed dramatically since the publication of the third edition. In this fourth edition, Rogers brings his classic content up to date with the current reality by revising every chart, graph, and case study to reflect the environment of modern entrepreneurship.

He covers all the major topics found in previous editions—from writing a growth business plan, compiling and understanding financial statements to making a company profitable, valuing a company, and raising venture capital—while also detailing contemporary issues, and adding brand new content

Packed with powerful financial and business techniques, *Entrepreneurial Finance* provides the essential tools for building and maintaining steady profitability and business longevity.

- This is the definitive book on entrepreneurial finance. The 2nd and 3rd editions sold over 14,000 copies combined print and eBook.
- Author Steven Rogers is developing a teacher’s guide based upon his experiences using the book in the classroom.
- Rogers will promote the book through his relationships at HBS, Yale, West Point, and through his professional training network.

**Steven Rogers (Chicago, IL)** is a Senior Lecturer of Business Administration at Harvard Business School. He was previously the Gordon and Llura Gund Family Distinguished Professor of Entrepreneurship at Kellogg and has taught in many executive programs throughout the world, including Austria, Australia, Ghana, the Philippines, Mexico, India, Germany, Toronto, and Hong Kong. He has been selected by Ernst & Young as “Entrepreneur of the Year.” In 2017, *Poets & Quants Magazine* selected him as one of “our favorite MBA professors.” In 2009, *Ebony* magazine named him one of the top 150 influential people in America. Rogers is regularly quoted in a number of publications, including *Black Enterprise*, *Financial Times*, *The Wall Street Journal*, *Chicago Tribune*, *Chicago Sun-times*, *Fortune* and *Businessweek*.

### March

*Business & Economics / Entrepreneurship*

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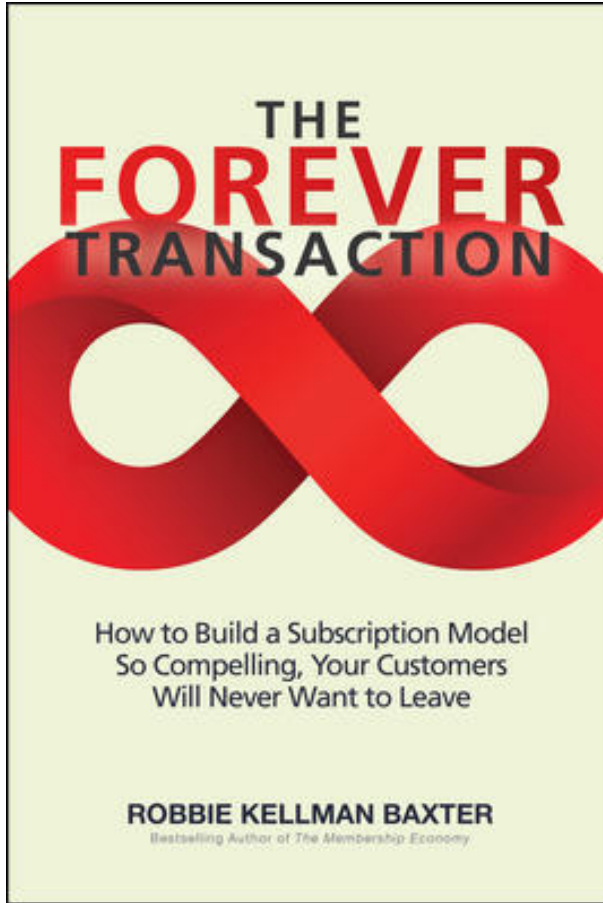
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## The Forever Transaction: How to Build a Subscription Model So Compelling, Your Customers Will Never Want To Leave

Robbie Kellman Baxter

**Moving to a subscription business model can be hugely lucrative—but also quite risky. Bestselling author Robbie Baxter offers a step-by-step blueprint to improve your odds of success**

So many companies are looking for ways to incorporate subscription models into their business in order to generate predictable recurring revenue, enviable cash flow, and customer loyalty. With major clients like the NBA, Microsoft, and the Wall Street Journal, Baxter is the go-to expert in building a successful subscription-based business model. Her hugely popular book, *The Membership Economy*, showed readers how this relatively new phenomenon is revolutionizing the way companies sell their goods and services—and keeping their customers happy, loyal, and coming back for more.

Now, in *The Forever Transaction*, she offers practical advice for entrepreneurs and business leaders—not only giving specifics on how to build and launch a recurring revenue business, but also explaining how to make sure the culture supports this new way of working. A veritable blueprint for success in the new membership economy, this book is a must-have for organizations of any size. Baxter takes readers through every step of the subscription business process—from initial start-up or testing of a new model to scaling the operation for long-term growth and sustainability to revamping the culture so everyone works together to optimize customer lifetime value.

It covers all the essentials like subscription pricing, Software and other as-a-Service models, digital community engagement, and freemium incentives as a way to turn casual browsers into cash-paying superusers. It also features first-hand insights into subscription superstars like Amazon and Spotify. Most importantly, it shows readers how to build lasting relationships with their customers that are the very foundation of business success—today, tomorrow, and forever.

- **Follow-Up to Bestseller:** Expands upon the subscription business principles popularized in the author's hugely successful *The Membership Economy*.
- **Much-Needed Guidebook:** A blueprint for companies of any size looking to build, scale, and sustain a customer-centric recurring business model.
- **Examples from Household Names:** Features stories of famous organizations who have successfully built a strategy around the forever transaction, including Amazon, StitchFix, Nike, Spotify, Blue Apron, Tesla, Microsoft, Netflix and more.

**Robbie Kellman Baxter (Menlo Park, CA)** is a bestselling author, speaker, and consultant with more than twenty years of experience providing strategic business advice to major organizations including Netflix, Consumer Reports and LinkedIn, as well as leaders in industries including Software-as-a-Service, Media, Retail, Consumer Products, Healthcare, Financial Services and Hardware.

### March

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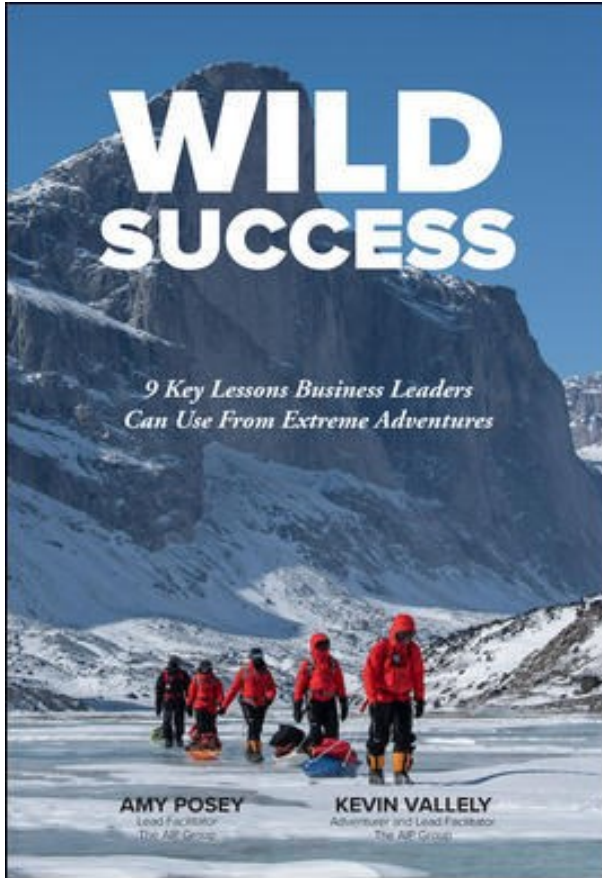
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# Business



## Wild Success: 9 Key Lessons Business Leaders Can Use From Extreme Adventures

Amy Posey, Kevin Valley

**An innovative guide to developing dynamic leadership skills—drawn from the real life experiences of extreme adventurers**

Elite adventurers understand how to excel and build high performing teams in the most challenging environments on the planet. Unexpected obstacles can force creative thinking in any situation. Using inspirational stories from real wilderness expeditions, *Wild Success* shares nine leadership stories with skills that allow today's leaders to thrive in the most unpredictable, challenging and dynamic workplaces.

The authors skillfully combine insights from the adventure world with innovative research from the field of neuroscience to provide readers with unique and invaluable leadership lessons. Readers will discover their own leadership potential, as well as gain practical tips on how to increase leadership capacity. The book inspires people to perform at their best—in the wild and in the workplace.

- Both authors will promote the book at numerous development sessions, workshops and keynote speeches for Fortune 500 Companies
- Influential endorsements are expected from leading players at Cisco Systems, Microsoft, Dell/EMC, MasterCard, and Time Warner
- The AIP Group will use the book as an outreach tool for new clients, and also promote to its client list of Fortune 500 Companies, such as Blackrock, McKinsey, Microsoft, Cisco, and Salesforce

### March

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\$35.95

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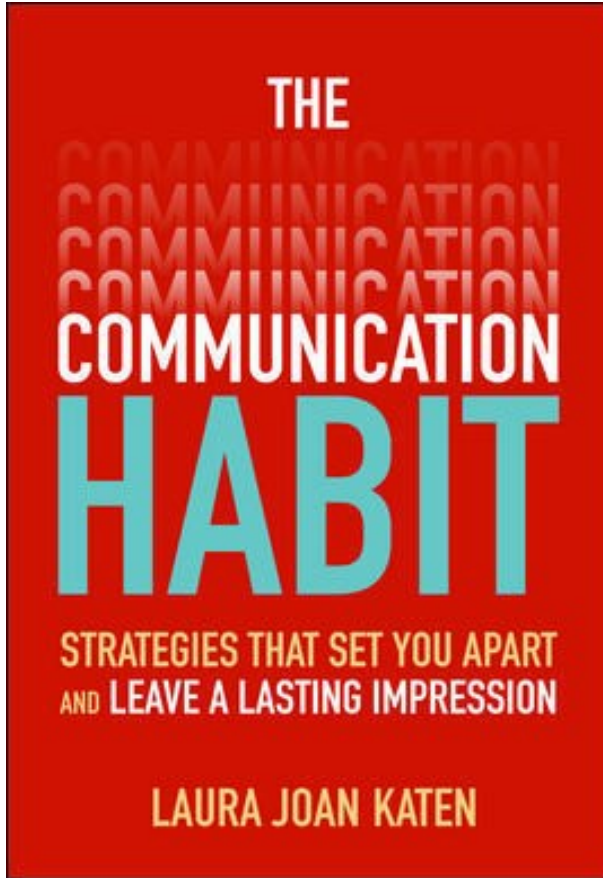
9780071806305 Driven to Delight: Delivering World-Class Customer Experience the Mercedes-Benz Way

**Amy Posey (San Jose, CA)** is a leadership facilitator, keynote speaker, and former CEO of The AIP Group, a leadership development firm that combines insights from the adventure and business worlds for unique and effective leadership training. Prior to joining The AIP Group, she spent ten years at Deloitte delivering internal leadership development programs, and learning, change, and communications solutions to global technology companies. Posey has an Executive Masters in Applied Neuroscience and Leadership from the NeuroLeadership Institute; an M.B.A. in Managing Change and Marketing from DePaul University's campus in the Kingdom of Bahrain; and a B.A. in English, Education, and Writing from Purdue University.



**Kevin Valley (Vancouver, BC, Canada)** is a world-class explorer, leadership mentor, author, and an award-winning architect. He is a member of the esteemed Explorer's Club and was honoured as an Explorer's Club Flag recipient for his expedition to the Northwest Passage in 2013. In 2009 he and two teammates broke the world record for the fastest unsupported trek to the Geographic South Pole. He has written for numerous publications, and is the author of *Rowing the Northwest Passage: Adventure, Fear, and Awe in a Rising Sea*.

# Business



## The Communication Habit: Strategies That Set You Apart and Leave a Lasting Impression

Laura Joan Katen

**From casual conversations to major meetings—learn to leverage your business interactions to make a lasting impression and take your career to the next level**

*The Communication Habit* shows business professionals of all levels how to identify and break communication habits—even well-intentioned ones—that impede success, and replace them with proven strategies from the most successful executives and entrepreneurs. It provides a practical plan for applying the right communication tools and strategies in common situations and techniques for rebuilding and recovering from mistakes, damaged relationships, or negative impressions. Specific topics include four levels of listening, the critical importance of body language, how to sustain credibility, the art of apologizing, navigating difficult discussions, and more.

- One of today's best-known business communications gurus, Katen maintains an incredibly busy speaking schedule, traveling on average 100+ days a year and addressing audiences of 10,000+ annually. She will promote the book at these events.
- Katen has written for and/or been featured as a communications expert in Huffington Post, Forbes, The Muse, SheSavvy.com, AMA Playbook, MarketWatch, and many other leading publications.

### March

**Business & Economics / Business Communication**

PAPERBACK • 9IN : 6IN

**9781260459166**

**1260459160**

\$25.95

DISCOUNT CODE: T

### Related Products

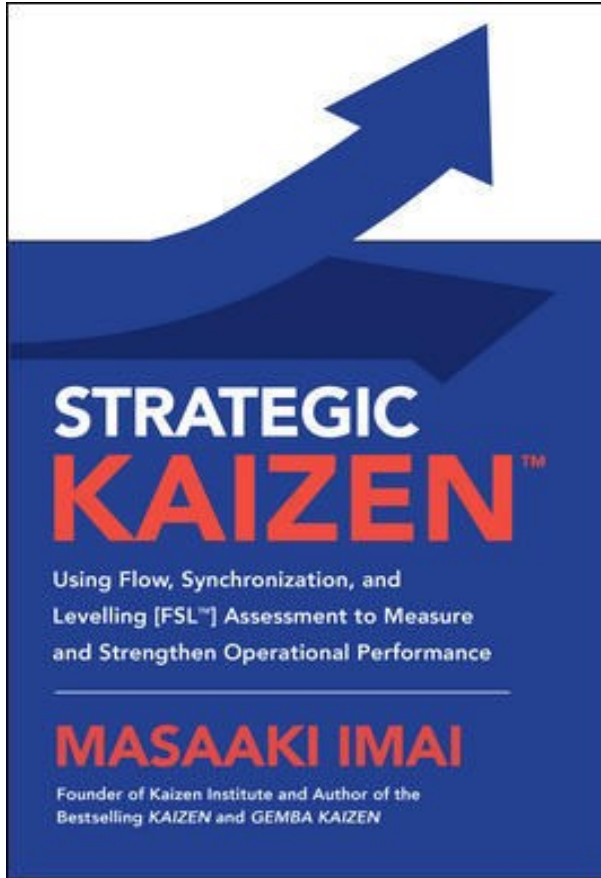
9781259584138 Impossible to Ignore: Creating Memorable Content to Influence Decisions

9781260455465 Make Your Moment: The Savvy Woman's Communication Playbook for Getting the Success You Want

**Laura Joan Katen (New York, NY)** is the President of KATEN CONSULTING, a Certified 100% Woman-Owned professional development training company. Prior to co-founding her business, she worked for investment bank and financial services giant Merrill Lynch, where she supported the management of \$100 million dollars in client assets and trained new hires in communication techniques.



# Business



## Strategic Kaizen

Masaaki Imai

**The groundbreaking follow-up from the bestselling author of Gemba Kaizen, and father of “continuous improvement” operational excellence.**

In *Strategic Kaizen*, Masaaki Imai introduces business leaders and Lean practitioners to Flow, Synchronization, and Leveling Assessment (FSLA)—a first-of-its-kind lean paradigm for measuring and improving operational performance.

Readers learn the importance of assessing corporate performance from both the financial and operational standpoints, how to identify basic structures of the ideal production systems, and proven ways of implementing FSLA to both measure operational performance and drive cost-effective, incremental improvements in their most critical business processes.

**Masaaki Imai (Tokyo)** is a pioneer of continuous improvement and of modern business operational excellence. He was a close associate of Toyota’s Taiichi Ohno and first introduced lean management philosophy to the world.

## February

**Business & Economics / Production & Operations Management**

HARDCOVER • 9in : 6in

**9781260143836**

**126014383X**

\$51.95

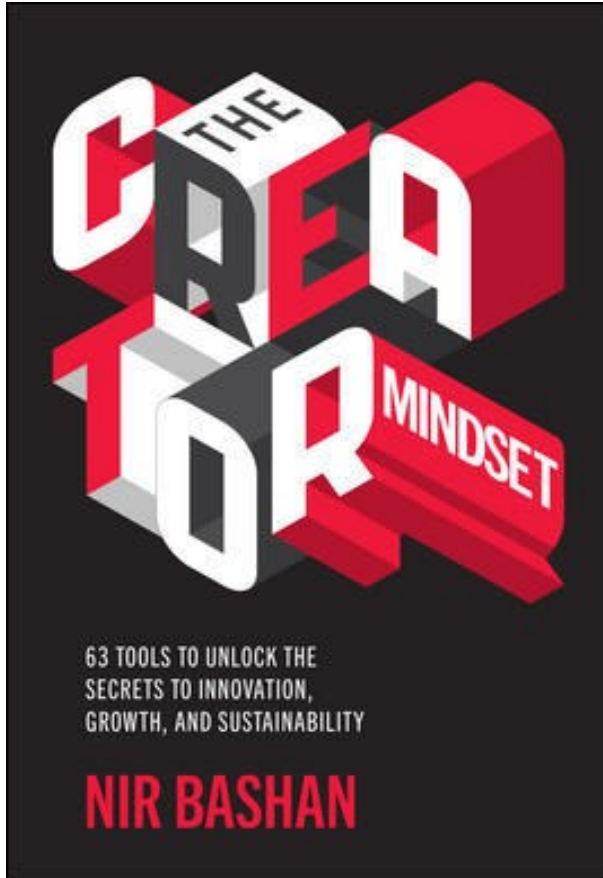
DISCOUNT CODE: T

## Related Products

9781259860447 Toyota Kata Culture: Building Organizational Capability and Mindset through Kata Coaching

9780071790352 Gemba Kaizen: A Commonsense Approach to a Continuous Improvement Strategy, Second Edition

9780075543329 Kaizen: The Key to Japan’s Competitive Success



## The Creator Mindset: 63 Tools to Unlock the Secrets to Innovation, Growth, and Sustainability

Nir Bashan

**Proven methods for unleashing the latent creativity in every employee—and transforming any company into the Google of its industry**

For leaders of businesses large and small, *The Creator Mindset* shows how to leverage the power of creativity in practical, measurable ways. Packed with valuable tips, step by step instructions, and insider know-how, the book teaches readers how to use creativity in practical and measurable ways. Nir Bashan, known worldwide as an expert thought leader in creativity and innovation, reveals the 67 tools designed to promote business growth and innovation, and create sustainability in an ever-changing world.

Organized into four sections—What is the Creator Mindset?, Why the Creator Mindset and Why Now?, Using the Creator Mindset, and Sustaining Your Creator Mindset—this book helps readers create an organizational culture where people overcome self-doubt, approach creativity from a “process” standpoint, and use creativity to solve problems.

- Nir’s busy speaking schedule puts him in front of audiences of up to 1,000 people, to whom he will promote the book. He will double his engagements in the coming year.
- Nir will also promote the book through his monthly column that reaches 75,000 people and to his 2,500 C-Suite connections on LinkedIn.
- Through his popular workshops, Nir reaches leaders of companies like AT&T, Coca-Cola, Pantech, Honda, Suzuki, Panda Express, NFL Network, Hub Network, Microsoft, Universal, and jetBlue.

### April

**Business & Economics / Leadership**

HARDCOVER • 9IN : 6IN

**9781260460018**

**1260460010**

\$35.95

DISCOUNT CODE: T

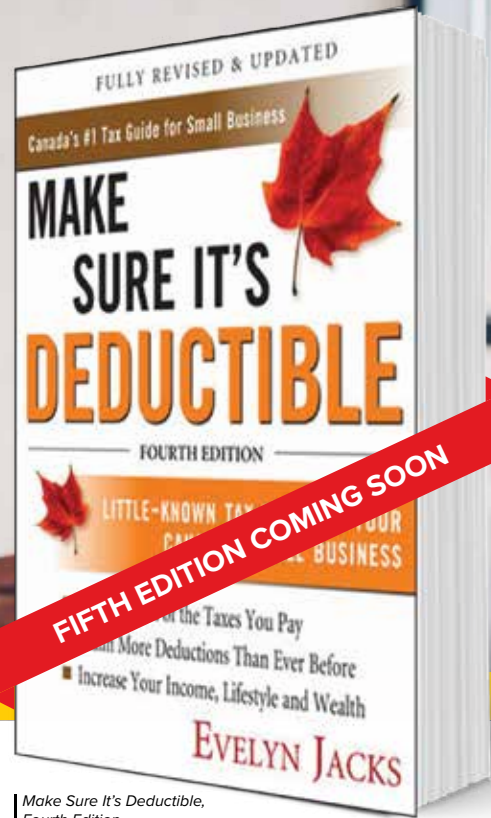
### Related Products

9781260108408 Think Better: An Innovator’s Guide to Productive Thinking

9781259862984 Fearless at Work: Achieve Your Potential by Transforming Small Moments into Big Outcomes

9781259584138 Impossible to Ignore: Creating Memorable Content to Influence Decisions

**Nir Bashan (Los Angeles, CA)** is a Clio Award-winning and Emmy-nominated entrepreneur who has worked in advertising and entertainment. Now, he teaches top leaders how to harness the power of creativity to innovate and grow sustainable businesses. Nir has taught in graduate and undergraduate programs and holds workshops and presentations all over the world at companies like AT&T, Microsoft, NFL Network and jetBlue teaching non-creative people how to think creatively.



Make Sure It's Deductible,  
Fourth Edition

## NEW EDITION - COMING SOON!

### Make Sure It's Deductible, Fifth Edition Available Spring 2020

ISBN: 9781260458510, 1260458512

#### Maximize your profits by getting the most out of every tax deduction.

This year-round tax guide essential for small businesses has been updated and fully revised by bestselling financial author, Evelyn Jacks.

*Make Sure It's Deductible* provides vital, practical information you need to increase your bottom line and run a tax-efficient and audit-proof small business.

#### Revisions to the book will contain a special focus on:

- Why starting a small business is a key new trend in 2020 and beyond
- The tips and traps business owners fall into in a new digital relationship with CRA
- Why cash flow planning is critical to fund the rising costs of CPP
- How new rules for claiming auto expenses can make life easier
- Generous new tax credits for asset purchases in full effect in 2019
- Why hiring family members requires more documentation
- New audit scrutiny by the CRA – why business owners must be prepared
- How incorporation can help build serious wealth, but with new pitfalls for income splitting and passive investments
- Big changes anticipated post-election.



#### Evelyn Jacks

##### President & Founder, Knowledge Bureau

Evelyn is Canada's most respected educator in tax and financial literacy and one of Canada's most prolific financial authors, having written 53 books, many of them best-sellers. Evelyn appears regularly in MoneySense Magazine, on BNN, CBC and regional media.

She has twice been named one of the Top 25 Women of Influence in Canada. Evelyn was appointed by the federal finance minister to the Federal Task Force on Financial Literacy, after which she co-founded the Manitoba Financial Literacy Forum in partnership with the Manitoba Securities Commission.

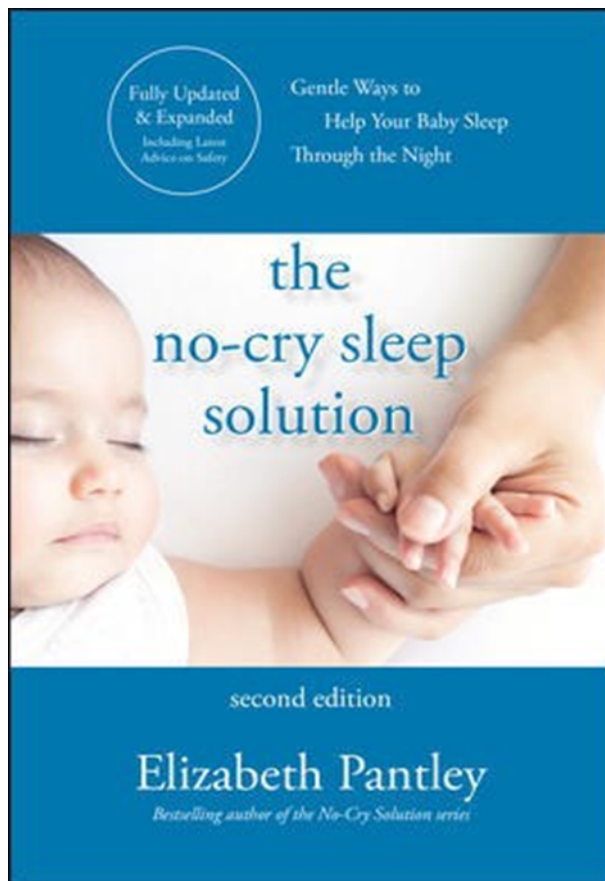
Evelyn is also the Founder and President of Knowledge Bureau, Canada's leading national educational institute for professional development of advisors in the tax and financial services, where professionals can follow an academic path to the RWM™ (Real Wealth Manager), MFA™ (Master Financial Advisor) and DFA-Tax and Bookkeeping Services Specialist Designations.



[knowledgebureau.com](http://knowledgebureau.com)



# General Interest



## The No-Cry Sleep Solution, Second Edition

Elizabeth Pantley

**Fully updated! The bestselling guide to solving baby sleep problems without tears is now easier to use and has been expanded to include more solutions plus critical new safety information.**

Nearly all babies fight sleep. Some people argue that parents should let their baby “cry it out” until the child falls asleep; others say parents should tough it out from dusk until dawn. *The No-cry Sleep Solution* gives parents a third option: a proven method to pin-point the root of sleep problems and solve them in a way that is gentle to babies and effective for parents.

The author delivers clear, friendly, step-by-step ideas that gently guide children into a good night's sleep, and great daily naps—without the crying. This new edition has been updated to reflect new research and extensive parent feedback.

- 675,000+ copies of *The No-cry Sleep Solution* have been sold. An additional 450,000+ copies have been sold of the seven other books in the *No-Cry Solution* series.
- Pantley is an active promoter of the series to her 35,000+ Facebook followers, 47,000+ mailing list subscribers, 100,000+ website visitors, 150,000+ monthly blog readers, plus her active Pinterest, Instagram and twitter social media accounts.
- The author is among the world's leading experts on this topic; she is often interviewed by family and parenting magazines worldwide—from *Parents*, *Today's Parent* and *Parenting*, to *Woman's Day* and *Good Housekeeping*, plus thousands of parent-directed websites and blogs. Her books have been translated into a total of 27 languages.

**Elizabeth Pantley (Seattle, WA)** is one of the today's top experts on parenting issues and is an experienced mother of four. She has traveled the world speaking and writing about the challenges that parents face, providing positive, effective, practical solutions that have improved millions of families' lives.

### February

*Family & Relationships / Parenting*

PAPERBACK • 8.25in : 5.5in

**9781260462128**

**1260462129**

\$22.95

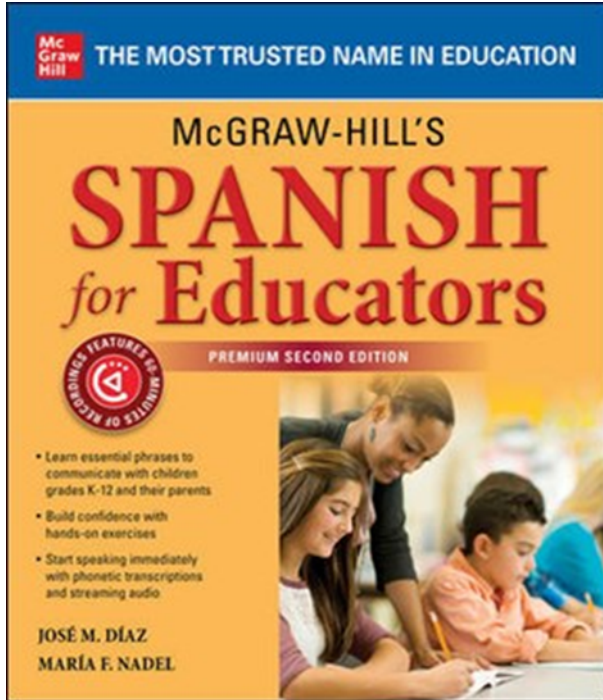
DISCOUNT CODE: T

### Related Products

9781259641176 *The No-Cry Sleep Solution for Newborns: Amazing Sleep from Day One – For Baby and You*

9780071381390 *The No-Cry Sleep Solution: Gentle Ways to Help Your Baby Sleep Through the Night*

# Languages



## McGraw-Hill's Spanish For Educators, Premium Second Edition

José M. Díaz, María F. Nadel

**The most accessible Spanish language guide for educators— fully updated and enhanced with audio recordings via the McGraw-Hill Language Lab App.**

A working knowledge of the Spanish language is an indispensable part of an educator's skill set. *McGraw-Hill's Spanish for Educators, Second Edition*, provides educators with the tools to build stronger relationships with Spanish-speaking students and families. This updated edition features more than 3,000 Spanish words and phrases and the basic grammar needed to communicate effectively and with confidence.

- English-Spanish mini-dictionary
- Spanish grammar primer
- Hundreds of practical, hands-on exercises
- Bilingual forms and letters for parents
- Review of key vocabulary and pronunciation
- NEW: audio recordings of hundreds of key expressions, available via the McGraw-Hill Language Lab App

**José M. Díaz (New York City, NY)** is a Spanish teacher at Hunter College High School in New York and the author of several Spanish study guides for high school students.

**María F. Nadel, Ed.D., (New York City, NY)** has more than thirty years of secondary school teaching experience. She is the author of several Spanish textbooks and study guides.

### January

*Foreign Language Study / Spanish*

PAPERBACK • 9.12in : 7.38in

**9781260462234**

**1260462234**

\$25.95

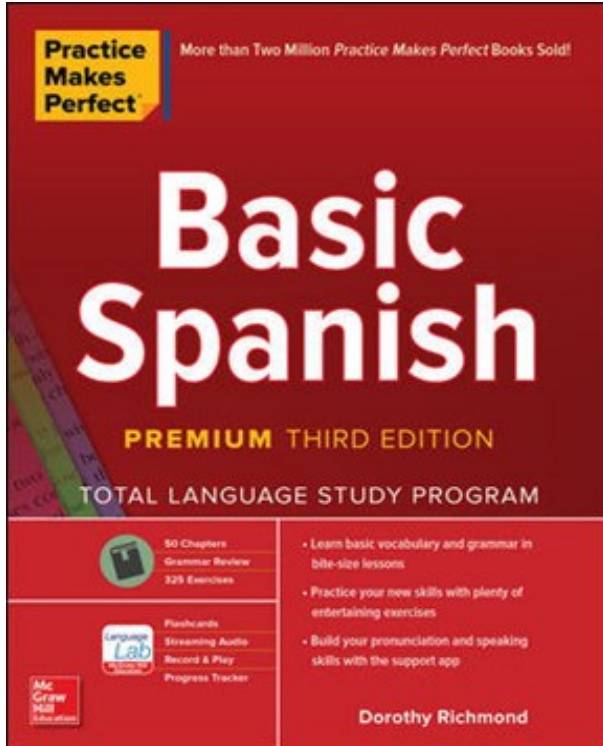
DISCOUNT CODE: T

### Related Products

9780071464901 McGraw-Hill's Spanish for Educators

9780071841887 McGraw-Hill Education Complete Medical Spanish

# Languages



## Practice Makes Perfect: Basic Spanish, Premium Third Edition

Dorothy Richmond

**The bestselling beginner-level Spanish workbook—now enhanced with comprehensive digital support**

Presented in manageable, bite-sized lessons and engaging exercises, *Practice Makes Perfect: Basic Spanish, 3rd Edition* allows learners to easily assimilate the basics of the language. Each unit is three pages in length, which learners can complete in 10 to 15 minutes. All aspects of grammar, plus a grounding in basic vocabulary that a first-year language student should be expected to know are covered in the 50 units.

This updated third edition is supported by extensive audio recordings, streaming via the McGraw-Hill Education Language Lab app. These recordings provide the answer key for many exercises and allow learners to improve their speaking and listening skills by following the model of native Spanish speakers.

Features:

- More than two million books have been sold in the Practice Makes Perfect series
- One of the bestselling titles in the series with more than 125,000 copies sold
- Sets of flashcards for all the vocabulary lists with progress tracking
- Answer key for all exercises in the book
- Audio recordings for exercise answers in Spanish
- Record and replay function students can use to compare themselves to native speakers
- New: audio recordings for all Spanish reading passages available via the McGraw-Hill Education Language Lab app

**Dorothy Richmond (Eden Prairie, MN)** is an experienced teacher of Spanish and the bestselling author of five titles in the Practice Makes Perfect series.

**March**

**Re-Announced: Fall 2019 Catalogue**

*Foreign Language Study / Spanish*

PAPERBACK • 10.88IN : 8.5IN

**9781260453492**

**1260453499**

\$20.95

DISCOUNT CODE: T

### Related Products

9780071849210 Practice Makes Perfect Basic Spanish, Second Edition

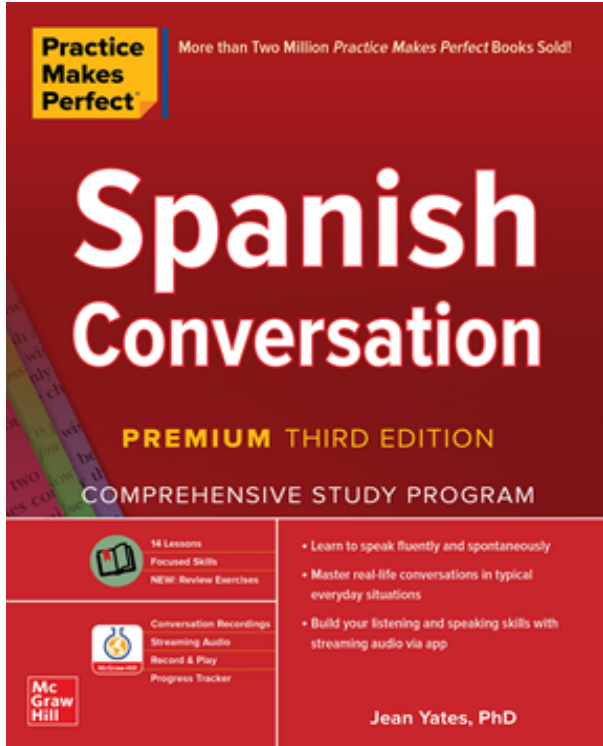
9781260116236 Spanish Grammar Drills, Third Edition

9781259836855 Spanish Demystified, Premium Third Edition

9781259584190 Practice Makes Perfect: Complete Spanish Grammar, Premium Third Edition



# Languages



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

Jean Yates

**The essential resource for Spanish language learners looking to build their conversation skills—updated with new review exercises to test learning progress**

This updated edition of the popular guide provides advanced beginning and intermediate learners with everything they need to converse in Spanish with confidence. *Practice Makes Perfect: Spanish Conversation, Third Edition* is packed with crystal-clear explanations, numerous realistic examples, and dozens of engaging exercises to help readers hone their conversation skills.

Organized around 12 units, the book covers specific, real-world conversational situations and common, everyday scenarios. Each unit offers helpful instructions on correct pronunciation, grammar, syntax, and word usage. The lessons will reassure grammar-phobic learners that they can achieve a confident speaking style. The exclusive McGraw-Hill language app features streaming audio recordings of all dialogues in the book plus the answers to more than 100 exercises.

- More than 2 million books sold in the Practice Makes Perfect series
- New: a section of review exercises that test understanding of all key themes
- Engaging dialogues illustrating practical conversational situations
- Example phrases or sentences clarifying each point
- Highly varied and extensive practice exercises
- Answer key for reference and quick feedback
- Practical and high-frequency vocabulary used throughout
- Streaming audio recordings of all dialogues plus the answers to more than 100 exercises, available via the McGraw-Hill language app

**Jean Yates, PhD (VA)** is an experienced teacher of Spanish and English as a second language and is the author of numerous popular language programs for learners of Spanish and ESL.

### March

*Foreign Language Study / Spanish*

PAPERBACK • 10.88in : 8.5in

**9781260462197**

**1260462196**

\$21.95

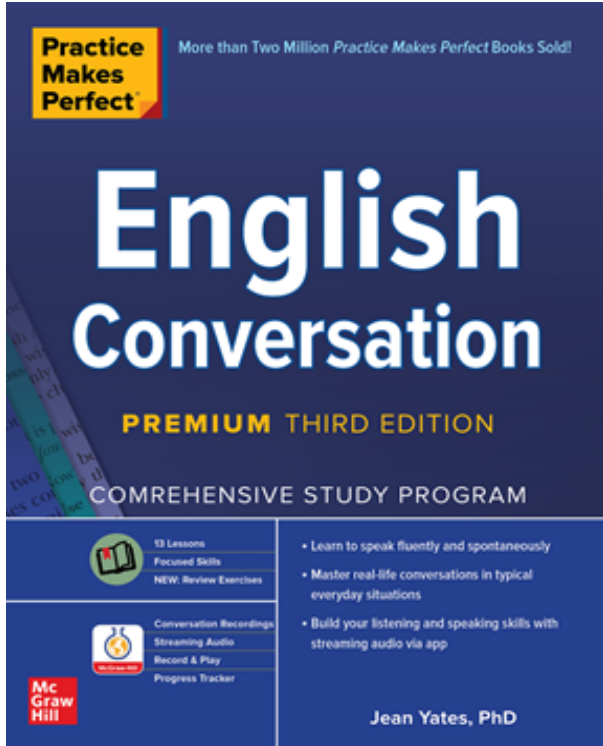
DISCOUNT CODE: T

### Related Products

9781259586361 Practice Makes Perfect: Spanish Conversation, Premium Second Edition

9781260121698 Practice Makes Perfect: Intermediate Spanish Grammar, Premium Second Edition

# Languages



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

Jean Yates

**The essential resource for English language learners looking to build their conversation skills—updated with new review exercises to test learning progress**

This updated edition of the popular guide provides advanced beginning and intermediate learners with everything they need to converse in English with confidence. *Practice Makes Perfect: English Conversation, Third Edition* is packed with crystal-clear explanations, numerous realistic examples, and dozens of engaging exercises to help readers hone their conversation skills.

Organized around 12 units, the book covers specific, real-world conversational situations and common, everyday scenarios. Each unit offers helpful instructions on correct pronunciation, grammar, syntax, and word usage. The lessons will reassure grammar-phobic learners that they can achieve a confident speaking style. The exclusive McGraw-Hill Language App features streaming audio recordings of all dialogues in the book plus the answers to more than 100 exercises.

- More than 2 million books sold in the practice makes perfect series
- New: a section of review exercises that test understanding of all key themes
- Engaging dialogues illustrating practical conversational situations
- Example phrases or sentences clarifying each point
- Highly varied and extensive practice exercises
- Answer key for reference and quick feedback
- Practical and high-frequency vocabulary used throughout
- Streaming audio recordings of all dialogues, plus the answers to more than 100 exercises, available via the McGraw-Hill Language App

### April

**Foreign Language Study / English as a Second Language**

PAPERBACK • 10.88in : 8.5in

**9781260462166**

**1260462161**

\$21.95

DISCOUNT CODE: T

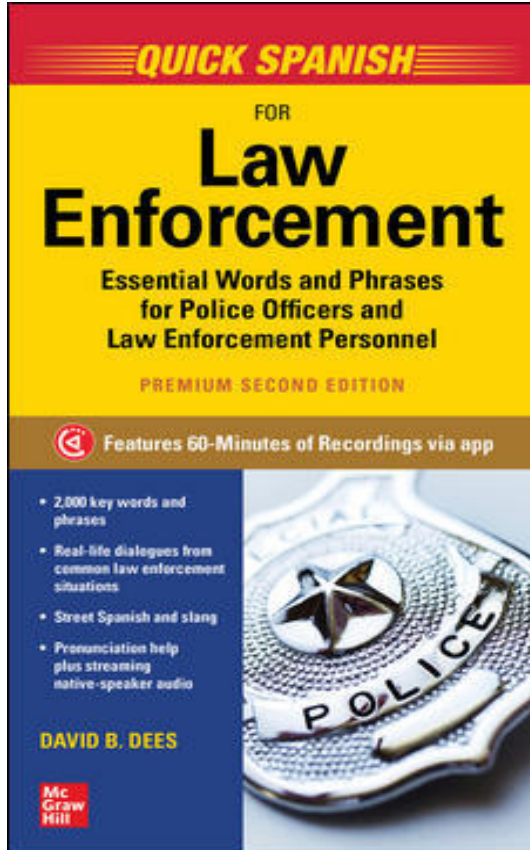
**Jean Yates, PhD (VA)** is an experienced teacher of Spanish and English as a second language and is the author of numerous popular language programs for learners of Spanish and ESL.

### Related Products

9781259643279 Practice Makes Perfect: English Conversation, Premium Second Edition

9781260453454 Practice Makes Perfect: Intermediate English Grammar for ESL Learners, Third Edition

# Languages



## Quick Spanish For Law Enforcement, Premium Second Edition

David B. Dees

**The most accessible Spanish language guide for police officers and law enforcement officials – fully updated and enhanced with audio recordings via the McGraw-Hill Language Lab App.**

There's no substitute for clear communication when on the job. That's why in America where one in five citizens speaks Spanish, it is critical that all law enforcement professionals possess basic Spanish-language skills. *Quick Spanish for Law Enforcement, Second Edition*, features more than 2,000 key words and phrases, along with bilingual scenarios based on real-life situations commonly encountered by police, firefighters, and safety officers, including traffic accidents, criminal trespass, disturbing the peace, homicide, and more.

Presented in a concise, accessible format, this practical book makes it easier than ever for readers to acquire basic Spanish language skills quickly and efficiently.

- More than 2,000 words and phrases
- Important vocabulary for patrol, investigations, narcotics, jail, fish and game, dispatch, and more
- Pronunciation keys
- Easy-to-use phonetic translations of Spanish words
- Bilingual dialogs based on a wide range of real-life scenarios
- A bilingual Miranda warning and important field interview questions
- Useful information on Latino culture, survival tips, and street Spanish
- **NEW TO THIS EDITION:** audio recordings of hundreds of key expressions, available via the McGraw-Hill Language Lab App

### April

*Foreign Language Study / Spanish*

PAPERBACK • 7in : 4in

**9781260462142**

**1260462145**

\$20.95

DISCOUNT CODE: T

**David B. Dees (Port Hueneme, CA)** teaches Spanish at fire departments, sheriff's departments, and colleges throughout California. He has developed specialized Spanish instruction programs for police, fire fighters, and other emergency responders.

### Related Products

9780071460170 Quick Spanish for Law Enforcement

9780071841887 McGraw-Hill Education Complete Medical Spanish



## 5 Steps to a 5 Series

### The 5-Steps Preparation Program

The 5-steps program is designed to prepare you to succeed on the exam and to provide with vital skills and strategies that can lead you to that perfect 5.

#### STEP 1: Set Up Your Study Program

In this step you'll read a brief overview of the AP exam, including an outline of topics and the approximate percentage of the exam that will test knowledge of each topic. You will also follow a process to help determine which of the following preparation program is right for you.

#### STEP 2: Determine Your Test Readiness

In this step you'll take a diagnostic multiple-choice exam. This pretest should give you an idea of how prepared you are to take the real exam before beginning to study for the actual AP Exam.

- Go through the diagnostic exam step by step and question by question to build your confidence level.
- Review the correct answers and explanations so that you see what you do and do not yet fully understand.

#### STEP 3: Develop Strategies for Success

In this step you'll learn strategies that will help you do your best on the exam. These strategies cover both the multiple-choice and free-response sections of the exam.

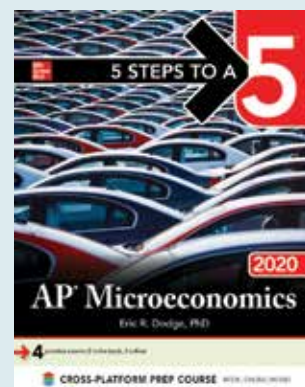
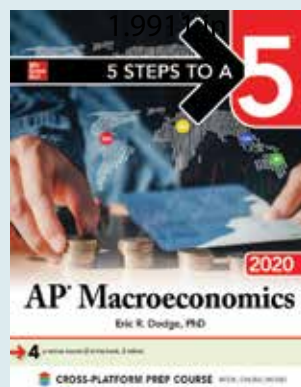
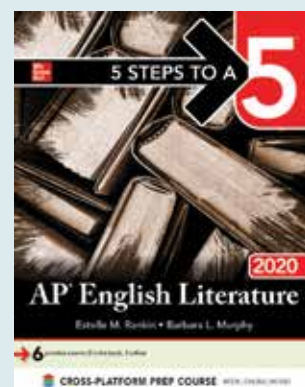
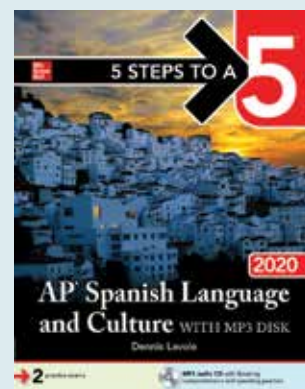
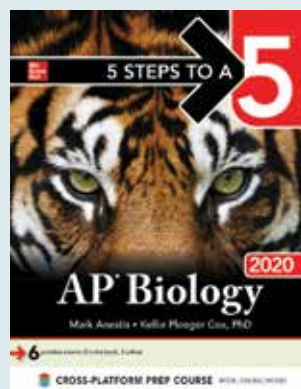
#### STEP 4: Review the Knowledge You Need to Score High

In this step you'll learn or review the material you need to know for the test. This review section takes up the bulk of this book. It contains:

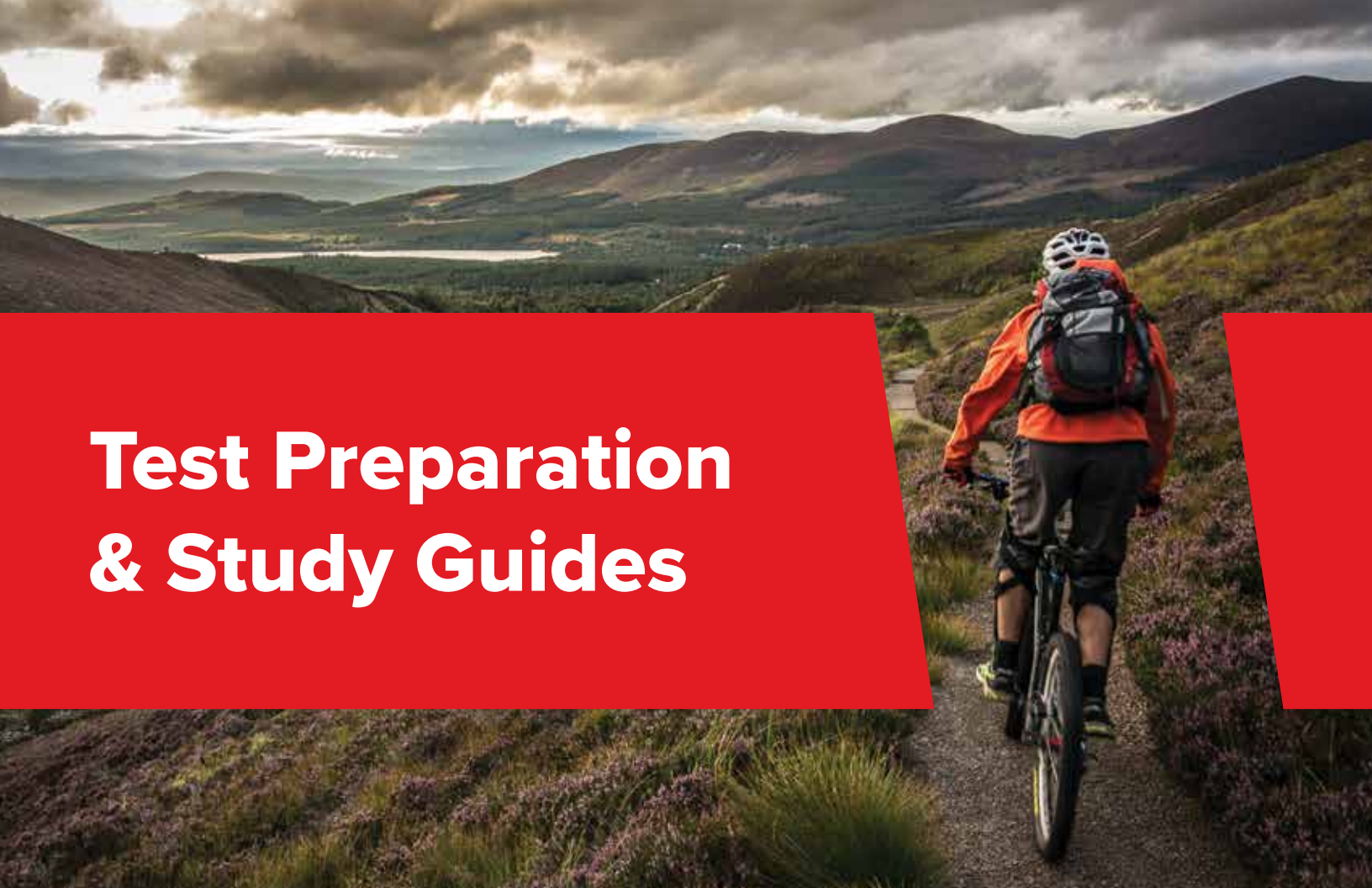
- A comprehensive review of introductory exam material. Educators do not agree on exactly what students should know after completing an introductory course, so no book can correctly forecast what concepts you need to know to get 100% of the questions on the AP exam right. But I can safely guarantee that this book includes the information that will enable you to earn a 5!

#### STEP 5: Build Your Test-Taking Confidence

In this step you'll complete your preparation by testing yourself on practice exams. I have provided you with two complete exams along with scoring guides for them. Although these practice exams are not reproduced questions from actual AP exams, they mirror both the material tested by AP and the way in which it is tested.



**January - March**  
**Study Aids**  
 Various Formats  
 \$20.95 - \$35.95

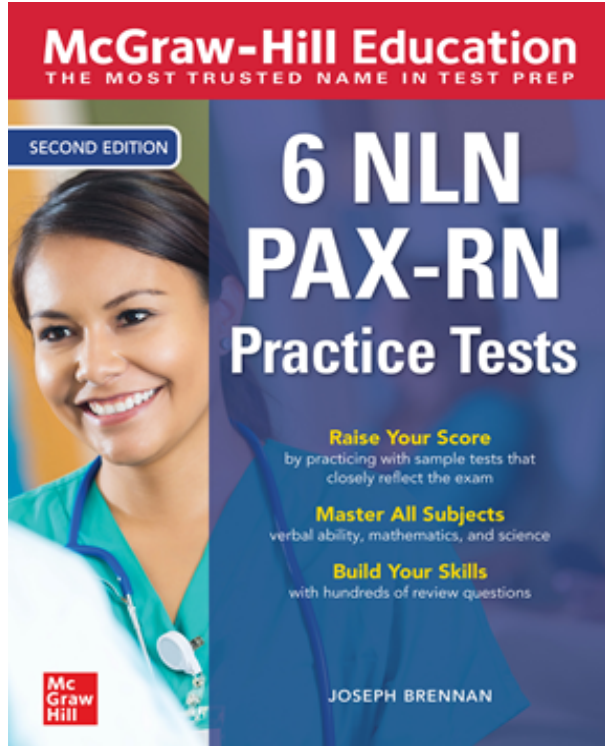


# Test Preparation & Study Guides

<b>5 Steps to a 5: 500 AP European History Questions to Know by Test Day, Third Edition</b> 9781260459777 • 1260459772	\$20.95
<b>5 Steps to a 5: 500 AP Human Geography Questions to Know by Test Day, Third Edition</b> 9781260459739 • 126045973X	\$20.95
<b>5 Steps to a 5: 500 AP Psychology Questions to Know by Test Day, Third Edition</b> 9781260459753 • 1260459756	\$20.95
<b>5 Steps to a 5: 500 AP Statistics Questions to Know by Test Day, Third Edition</b> 9781260459791 • 1260459799	\$20.95
<b>5 Steps to a 5: 500 AP World History Questions to Know by Test Day, Third Edition</b> 9781260460193 • 1260460193	\$20.95
<b>5 Steps to a 5: AP Biology 2020</b> 9781260454987 • 1260454983	\$22.95
<b>5 Steps to a 5: AP Biology 2020 Elite Student Edition</b> 9781260455007 • 1260455009	\$35.95
<b>5 Steps to a 5: AP English Language 2020</b> 9781260455939 • 1260455939	\$22.95

<b>5 Steps to a 5: AP English Language 2020 Elite Student Edition</b> 9781260455953 • 1260455955	\$35.95
<b>5 Steps to a 5: AP English Literature 2020</b> 9781260455663 • 1260455661	\$22.95
<b>5 Steps to a 5: AP English Literature 2020 Elite Student Edition</b> 9781260455687 • 1260455688	\$35.95
<b>5 Steps to a 5: AP Macroeconomics 2020</b> 9781260454857 • 1260454851	\$22.95
<b>5 Steps to a 5: AP Macroeconomics 2020 Elite Student Edition</b> 9781260454871 • 1260454878	\$35.95
<b>5 Steps to a 5: AP Microeconomics 2020</b> 9781260455816 • 1260455815	\$22.95
<b>5 Steps to a 5: AP Microeconomics 2020 Elite Student Edition</b> 9781260455830 • 1260455831	\$35.95
<b>5 Steps to a 5: AP Spanish Language and Culture with MP3 Disk 2020</b> 9781260456707 • 1260456706	\$33.95

# Test Preparation & Study Guides



## McGraw-Hill Education 6 NLN PAX-RN Practice Tests, Second Edition

Joseph Brennan

**Intensive practice for the entrance exam required by nursing schools nationwide**

The NLN PAX-RN exam is required for admission by many nursing schools and also by many allied health programs. This book offers students essential practice geared specifically toward passing the test. This second edition includes A new full-length sample test that increases students' opportunities to practice for test day.

- New: 1 full-length sample test brings the total number of practice tests in the book to 6
- 6 up-to-date full-length sample tests that match the actual NLN PAX-RN exam in content, format, and level of difficulty
- Thorough practice with questions covering core subjects verbal ability, mathematics, and science
- Clear explanations in the answer key for all sample test questions
- Expert strategies on achieving a top score

**Joseph Brennan (Amenia, NY)** is an experienced educator who has written numerous books on test preparation.

### March

*Test Preparation / Medical / Nursing*

PAPERBACK • 10.88in : 8.5in

**9781260462371**

**1260462374**

\$30.95

DISCOUNT CODE: T

### Related Products

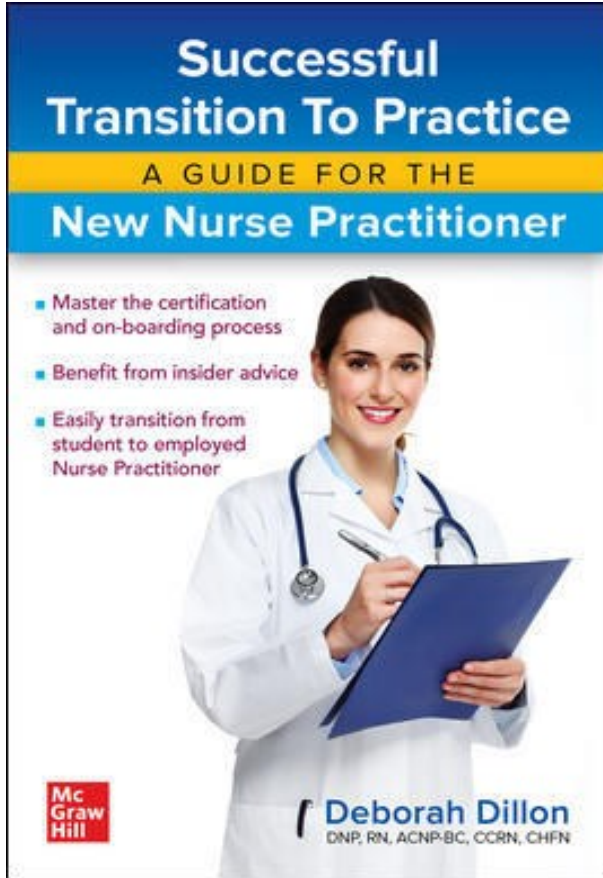
9780071789882 McGraw-Hill's 5 NLN PAX-RN Practice Tests

9780071767774 McGraw-Hill's 5 TEAS Practice Tests

9780071599375 McGraw-Hill's Nursing School Entrance Exams



# Test Preparation & Study Guides



## Successful Transition to Practice: A Guide for the New Nurse Practitioner

Deborah Dillon

**An expert guide designed to assist Nurse Practitioner students and faculty in the complex, yet vital transition from student NP to employed NP.**

A step-by-step text to guide the new graduate nurse practitioner through the certification and on-boarding process and beyond through the journey to successful employment. Starting with the students preparing for graduation, *Successful Transition to Practice: A Guide for the New Nurse Practitioner* walks students through the most confusing aspects of transitioning from studies to full-time work, including applying for licensure, what to expect in an interview, insurance needs, hospital credentialing and more.

**Deborah L. Dillon, DNP, RN, ACNP-BC, CCRN, CHFN** is an Assistant Professor at Case Western University. Her focus is on leadership and transition to practice for nurse practitioners.

### March

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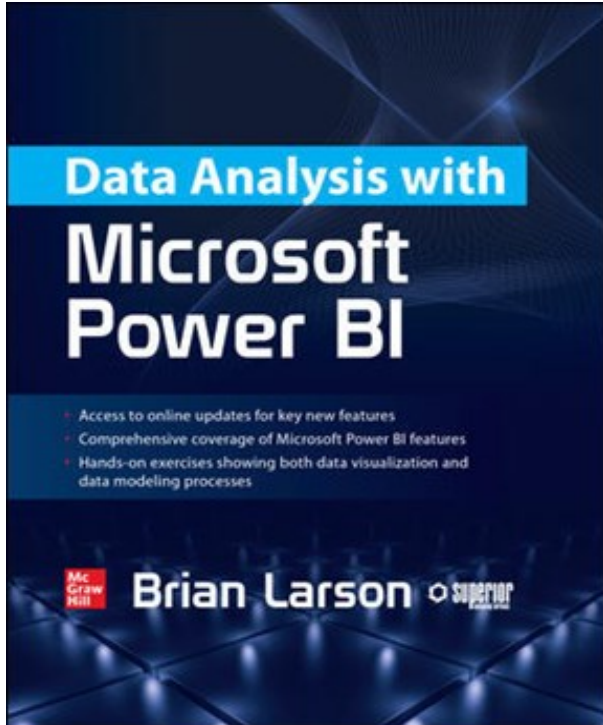
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# Computing



## Data Analysis with Microsoft Power BI

Brian Larson

**Create and manage high-quality, highly-interactive dashboards and reports using Microsoft Power BI**

This hands-on guide shows, step by step, how to use the powerful features of Microsoft Power BI to gain meaningful business insights. Written by an expert in the field, the book teaches readers how to build accurate data models and design, create, and manage visually-rich and robust data analyses and dashboards. The book includes details on R, Python, and Microsoft's proprietary analytics language DAX.

*Data Analysis with Microsoft Power BI* begins by clearly explaining the dashboard interaction and analysis techniques utilized by business users and proceeds to detail the skills needed to author visualizations from pre-existing data models. From there, readers will learn the more advanced skills required to create custom data models from transactional, line-of-business data. Publishing to the Power BI Service and Power BI Report server are fully covered.

- Contains practical exercises based on real-life business scenarios
- Access online updates for key new features during the life of this edition
- Written by a recognized BI expert and bestselling author

**Brian Larson (Minneapolis, MN)** is Chief Technology Officer and partner at Superior Consulting Services. He is an MCSE: Business Intelligence 2012 and a Microsoft Certified Database Administrator who has worked in the computer industry since 1985. Brian has been a contributor and columnist for *SQL Server Magazine* and has authored multiple editions of *Delivering Business Intelligence with Microsoft SQL Server and Microsoft SQL Server Reporting Services*.

**January**

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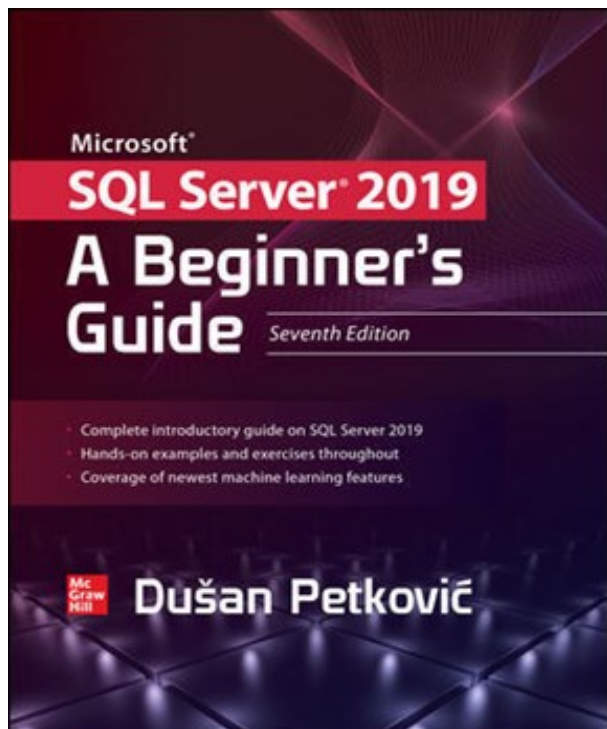
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### Related Products

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# Computing



## Microsoft SQL Server 2019: A Beginner's Guide, Seventh Edition

Dusan Petkovic

**Up-to-date Microsoft SQL Server 2019 skills made easy!**

Get up and running on Microsoft SQL Server 2019 in no time with help from this fully revised, practical resource. The book offers thorough coverage of SQL management and development and features full details on the newest machine learning, BI, reporting, and security features.

Filled with new examples and hands-on exercises, *Microsoft SQL Server 2019: A Beginner's Guide, Seventh Edition*, starts by explaining fundamental relational database system concepts. From there, readers will learn how to write Transact-SQL statements; execute simple and complex database queries; handle management, backup, and security; and use the powerful analysis and BI tools. XML, spatial data, and full-text search are also covered in this complete and rigorous introductory guide.

- Revised from the ground up to cover the latest version of SQL Server
- Designed for new users as well as experienced users who are migrating to SQL Server 2019
- Written by a prominent professor and best-selling author

**Dusan Petkovic (Rosenheim, Germany)** is a professor in the computer science department at the Polytechnic in Rosenheim, Germany. He is the best-selling author of 5 editions of *SQL Server: A Beginner's Guide* and has authored numerous articles for *SQL Server Magazine* and technical papers for Embarcadero.

**January**

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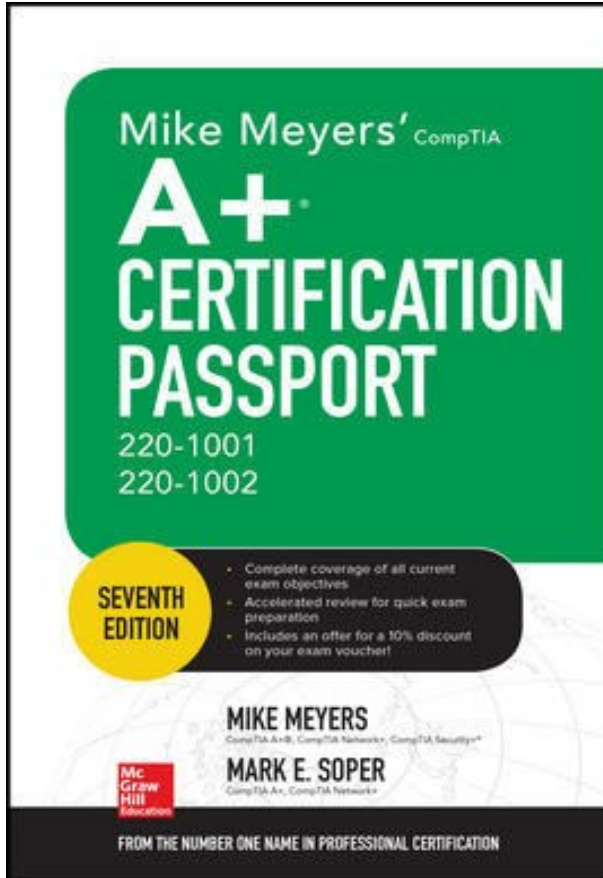
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# Computing



## Mike Meyers' CompTIA A+ Certification Passport, Seventh Edition (Exams 220-1001 & 220-1002)

Mike Meyers, Mark Edward Soper

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This quick review test preparation guide offers 100% coverage of all objectives for both CompTIA A+ 220-1001 and 220-1002 exams. Written in a newly redesigned Passport format developed by training guru Mike Meyers, the book enables readers to focus on key topics, determine areas of need, and tailor an effective course for quickly preparing for the exams.

Each chapter of the *Mike Meyers' CompTIA A+ Certification Passport, Seventh Edition (Exams 220-1001 & 220-1002)* contains an outline of chapter contents, "Exam Tips" that highlight test topics, "Warnings" to provide cautionary information, and "Resource" icons that point out additional resources. The book features end-of-chapter summaries, accurate practice questions, and in-depth answer explanations.

- Electronic content includes Total Seminar's Total Tester exam simulator with 200+ practice exam questions, a free sample of Mike's video training series for A+, a free sample of TotalSim performance-based simulations, and a collection of Mike's favorite PC troubleshooting utilities

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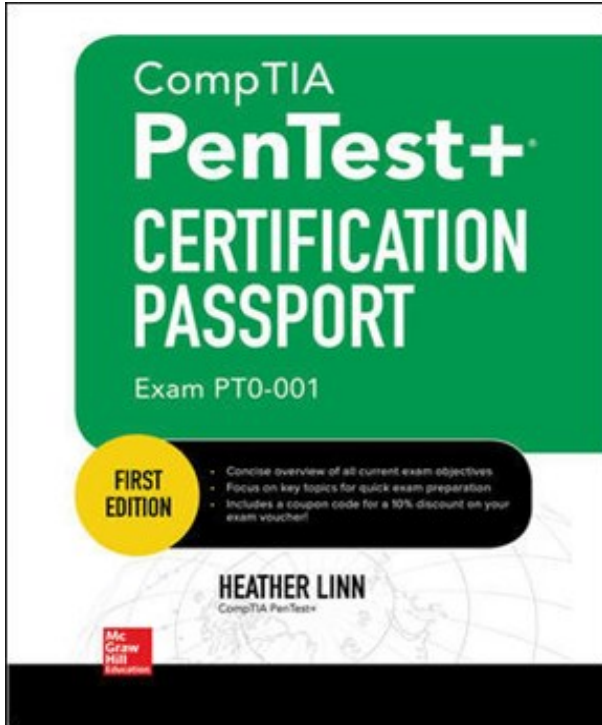
9781259859410 CompTIA A+ Certification Study Guide, Ninth Edition (Exams 220-901 & 220-902)

9781259589515 CompTIA A+ Certification All-in-One Exam Guide, Ninth Edition (Exams 220-901 & 220-902)

**Mike Meyers, CompTIA A+, CompTIA Network+, CompTIA Security+, MCP (Houston, TX)**, is the industry's leading authority on CompTIA certification and the bestselling author of eight editions of *CompTIA A+ Certification All-In-One Exam Guide*. He is the founder of Total Seminars, LLC and is a member of CompTIA.

**Mark E. Soper, CompTIA A+, CompTIA Network+ (Evansville, IN)** has been working with PCs since the days of the IBM PC/XT and AT as a salesperson, technology advisor, consultant, experimenter, and technology writer and content creator. Since 1992, he has taught thousands of students across the country how to repair, manage, and troubleshoot the hardware, software, operating systems, and firmware inside their PCs.

# Computing



## CompTIA PenTest+ Certification Passport (Exam PT0-001)

Heather Linn

**This effective self-study guide serves as an accelerated review of all exam objectives for the CompTIA PenTest+ certification exam**

This concise, quick-review test preparation guide offers 100% coverage of all exam objectives for the new CompTIA PenTest+ exam. Designed as an accelerated review of all the key information covered on the exam, the Passport's established pedagogy enables readers to tailor a course for study and drill down into the exam objectives. Special elements highlight actual exam topics and point readers to additional resources for further information.

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- Online content includes access to the TotalTester online test engine with 200 multiple-choice practice questions and additional performance-based questions
- Follows the newly-refreshed Certification Passport series developed by training guru Mike Meyers

**Heather Linn (Raleigh, NC)**, CompTIA PenTest+, has over 20 years in the security industry and has held roles in corporate security, penetration testing, and as part of a hunt team. She has served as the technical editor for *CompTIA PenTest+ Certification All-in-One Exam Guide*, *CompTIA PenTest+ Certification Practice Exams*, and *Gray Hat Hacking, Fifth Edition*.

## February

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# Computing



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Daniel Lachance

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This highly effective self-study resource fully prepares candidates for CompTIA's foundational-level cloud computing exam—the CompTIA Cloud Essentials+ certification exam. The book covers basic concepts and principles, from a vendor-neutral perspective, for both IT and business professionals. This is an ideal first step for candidates with no prior experience who are interested in pursuing the CompTIA Cloud+ Certification or AWS, Microsoft Azure, and Google Cloud Platform certifications.

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**Daniel Lachance (Halifax, Nova Scotia)**, CompTIA Cloud+, CompTIA Server+, CompTIA A+, CompTIA Network+, CompTIA Security+, MCT, MCSA, MCITP, MCTS, is the owner of Lachance IT Consulting, Inc. He is the author of several books, including *CompTIA Cloud+ Certification Practice Exams*, *CompTIA Server+ Certification All-in-One Exam Guide (Exam SK0-004)*, and *CompTIA Security+ Certification Practice Exams, Second Edition (Exam SY0-401)*.

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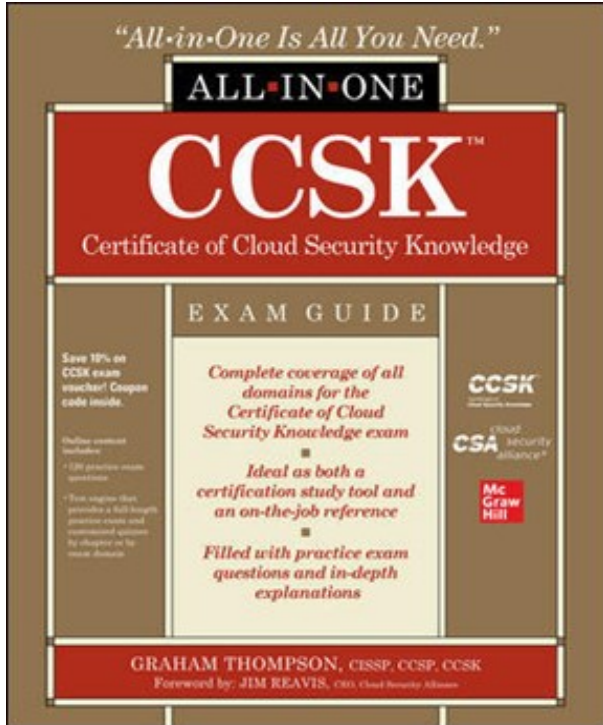
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# Computing



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Graham Thompson

**This effective study guide provides 100% coverage of every topic on the challenging CCSK exam from the Cloud Security Alliance**

This integrated self-study system enables readers to take the current edition of the Cloud Security Alliance's Certificate of Cloud Security Knowledge (CCSK) exam with confidence. Written by CSA-authorized trainer Graham Thompson in collaboration with the cloud security alliance, the book offers exam-focused coverage of the latest cloud technologies, including virtualization, governance, and security. Beyond exam preparation, the book also serves as a valuable on-the-job reference.

To aid in learning, *CCSK Certificate of Cloud Security Knowledge All-In-One Exam Guide* features exam tips that highlight key information, chapter summaries that serves as quick reviews of salient points, and practice questions that allow readers to test their comprehension. All questions closely match those on the live test in tone, format, and content. "Notes," "Tips," and "Cautions" throughout provide real-world insight and call out potentially harmful situations.

- Features real-world examples, case studies, and best practices drawn from author's experience
- Online content includes access to 120 additional practice questions in the TotalTester online exam engine

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**Graham Thompson, CCSK, CCSP, CISSP**, is a cloud security trainer and consultant with over 20 years of IT security experience in large enterprises. He works with large enterprises and government agencies implementing and assessing security controls in cloud environments.

# Computing



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## CTS-I Certified Technology Specialist- Installation Exam Guide, Second Edition

AVIXA Inc., Andy Ciddor

**A highly effective, fully updated CTS-I exam study guide—available exclusively from McGraw-Hill Education and Avixa Press**

Published in conjunction with Avixa, the Audiovisual and Integrated Experience Association (formerly InfoComm International), this fully updated exam guide offers comprehensive coverage of all objectives for the current version of the CTS-I exam. The book thoroughly explains AV systems installation, troubleshooting, problem solving, maintenance, and much more.

*CTS-I Certified Technology Specialist-installation Exam Guide, Second Edition* features comprehensive coverage of all exam objectives. To aid in retention, each chapter includes exam objective call outs, exam tips, and end of chapter practice question with in-depth answer explanations. Designed to help readers prepare for the CTS-I exam, this authoritative resource also serves as an essential on-the-job reference.

- Offers complete coverage of every topic on the CTS-I exam
- Electronic content includes an official AVIXA CTS-I practice exam and links to a library of installation and AV math videos
- Includes more than 150 photos and illustrations that reinforce key AV design concepts

**Andy Ciddor (Tasmania, Australia)** has worked as an IT developer, content creator, IT manager, and consultant. He has contributed to print and digital publications around the globe and was the founding editor of AV Asia Pacific Magazine.

**Avixa (Alexandria, VA)**, the Audiovisual and Integrated Experience Association (formerly InfoComm International), is the leading nonprofit association serving the professional av communications industry worldwide. AVIXA promotes the industry and enhances members' ability to conduct business successfully and competently.

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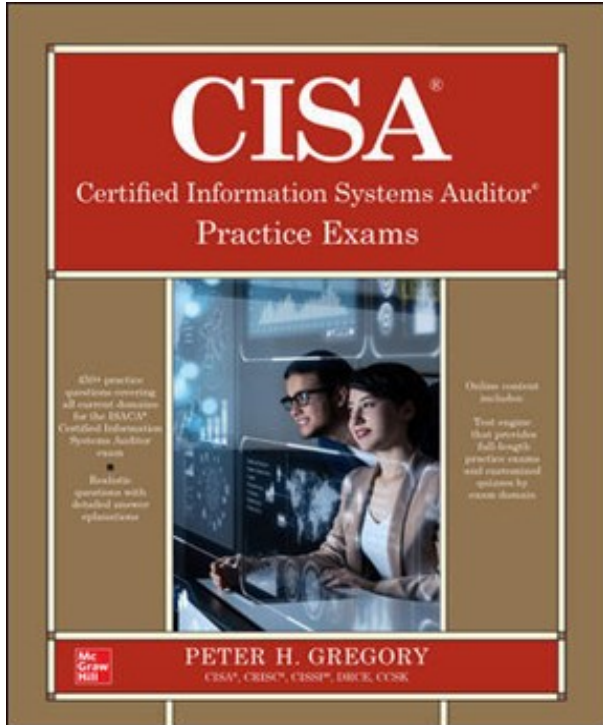
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# Computing



## CISA Certified Information Systems Auditor Practice Exams

Peter H. Gregory

**Hundreds of accurate practice questions that cover every topic on the latest version of the CISA exam**

Written by an expert in the field, this invaluable book features hundreds of practice exam questions that mimic those on the live test in content, format, tone, and feel. In-depth answer explanations are provided for both the correct and incorrect answer choices. Readers can take the current version of the challenging CISA exam with complete confidence using the detailed information contained in this effective self-study guide.

*CISA Certified Information Security Auditor Practice Exams* supplements the *CISA Certified Information Security Auditor All-In-One Exam Guide, Fourth Edition* and completely covers every subject on the exam. A valuable pre-assessment test allows readers to evaluate their readiness and tailor a course for study. Each chapter of the book contains exam preparation tips followed by a battery of practice questions. The book fully prepares readers for the 2019 exam update to ISACA's flagship certification.

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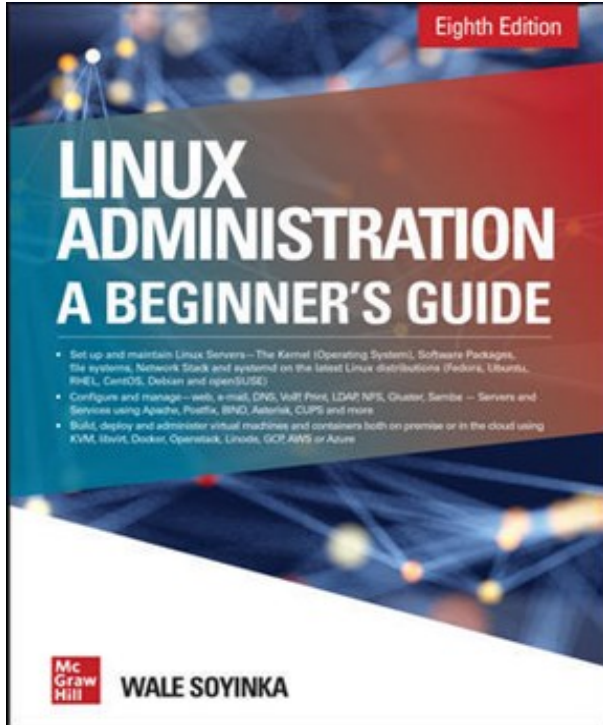
9781260027037 CISM Certified Information Security Manager All-In-One Exam Guide

9781259584169 CISA Certified Information Systems Auditor All-In-One Exam Guide, Third Edition

**Peter H. Gregory, CISA, CRISC, CISSP, QSA, CCSK, (East Wenatchee, WA)** is a 30-year career technologist and an executive advisor for clients at optiv. He is the author of over 40 books on information security and technology, including *CISA Certified Information Systems Auditor All-In-One Exam Guide, Fourth Edition*.



# Computing



## Linux Administration: A Beginner's Guide, Eighth Edition

Wale Soyinka

**Quickly and easily set up, configure, and manage Linux servers using this fully updated guide**

Skillfully install, configure, deploy, and administer Linux Servers. Manage and configure popular internet/network services on-prem or in the cloud using the practical information contained in this up-to-date resource. Thoroughly revised to cover the latest tools, techniques and distros; the book features clear explanations, step-by-step instructions, and real-world examples.

*Linux Administration: A Beginner's Guide, Eighth Edition* shows, step by step, how to configure hardware and software, work effectively from the command line, maintain internet and network services (Mail, Web, Firewalls, File Sharing, DNS, Docker, FTP, VOIP, IDAP, etc) and subsystems (IPv6, systemd, KVM, rsyslog, etc). readers will have access to all-new virtual machines and containers for hands-on practice. The book includes brand new content on spinning up and using Linux servers in the cloud (Openstack, AWS, GCP, Azure, Linode).

- Includes links to downloadable virtual machines and containers that readers can easily spin up to test and showcase discussed concepts
- Covers the latest and greatest Linux kernel 5 series and Server application releases
- Written by a seasoned Linux administrator with lots of industry experience and author of previous editions of this book

**April**

**Computers / Networking**

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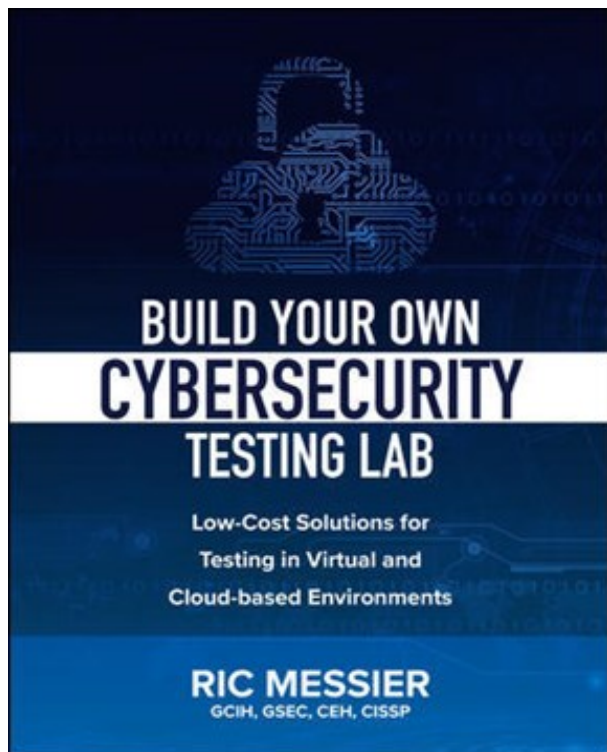
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### Related Products

9780071845366 Linux Administration: A Beginner's Guide, Seventh Edition

**Wale Soyinka** has written an extensive library of Linux administration training materials, including the fourth, fifth, sixth and seventh editions of *Linux Administration: A Beginner's Guide*. He is also the author of *Wireless Network Administration: A Beginner's Guide*.

# Computing



## Build Your Own Cybersecurity Testing Lab: Low-Cost Solutions for Testing in Virtual and Cloud-Based Environments

Ric Messier

**Develop and assemble your own high-tech, inexpensive cybersecurity testing environment**

This hands-on guide shows, how to build a low-cost lab for effective cybersecurity testing using open-source technologies and cloud resources. The book fully explains the languages used for infrastructure-as-code, meaning you can write programs to create your labs quickly, without manual steps that could lead to costly and frustrating mistakes.

*Build Your Own Cybersecurity Testing Lab: Low-Cost Solutions for Testing in Virtual and Cloud-Based Environments* provides a single source for information and guidance needed to build out forensics resources, regardless of where those resources are located. Readers will get complete coverage of cloud-based and local virtual resources, network builds, and automating system and network builds for repeatability.

- All source code in the book is available online
- Includes more than two hours of videos that demonstrate the concepts covered
- Written by a security expert and experienced educator

**May**

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**Computers / Networking**

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**Ric Messier (Aurora, Colorado)**, GCIH, GSEC, CEH, CISSP, has decades of experience in information technology and information security. He has held the varied roles of programmer, system administrator, network engineer, security engineering manager, VoIP engineer, consultant, and professor. Ric teaches online courses at Harvard University and the University of Colorado at Boulder and is a Senior Information Security Consultant at Mandiant Consulting, a FireEye Company.

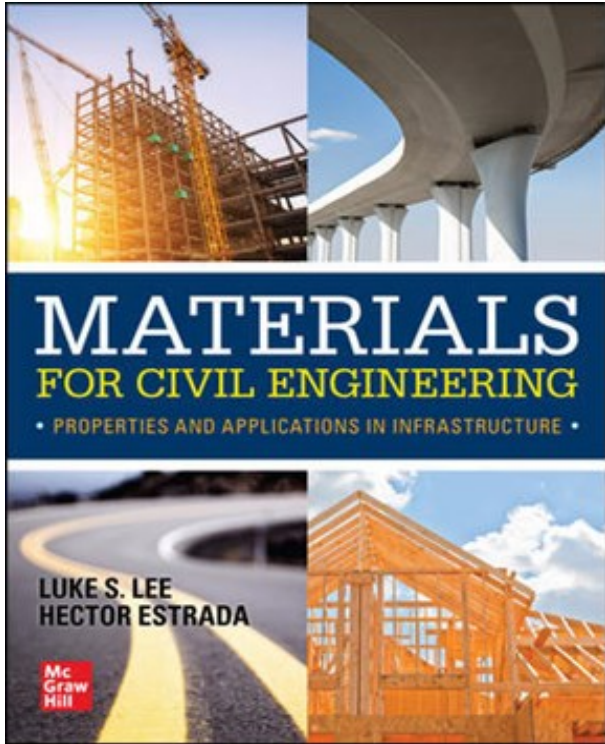
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# Technical



## Materials for Civil Engineering: Properties and Applications in Infrastructure

Luke S. Lee, Hector Estrada

**Efficiently analyze material properties and select optimal materials for civil engineering projects**

This comprehensive textbook offers detailed coverage of the properties of the construction materials that civil engineers use in the field. Students will learn about material characteristics and find out how to analyze material properties and select appropriate materials for civil engineering projects of all types and sizes.

*Materials for Civil Engineering: Properties and Applications in Infrastructure* begins with an introduction to basic materials science and selection, and contains subsequent chapters devoted to steel, concrete, masonry, wood, asphalt, aggregates, and FRP composites. Key characteristics, manufacturing processes, and sustainability issues associated with each type of material are included. Data analysis of materials is emphasized throughout, with references to ASTM standards for material testing.

- Features hands-on exercises, lab activities, and an online instructor's manual
- Explains sustainability issues, including lifecycle cost and environmental impact
- Written by a pair of civil engineering educators and experienced authors

### January

*Technology & Engineering / Civil*

HARDCOVER • 9.25in : 7.38in

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9780071847841 Reinforced Concrete Structures: Analysis and Design, Second Edition

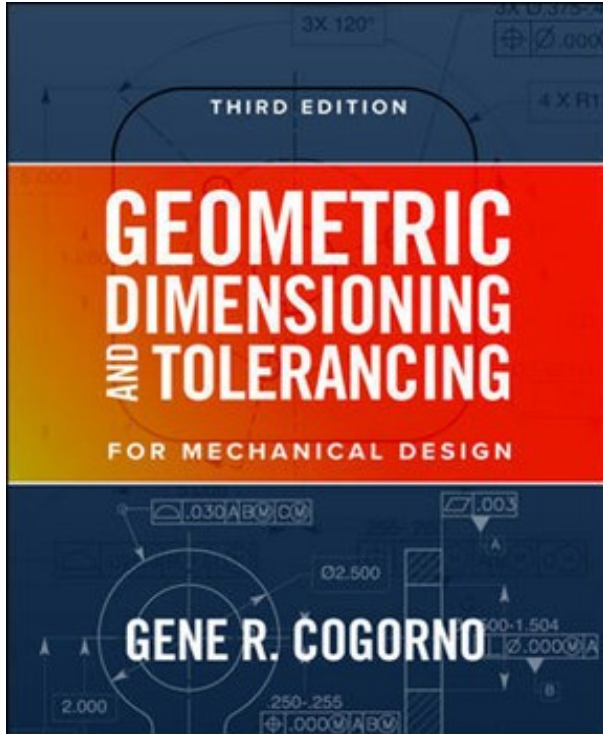
9780071745604 Design of Wood Structures- ASD/LRFD

**Luke S. Lee, Ph.D., P.E. (Stockton, CA)**, is Associate Professor of Civil Engineering at the University of the Pacific. He has contributed to numerous books and serves as a reviewer for ASCE's *Journal of Composites for Construction* and the *International Journal of Structural Health Monitoring*.

**Hector Estrada, Ph.D., P.E. (Stockton, CA)**, is Professor of Civil Engineering at the University of the Pacific, where he has held the position of Department Chair. He has published numerous journal articles, books, and book chapters, and served as a reviewer for ASCE's *Journal of Structural Engineering* and *Journal of Engineering Mechanics*.



# Technical



## Geometric Dimensioning and Tolerancing for Mechanical Design, 3E

Gene R. Cogorno

### A fully updated guide to geometric dimensioning and tolerancing

Written in accordance with the latest revision to the GD&T standard, ASME Y14.5-2019, this thoroughly revised edition teaches the principles and practices of geometric dimensioning and tolerancing in an easy-to-follow manner. Readers will discover how to communicate design intent within a manufacturing setting and ensure that parts from technical drawings have the desired form, fit, function, and interchangeability.

*Geometric Dimensioning and Tolerancing for Mechanical Design, Third Edition* shows, step by step, how to improve quality, lower cost, and shorten delivery times using the latest tolerancing tools and techniques. Readers will get clear definitions and discussions on how each geometric control is specified, interpreted, and inspected. Detailed drawings and examples illustrate each subject. Each chapter begins with learning objectives and ends with a summary, review questions, and problems.

- Ideal both as a textbook and as a self-study guide to teach the complete subject of GD&T
- Contains additional problems to increase the learners experience
- Serves as a reference guide logically ordered to facilitate learning and to easily find specific topics of interest
- Written by a GD&T expert and experienced educator and trainer

### February

**Technology & Engineering / Mechanical**

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**9781260453782**

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\$127.95

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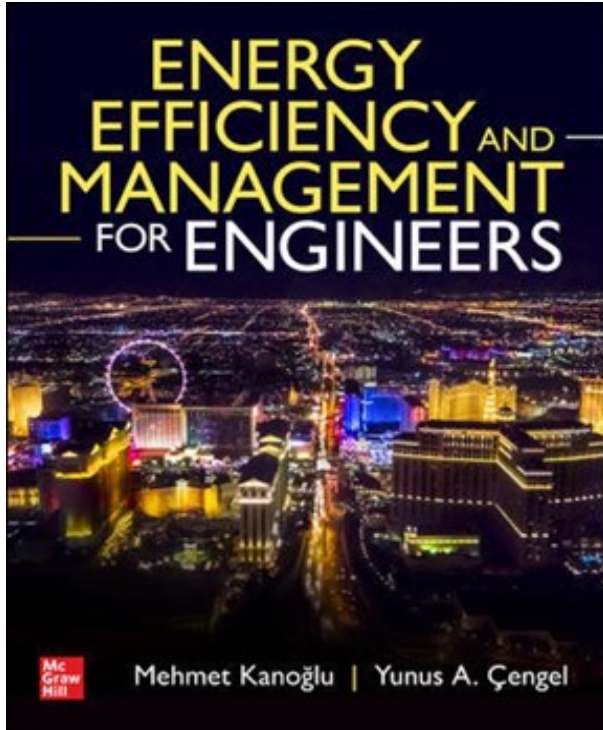
**Gene R. Cogorno** has more than 25 years of experience as an educator and technical trainer. He spent 12 years developing and instructing a practical training program in industrial education, and taught machine technology at San Jose State University for 3 years. Mr. Cogorno joined FMC Corporation as a Senior Technical Trainer in 1984 and founded Technical Training Consultants in 1992. He earned his bachelor's and master's degrees in Industrial Education from San Jose State University.

### Related Products

9780071772129 Geometric Dimensioning and Tolerancing for Mechanical Design 2E

9781259588501 Mark's Standard Handbook for Mechanical Engineers, 12<sup>th</sup> Edition

# Technical



## Energy Efficiency and Management for Engineers

Mehmet Kanoglu, Yunus A. Çengel

**Discover how to identify and implement effective energy efficiency practices in all aspects of energy production, distribution, and consumption**

Energy efficiency is the largest, cheapest, cleanest, most environment friendly, most accessible—yet the most untapped—energy resource. Energy efficiency is the practice of reducing the level of energy use without reducing the standard of living and production quality. The term applies to the use of energy at all stages, from its production, its transmission and conversion, to the end use. Using energy efficiency measures reduces energy waste and resource consumption, and thus costs. It also reduces the adverse environmental impact associated with the use of energy, such as global warming, and enhances sustainability.

This comprehensive engineering textbook helps students master the fundamentals of energy management and build confidence in applying these basic principles in real world settings as an energy efficiency practitioner. Written by a team of experienced energy efficiency practitioners and educators, *Energy Efficiency and Management for Engineers* features foundations and practice of energy efficiency measures for insulation, boilers, steam systems, heat recovery, building heating and cooling systems, compressed air systems, lighting, electric motors, and cogeneration. Energy management practices including energy audits, billing rate structures, power factor, and specific energy consumption are discussed and analyzed in detail. Special attention is paid to the economic and environmental impacts of various energy efficiency measures in buildings, industrial facilities, and transportation.

### February

**Technology & Engineering / Mechanical**

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**9781260459098**

**1260459098**

\$141.95

DISCOUNT CODE: I

- Written with an intuitive and friendly approach and strong pedagogy
- Includes numerous worked out examples and over 1400 end-of-chapter problems
- Provides the engineering rationale behind all energy efficiency measures
- Illustrates the strong link between theory and practical applications through solid descriptions and step-by-step solutions

### Related Products

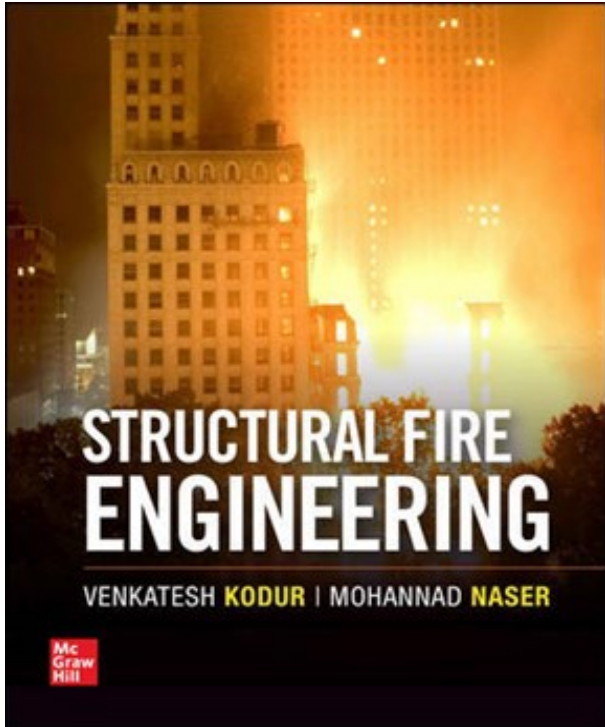
9781260455304 Fundamentals and Applications of Renewable Energy

9781259585098 Energy Systems Engineering: Evaluation and Implementation, Third Edition

**Mehmet Kanoglu** is Professor of Mechanical Engineering and co-author of the books *Fundamentals and Applications of Renewable Energy*, *Thermodynamics: An Engineering Approach*, *Refrigeration Systems and Applications*, and *Efficiency Evaluation of Energy Systems*.

**Yunus A. Çengel** is Professor Emeritus of Mechanical Engineering at the University of Nevada, Reno. He is the primary author of numerous widely adopted textbooks in thermal-fluid sciences, including *Thermodynamics: An Engineering Approach*, *Heat and Mass Transfer: Fundamentals and Applications*, and *Fluid Mechanics: Fundamentals and Applications*.

# Technical



## Structural Fire Engineering

Venkatesh Kodur, Mohannad Naser

### Actionable strategies for the design and construction of fire-resistant structures

This hands-on guide clearly explains the complex building codes and standards that relate to fire design and presents hands-on techniques engineers can apply to prevent or mitigate the effects of fire in structures. Dedicated chapters discuss specific procedures for steel, concrete, and timber buildings. Readers will get step-by-step guidance on how to evaluate fire resistance using both testing and calculation methods.

*Structural Fire Engineering* begins with an introduction to the behavioral aspects of fire and explains how structural materials react when exposed to elevated temperatures. From there, the book discusses the fire design aspects of key codes and standards, such as the International Building Code, the International Fire Code, and the NFPA Fire Code. Advanced topics are covered in complete detail, including residual capacity evaluation of fire damaged structures and fire design for bridges and tunnels.

- Explains the fire design requirements of the IBC, IFC, the NFPA Fire Code, and National Building Code of Canada
- Presents design strategies for steel, concrete, and timber structures as well as for bridges and tunnels
- Contains downloadable spreadsheets and problems along with solutions for instructors

### February

*Technology & Engineering / Structural*

HARDCOVER • 9.12in : 7.38in

**9781260128581**

**126012858X**

\$160.95

DISCOUNT CODE: I

### Related Products

9781260132298 2018 International Building Code Illustrated Handbook

**Venkatesh Kodur, Ph.D., P.E., F.ASCE, F.SEI (East Lansing, MI)** is Chair of the Department of Civil and Environmental Engineering at Michigan State University and Director of their Center on Structural Fire Engineering and Diagnostics. Widely recognized as an international expert on fire engineering, he was part of the FEMA/ASCE Assessment Team that studied the collapse of the World Trade Center after 9/11.

**Mohannad Naser, Ph.D. (East Lansing, MI)** is a post-doctoral research associate at Michigan State University. Specializing in fire engineering research, he has contributed to over 40 publications and is active in the American Concrete Institute and the American Society of Civil Engineers.



# Technical

The McGraw Hill logo is displayed in a large, light gray font within a white square, which is centered on a gray background.

product image  
not available

## Computer Vision Using The Raspberry Pi for the Evil Genius

Donald Norris

**This fun, DIY project book teaches computer vision technology using Raspberry Pi and Raspi-Cam**

Written by dedicated hobbyist and bestselling author Donald Norris, this guide provides an introduction to the emerging field of computer vision technology and features interesting projects that use cutting-edge, real-time imaging triggers. Readers will explore the basics of computer vision and get complete explanations of how to employ opensource software and inexpensive hardware, including Raspberry Pi, OpenCV, and the Raspberry Pi Camera Module.

*Computer Vision Using the Raspberry Pi for the Evil Genius* discusses many different types of real-time visual triggers, including facial and low-light recognition, with easy-to-follow explanations of the systems that control them. The book then presents step-by-step, DIY home projects—from a pet gate that opens for one pet but can keep out all unwanted critters to an outdoor bird feeder that can count the number of bird visitors and record information on their species. There is also a project that shows how to conduct crowd size estimations.

- Teaches the basics of computer vision technology using Raspberry Pi, OpenCV, and the Raspberry Pi Camera Module
- Each project includes a parts list, illustrations, and easy-to-follow assembly instructions
- Introduces computer vision using Keras, an open-source Python framework

### February

**Technology & Engineering / Electronics**

PAPERBACK • 10.88IN : 8.5IN

**9781260457209**

**1260457206**

\$31.95

DISCOUNT CODE: T

**Donald Norris (Barrington, New Hampshire)** is an engineer by formal training but has acquired a comprehensive background in software development over the last 25 years. He is an Adjunct Professor at the Southern New Hampshire University and is the author of eight TAB books. Don is adept at conveying technical concepts without being "too academic," while also not sacrificing content or purpose.

### Related Products

9781260457599 Save The World with Code: 20 Fun Projects for Kids Using Raspberry Pi, micro:bit, and Circuit Playground Express

# Technical

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product image  
not available

## DIY Wireless Sensing And Remote Control Projects: Using Arduino, ESP8266, and Android

Robert Chin

**Design and build custom devices that work through your phone to control your home remotely**

Setting up a “smart home” can be costly, intimidating, and invasive. This hands-on guide presents readers with an accessible and cheap way to do it themselves using free software that will enable their homes and their mobile devices to communicate.: *Tools for Automating Your Home Monitoring and Security Using Arduino, ESP8266, and Android* contains step-by-step plans for easy-to-build projects that work through your phone to control your home environment remotely.

All the projects in the book are geared towards helping readers create a “smart home,” with fun and useful examples such as wireless temperature and humidity monitors, automated lights, sensors that can trigger alarms in the event of broken glass, fire, window entry, or water heater leakage, and much more! All projects can be accomplished with no previous knowledge; for those with some background in C/C++ or JAVA, the projects can be customized.

- All projects use easy, free, flexible, open-source platforms such as Arduino
- Focuses projects on real-world remote control activations for protecting the home
- Written by a “smart home” expert and experienced author

### March

**Technology & Engineering / Electronics**

PAPERBACK • 10.88in : 8.5in

**9781260456134**

**1260456137**

\$31.95

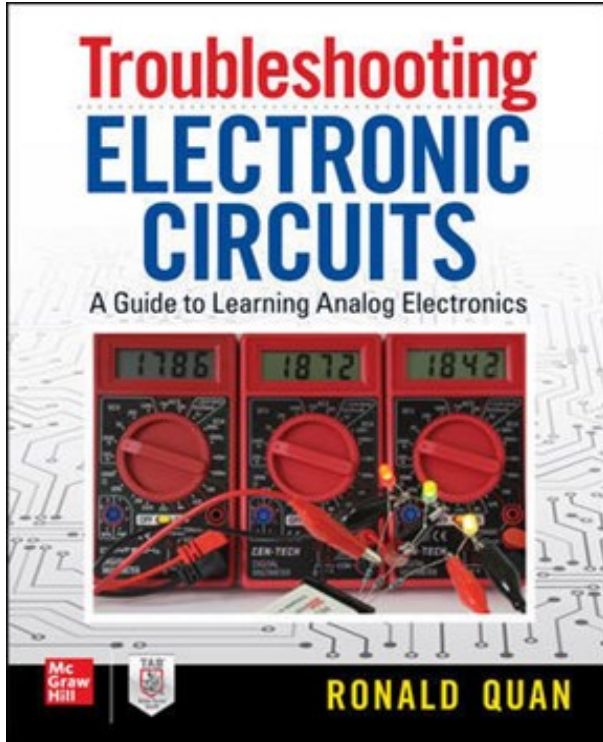
DISCOUNT CODE: T

**Robert Chin (Hometown TK)** has a B.S. in computer engineering and is experienced in developing projects on a wide variety of platforms. He is the author of *Arduino and Raspberry Pi Sensor Projects for the Evil Genius*, *Home Security System DIY PRO Using Android and TI CC3200 Simplelink*, and *Home Security Systems DIY Using Android and Arduino*.

### Related Products

9781260457209 Computer Vision Using The Raspberry Pi for the Evil Genius

# Technical



## Troubleshooting Electronic Circuits: A Guide To Learning Analog Electronics

Ronald Quan

**Gain the troubleshooting skills necessary to achieve peak performance from your electronics projects**

In this DIY guide, electronics guru Ron Quan shows how to build, debug, and troubleshoot electronic circuits. The book guides readers, step by step, through the entire process of debugging electronic circuits, enabling them to successfully create their own functional electronics projects and gadgets.

*Troubleshooting Electronic Circuits: Debugging and Improving Your DIY Projects and Experiments* clearly explains proper design techniques as well as testing and debugging methods. In multiple chapters, poorly conceived circuits are analyzed and improved. Audio, radio, ham radio, LED drive, motor drive, and timing circuits are discussed. Readers will discover how to design or re-design circuits that are manufacturable or repeatable—something that is not often taught in hobbyist books.

- Features start-to-finish, practical troubleshooting techniques
- Demonstrates how debugging and re-designing can improve circuits
- Written by an experienced circuit design engineer, educator, and author

**Ronald Quan (Cupertino, CA)** is an RF circuits design engineer who holds more than 95 US patents. He is a member of the IEEE, AES, and SMPT, and has worked at Ampex, Sony, Monster Cable, Portal Player, Hewlett Packard, and Macrovision. Ronald is the author of *Electronics from the Ground Up* and *Build Your Own Transistor Radios*.

### March

**Technology & Engineering / Electronics**

PAPERBACK • 9.25in : 7.38in

**9781260143560**

**1260143562**

\$38.95

DISCOUNT CODE: T

### Related Products

9781260456158 Practical Electronic Design for Experimenters



# Technical

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## Practical Electronic Design for Experimenters

Louis E. Frenzel

**Learn to design and build your own electronic projects—no experience required!**

This follow up to the bestselling *Practical Electronics for Inventors* shows hobbyists, makers, and students how to design electronic devices with available integrated circuits, modules, and subassemblies. Written by an electronics expert and experienced author, *Practical Electronic Design for Experimenter* gives readers the knowledge necessary to develop and construct their own functioning gadgets.

The book begins by discussing ready-made circuits, off-the-shelf components, and other readily-available parts. From there, the focus shifts to the fundamentals of design, resources, power supplies, amplifiers, oscillators, filters, digital designs, and embedded controllers. Prototyping, testing, troubleshooting, and debugging are also clearly explained

- Features an extensive list of resources, including books, manufacturer's data sheets, websites, parts sources, distributors, software tools, and online assistance
- Shows how standard, off-the-shelf products can be used to create a desired end product
- Written by an electronics expert and experienced author

### March

**Technology & Engineering / Electronics**

PAPERBACK • 10.88in : 8.5in

**9781260456158**

**1260456153**

\$51.95

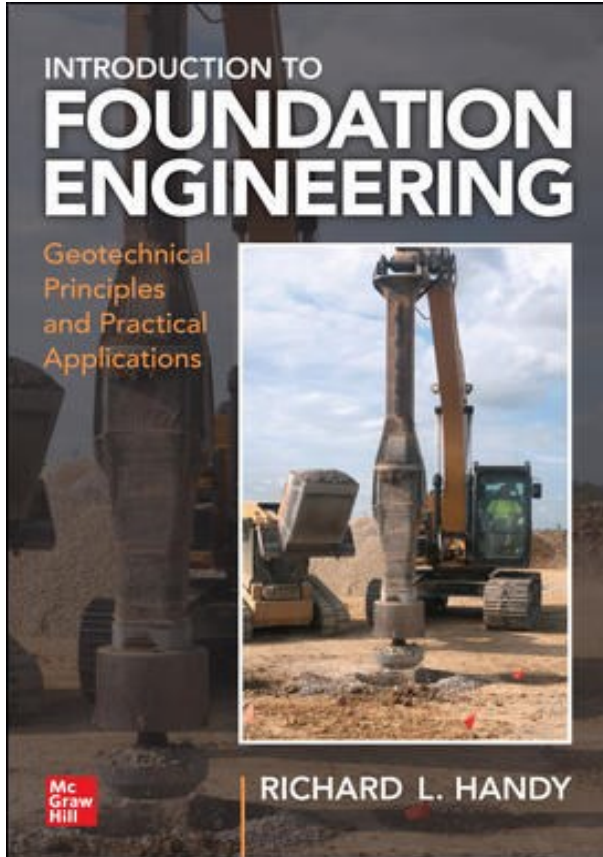
DISCOUNT CODE: I

**Louis E. Frenzel, Jr. (Austin, TX)** has over 25 years of experience in the electronics industry. He has been a contributing editor for *Electronic Design* magazine and contributing editor for *Nuts & Volts*. Lou is the author of over 20 books, including *Principles of Electronic Communications Systems, Fourth Edition*; and *Contemporary Electronics: Fundamentals, Devices, Circuits, and Systems, Experiments Manual for Contemporary Electronics*.

### Related Products

9781260143560 Troubleshooting Electronic Circuits: A Guide to Learning Analog Electronics

# Technical



## Foundation Engineering: Geotechnical Principles and Practical Applications

Richard L. Handy

**Understand both the art and the science of foundation engineering**

This upper-level civil engineering textbook uses concise, student-friendly explanations and real-world examples to show how geotechnical theory connects with the design and construction of foundations. Students will learn how to perform critical calculations, apply the newest technologies and methods for ground modification and construction, and assess and monitor foundations once they are built.

*Foundation Engineering: Geotechnical Principles and Practical Applications* opens with explanations of basic concepts, including soil and mineral classification, moisture content, shear strength, and consolidation—all presented from the perspective of how they impact foundation design. Subsequent chapters delve into the practical requirements for designing and constructing both shallow and deep foundations. Case studies and practice problems help students view soil as a complex construction material when used in relation to foundations.

- Helps students understand the connection between soil properties and practical applications in foundation design and construction
- Includes coverage of both shallow and deep foundations as well as of special structures
- Written by an experienced civil engineer and academic

### March

**Technology & Engineering / Civil / Soil & Rock**

HARDCOVER • 9.25in : 7.38in

**9781260026030**

**1260026035**

\$160.95

DISCOUNT CODE: I

**Richard L. Handy, Ph.D. (Madrid, IA)**, is an Emeritus Distinguished Professor in the Department of Civil, Construction, and Environmental Engineering at Iowa State University. A Life Member of the American Society of Civil Engineers, he has authored numerous publications, holds a number of patents, and has been a key figure in the development of the Geopier foundation method.

### Related Products

9781260011340 Fundamentals of Engineering FE Civil All-In-One Exam Guide

9780071821957 Civil Engineering All-In-One PE Exam Guide: Breadth and Depth, Third Edition

# Technical



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## Environmental Biotechnology: Principles and Applications, Second Edition

Bruce E. Rittmann, Perry L. McCarty

*The classic environmental biotechnology textbook—fully updated for the latest advances*

Written by two of the field's foremost researchers, this comprehensive educational resource presents the biological principles that underlie modern microbiological treatment technologies. This thoroughly revised second edition addresses the new technologies that have evolved over the past twenty years, including microbial electrochemistry, granular processes, membrane-based processes, and direct anaerobic treatments.

*Environmental Biotechnology: Principles and Applications, Second Edition* takes readers through the procedures to understand how microbial systems work and to design a treatment process. The first half of the book is focused on the principles, the tools for describing the stoichiometry and energetics of microbial reactions, and the proper application of kinetics. The second half offers practical applications that are clearly illustrated through real-world examples.

- Relates basic principles and concepts to practical applications for environmental treatment
- Covers emerging technologies and processes that have emerged in recent years
- Written by a pair of award-winning environmental engineers and experienced educators

### March

**Technology & Engineering / Environment**

HARDCOVER • 9.25in : 7.38in

**9781260441604**

**1260441601**

\$193.95

DISCOUNT CODE: I

**Bruce E. Rittman (Tempe, AZ)** is Regents' Professor of Environmental Engineering and Director of the Biodesign Swette Center for Environmental Biotechnology at Arizona State University. Along with Dr. McCarty, he was the winner of the Clarke Prize for Outstanding Achievement in Water Technology.

**Perry L. McCarty (Stanford, CA)** is the Silas Parmer Professor Emeritus at Stanford University. He is the recipient of the Stockholm Water Prize and the Tyler Environmental Prize.

### Related Products

9781260440591 Environmental Biotechnology:  
Principles and Applications

9780072345537 ENVIRONMENTAL  
BIOTECHNOLOGY



# Technical



## Cross-Laminated Timber Design: Structural Properties, Standards, and Safety

Mustafa Mahamid

**Master the practice of designing structures with cross-laminated timber**

This comprehensive guide explains the design standards, code provisions, and safety requirements engineers need to know to use cross-laminated timber as a structural building material. The book covers all applicable design considerations, including the relevant structural load requirements and fire safety requirements.

Written by a collection of experts in the field, *Cross-Laminated Timber Design: Structural Properties, Standards, and Safety* introduces the material properties of CLT and goes on to cover the recommended lateral and vertical design standards. Design examples and case studies are featured throughout. Readers will get design recommendations for connections, building envelopes, acoustics for CLT projects, and much more. Sustainability and environmental issues are discussed in full detail.

- Covers the latest methods and design techniques being used for CLT
- Explains the code provisions in the NDS, ASCE 7, and IBC that apply to CLT
- Includes contributions from some of the leading experts in the field

### March

**Technology & Engineering / Structural**

HARDCOVER • 9.25in : 7.38in

**9781260117998**

**1260117995**

\$160.95

DISCOUNT CODE: I

**Mustafa Mahamid, PH.D., S.E., P.E., F.SEI, F. ASCE (Chicago, IL)**, is a clinical associate professor at the University of Illinois-Chicago. He previously practiced as a structural engineer at GRAEF and Skidmore, Owings & Merrill. Dr. Mahamid is the editor of the forthcoming Fifth Edition of the *Structural Engineering Handbook*.

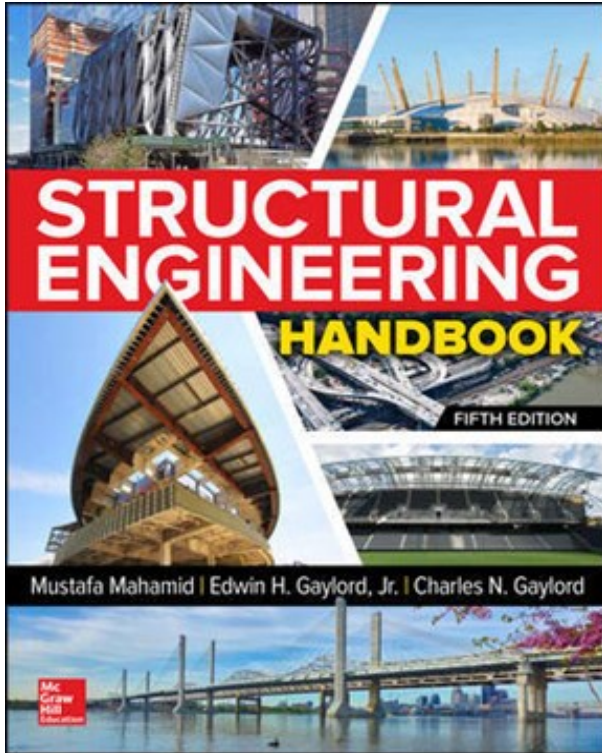
### Related Products

9781260115987 Structural Engineering Handbook, Fifth Edition

9781260132298 2018 International Building Code Illustrated Handbook

9780071745604 Design of Wood Structures-ASD/LRFD

# Technical



## Structural Engineering Handbook, Fifth Edition

Mustafa Mahamid, Edwin H. Gaylord, Charles N. Gaylord

**A fully updated guide to vital structural engineering principles and design techniques**

For 50 years, this internationally-renowned handbook has been the go-to reference for structural engineering specifications, codes, technologies, and procedures. The book has been revised to align with the regulations that govern structural design and materials, such as the IBC, ASCE 7, ASCE 37, ACI, AISC, AASHTO, NDS, and TMS. Concise, practical, and user-friendly, this one-of-a-kind resource contains practical examples and detailed descriptions of today's design methods.

Featuring discussions from a variety of experts, *Structural Engineering Handbook, Fifth Edition* gives readers up-to-the-minute information on the planning, design, and construction of a variety of engineered structures. New topics covered include sustainability, non-destructive testing, BIM, design of special structures, fire engineering, and progressive collapse. Up-to-date data tables provide reputable information on material properties that can be used to verify computer-based calculations.

- Explains the codes and standards that structural engineers use in their daily work
- Includes data tables related to material strength, construction measurements, structural load capacity, and more
- Serves as a study guide when preparing for the FE, PE, or SE exams

**April**

**Re-Announced: Fall 2019 Catalogue**

*Technology & Engineering / Structural*

HARDCOVER • 9.25in : 7.38in

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### Related Products

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9781260117998 Cross-Laminated Timber Design: Structural Properties, Standards, and Safety

9781260132298 2018 International Building Code Illustrated Handbook

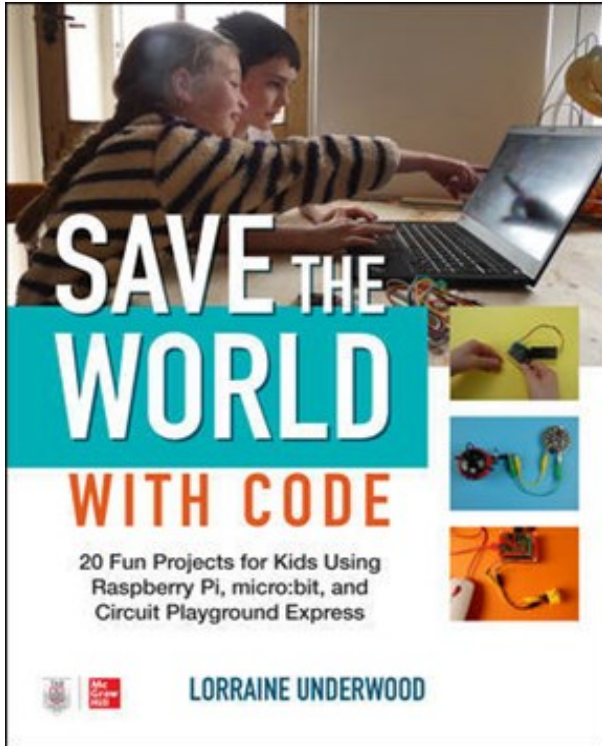
9780071745604 Design of Wood Structures, ASD/LRFD

**Mustafa Mahamid, Ph.D., S.E., P.E., F.Sei, F.ASCE (Chicago, IL)** is a Clinical Associate Professor at the University of Illinois-Chicago and is a member of the *AccessEngineering* Faculty Advisory Board. He previously worked as a practicing structural engineer at GRAEF and Skidmore, Owings & Merrill. He is a Fellow of ASCE's structural engineering institute and is active on various technical committees sponsored by ACI and ASCE/SEI.

**The late Edwin H. Gaylord, Jr.** was a Professor of Civil Engineering at the University of Illinois, Urbana-Champaign.

**The late Charles N. Gaylord** was a Professor of Civil Engineering at the University of Virginia.

# Technical



## Save the World with Code: 20 Fun Projects for Kids Using Raspberry Pi, micro:bit, and Circuit Playground Express

Lorraine Underwood

**This fun project book engages kids with coding and making**

This easy-to-follow guide offers a fun, hands-on introduction to coding for kids and anyone looking for a whimsical, light-hearted approach to making. The book contains 20 cool projects that use Raspberry Pi, micro:bit, and kid-friendly Circuit Playground Express along with a few inexpensive, easy-to-find parts like LEDs and tin foil.

*Save the World with Code: 20 Fun Projects Using Raspberry Pi, micro:bit, and Circuit Playground Express for Kids* features projects ranging from easy to advanced. Readers will get a fun blend of environmentally friendly projects, like a thermometer to monitor home temperature and a moisture sensor for keeping your plants watered, with more wacky projects, like a light up sword, cookie theft detector, and a touch sensor to check if someone is a zombie!

- Teaches kids coding basics using Raspberry Pi, micro:bit, and Circuit Playground Express
- Each project includes a parts list, illustrations, and easy-to-follow assembly instructions
- Written by a maker and educator whose goal is to make coding fun for everyone

**April**

**Re-Announced: Fall 2019 Catalogue**

**Technology & Engineering / Electronics**

PAPERBACK • 10.88in : 8.5in

**9781260457599**

**1260457591**

\$31.95

DISCOUNT CODE: T

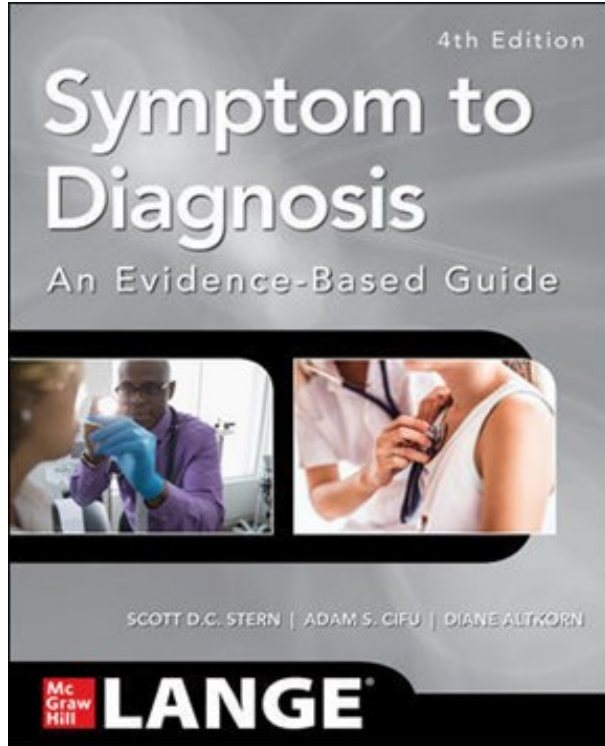
### Related Products

9781260457209 Computer Vision Using the Raspberry Pi for the Evil Genius

9781260135497 The Big Book of Maker Camp Projects

**Lorraine Underwood (Yorkshire, England)** is a maker, educator, and resource creator who specializes in making coding fun and accessible for everyone. She has written for *MagPi* and *HackSpace*, which are both official Raspberry Pi magazines. She has also written resources for micro:bit partner Kitronik and micro:bit and Raspberry Pi accessory maker Pimoroni.

# Medical



## Symptom To Diagnosis An Evidence Based Guide, Fourth Edition

Scott D.C. Stern, Adam S. Cifu, Diane Altkorn

**An engaging case-based approach to learning the diagnostic process in internal medicine**

*Symptom to Diagnosis, Fourth Edition* teaches an evidence-based, step-by-step process for evaluating, diagnosing, and treating patients based on their clinical complaints. By applying this process clinicians will be able to recognize specific diseases and prescribe the most effective therapy. Each chapter is built around a common patient complaint that illustrates essential concepts and provides insight into the process by which the differential diagnosis is identified. Coverage for each disease includes: Textbook Presentation, Disease Highlights, Evidence-based Diagnosis, and Treatment.

- Market: first and second year medical students; physician assistants; nurse practitioners, internal medicine residents
- Enhanced by algorithms, summary tables, and questions that direct evaluation
- Each chapter is built around patient cases that illustrate essential concepts
- Clinical pearls appear in every chapter

**Scott D. C. Stern, MD, FACP (Chicago, IL)**, Professor of Medicine, Co-Director, Junior Clerkship in Medicine, Clinical Director of Clinical Pathophysiology and Therapeutics, University of Chicago, Pritzker School of Medicine.

**Adam S. Cifu, MD, FACP (Chicago, IL)**, Associate Professor of Medicine, Co-Director, Junior Clerkship in Medicine, University of Chicago, Pritzker School of Medicine.

**Diane Altkorn, MD, FACP (Chicago, IL)**, Associate Professor of Medicine, Director, Senior Student Clerkships in Medicine, University of Chicago, Pritzker School of Medicine.

### November

**Medical / Internal Medicine**

PAPERBACK • 10.88IN : 8.5IN

**9781260121117**

**1260121119**

\$87.95

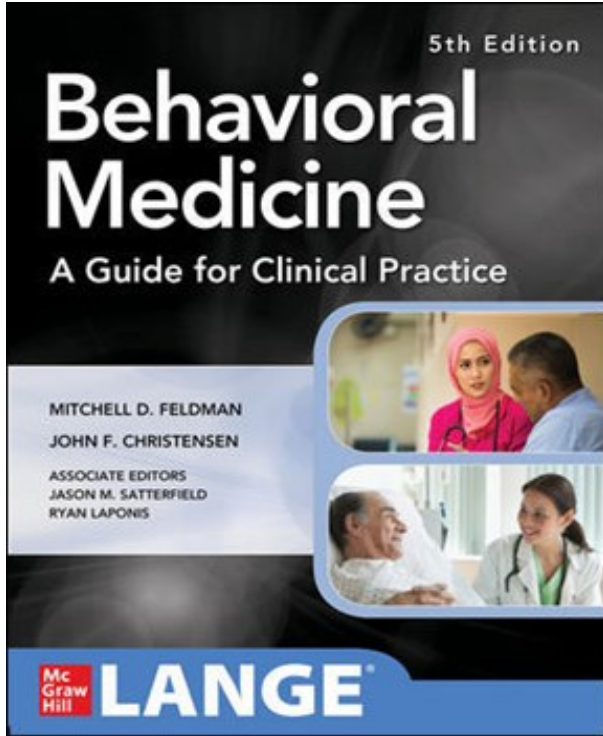
DISCOUNT CODE: M

### Related Products

9780071803441 Symptom to Diagnosis An Evidence Based Guide, Third Edition



# Medical



## Behavioral Medicine A Guide For Clinical Practice 5th Edition

Mitchell D. Feldman, John F. Christensen

**The #1 guide to behavioral issues in medicine delivering thorough, practical discussion of the full scope of the physician-patient relationship**

"This is an extraordinarily thorough, useful book. It manages to summarize numerous topics, many of which are not a part of a traditional medical curriculum, in concise, relevant chapters."--*Doody's Review Service* - 5 stars, reviewing an earlier edition

The goal of *Behavioral Medicine* is to help practitioners and students understand the interplay between psychological, physical, social and cultural issues of patients. Within its pages readers will find real-world coverage of behavioral and interactional issues that occur between provider and patient in everyday clinical practice. Readers will learn how to deliver bad news, how to conduct an effective patient interview, how to care for patients at the end of life, how to clinically manage common mental and behavioral issues in medical patients, the principles of medical professionalism, motivating behavior change, and much more.

As the leading text on the subject, this trusted classic delivers the most definitive, practical overview of the behavioral, clinical, and social contexts of the physician-patient relationship. The book is case based to reinforce learning through real-world examples, focusing on issues that commonly arise in everyday medical practice and training. One of the significant elements of *behavioral medicine* is the recognition that the wellbeing of physicians and other health professionals is critically important to caring for patients.

### November

**Medical / Family & General Practice**

PAPERBACK • 9.25IN : 7.38IN

**9781260142686**

**126014268X**

\$68.95

DISCOUNT CODE: M

### Related Products

9780071767705 Behavioural Medicine A Guide for Clinical Practice 4<sup>th</sup> Edition

- Market: first and second year medical students, internal medicine residents, physician assistant students, physician assistants, nurse practitioners, family medicine residents

**Mitchell Feldman, MD (San Francisco, CA)** is Professor of Medicine, University of California-San Francisco School of Medicine, one of the outstanding general medicine programs in the country as well as one of the nation's leading behavioral medicine groups.

**John Christensen, PhD (Portland, OR)** is a clinical psychologist in the Department of Medicine, Legacy Portland Hospitals, Portland.

# Medical

## Pharmacy Management

Essentials for All Practice Settings



### Pharmacy Management: Essentials for All Practice Settings, Fifth Edition

Shane P Desselle, David P. Zgarrick, Greg Alston, Leticia R. Moczygemba

**The leading text on pharmacy management – updated to reflect the latest trends and topics**

*Pharmacy Management* is a comprehensive textbook that combines evidence-based management theories with practical solutions for the issues pharmacists face every day. Enhanced by input from educators, researchers, students and practicing pharmacists, the fifth edition addresses the evolving role of pharmacists in today's every-changing environment.

Covering the gamut of activities performed by pharmacists, from managing money to managing personal stress, this complete guide explains vital pharmacy management topics across all practice settings. Featuring material derived from the best and most contemporary primary literature, *Pharmacy Management* focuses on learning the skills essential to the everyday practice of pharmacy. Long after readers have completed pharmacy school, they will turn to *Pharmacy Management* for answers to make their practice more professionally rewarding and personally enriching.

- Market: pharmacy management
- New chapters: ethical decision making and problem solving, negotiating, and pharmacy technicians
- Covers all aspects of pharmacy management, from managing money and people to personal stress

### November

Medical / Pharmacy

PAPERBACK • 9.12in : 7.38in

9781260456387

1260456382

\$105.95

DISCOUNT CODE: M

### Related Products

9780071845434 Pharmacy Management: Essentials for All Practice Settings, Fourth Edition

**David P. Zgarrick, PhD, Fapha, (Boston, MA)** Professor and Chair of the Department of Pharmacy Practice in the School of Pharmacy at Northeastern University's Bouvé College of Health Sciences

**Greg L. Alston, PharmD, (Wingate, NC)** Associate Professor and Director of Outcomes Assessment, Wingate University School of Pharmacy.

**Leticia R. Moczygemba, PharmD, PhD, (Richmond, VA)** Associate Professor and Director, Center for Pharmacy Practice Transformation, Virginia Commonwealth University School of Pharmacy.

**Shane P. Desselle, RPh, PhD, Fapha, (Vallejo, CA)** Professor, College of Pharmacy, Touro University California.



## First Aid for the USMLE Step 1 2020, 30th Edition

Tao Le, Vikas Bhushan, Matthew Sochat, Vaishnavi Vaidyanathan

A must have resource for Board prep, First Aid for the USMLE Step 1 2020 is the most authoritative blueprint for USMLE® Step 1 content. Written by students who excelled on the Step 1 exam and reviewed by top faculty for accuracy and relevancy, this annually updated guide is the only resource of its kind to focus on those topics covered on the exam.

- Market: Medical and osteopathic students preparing for the USMLE
- 1,300+ must-know concepts and mnemonics for focused study
- 1,000+ color photos and illustrations
- Updated study tips and test-taking advice
- Annually updated with crowdsourced contributions from thousands of students
- Rapid review section presents high-yield tables associating diseases with their clinical findings, treatments, and pathophysiology

### Related Products

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9781260440294 First Aid for the USMLE Step 2 CK, 10/E

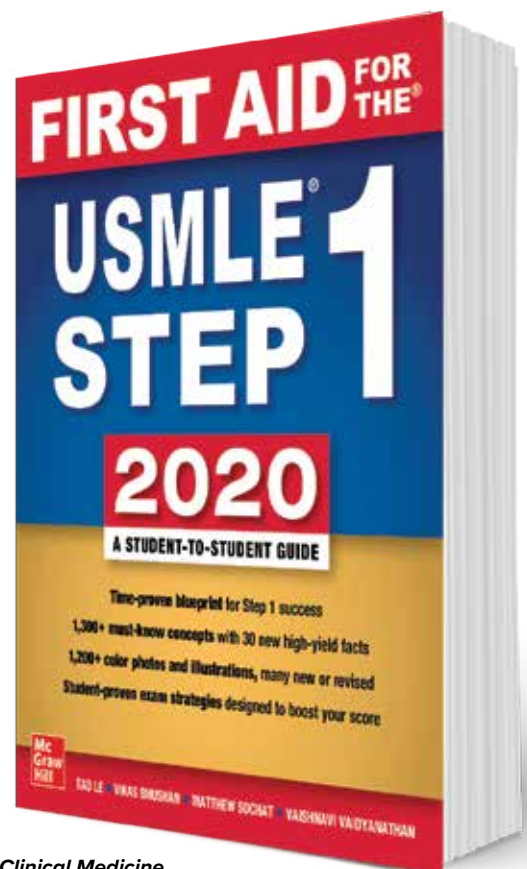
9781260143676 First Aid for the USMLE Step 1 2019, 29/E

**Tao Le, MD, MHS** (Elizabethtown, KY) is Assistant Professor of Medicine and Pediatrics in the Division of Allergy and Immunology at the University of Louisville.

**Vikas Bhushan, MD** (Boracay, Philippines) is a former diagnostic radiologist.

**Matthew Sochat, MD** is a Fellow in the Department of emetology/Oncology at St. Louis University School of Medicine

**Vaishnavi Vaidyanathan, MD** is a Resident in the Department of Pediatric Neurology at the Barrow Neurological Institute at Phoenix Children's Hospital



January

Medical / Clinical Medicine

PAPERBACK • 10.88in : 8.5in

9781260462043 • 1260462048

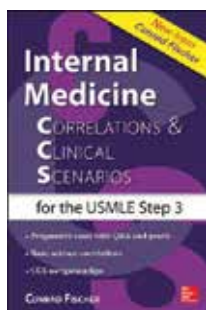
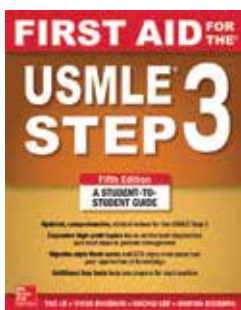
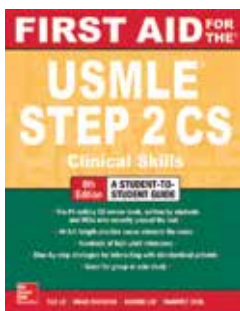
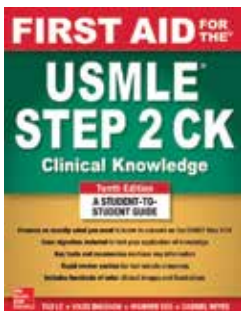
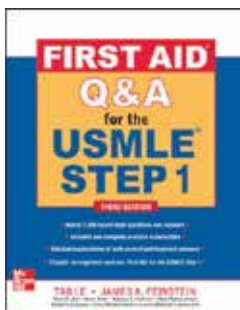
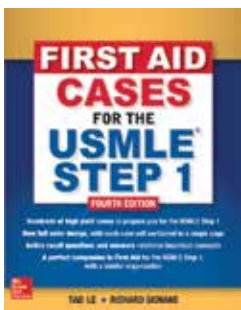
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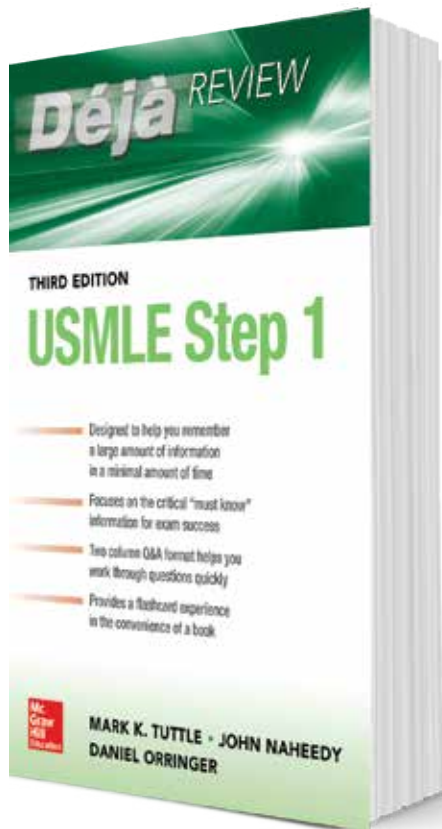
**FIRST AID FOR THE USMLE STEP 3, 5/E**  
9781260440317 • 1260440311

The resident's trusted, one-stop guide to acing the USMLE® Step 3 – co-written by residents who recently took the exam and know what it takes to pass

**INTERNAL MEDICINE CORRELATIONS AND CLINICAL SCENARIOS (CCS) USMLE STEP 3**  
9780071826983 • 007182698X

Created by bestselling author and lecturer Dr. Conrad Fischer this guide provides an entertaining and thorough review of pediatrics topics found on the USMLE Step 3.





## Deja Review USMLE Step 1 3rd Edition

Mark Tuttle, John Naheedy, Daniel Orringer

Studying for the USMLE® Step 1 can be a race against time. This unique resource helps students beat the clock—and score big. Designed for rapid review, this grade-boosting sourcebook distills coursework into the need-to-know, high-yield concepts and topics that will give them the edge on exam day.

The book features an at-a-glance, two-column “flashcard” Q&A format, which reinforces familiar material, while accelerating mastery of commonly tested topics. The Q&As help readers efficiently absorb a large amount of pertinent information and streamlines study time by focusing only on the correct answers. Ideal for last-minute cramming, this quick-reference also enables students to pinpoint their weaknesses and strengths so they can fine-tune their preparation—and tackle the most difficult exam questions with confidence.

- Market: First and second year medical students preparing for the USMLE Step 1
- Provides a flashcard experience with the convenience of a book
- USMLE® -style vignettes deliver review material in a board-simulating clinical presentation
- Active recall questions allow readers to understand, not just memorize, the subject matter
- Clinical correlations of basic science help readers gear up for coursework and board exams
- Compact and easy to carry for on-the-spot studying

## Maximum retention in minimum time!

February

Medical / Clinical Medicine

PAPERBACK • 10.88in : 8.5in

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\$33.95

DISCOUNT CODE: M

### Related Products

9780071627184 Deja Review USMLE Step 1, 2/E

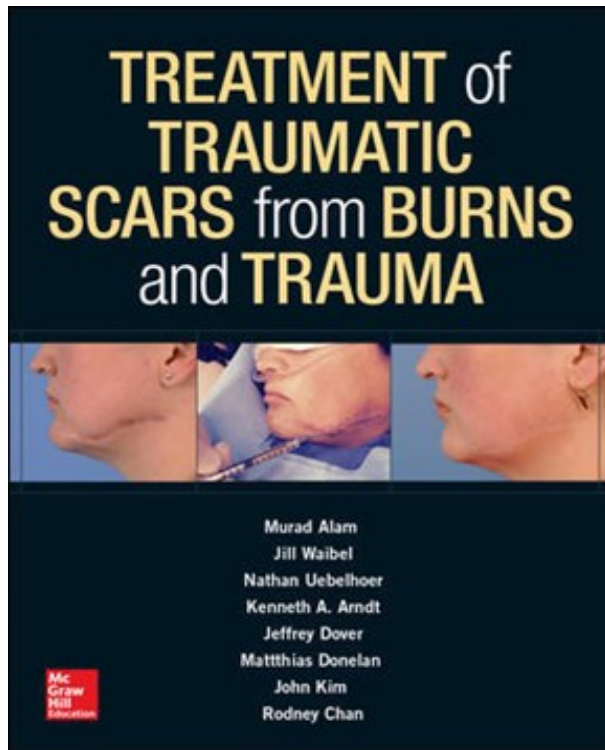
9780071668064 Clinical Vignettes for the USMLE Step 1: Pre Test Self-Assessment and Review

**Daniel Orringer, MD (Ann Arbor, MI)** is a resident at the University of Michigan Neurosurgery Department.

**John Naheedy, MD (San Diego, CA)** is a resident at the University of California-San Diego Medical Center Radiology Department.



# Medical



## Treatment of Traumatic Scars from Burns and Trauma

Murad Alam, Jill Waibel, Nathan Uebelhoer, Kenneth A. Arndt, Jeffrey Dover, Matthias Donelan, John Kim, Rodney Chan

**The first comprehensive overview of the treatment of burn and traumatic scars**

Authored by pioneers in dermatology and laser medicine, here is an up-to-date clinical guide to managing scars, improving function, and quality of life for patients. The content is logically divided into three sections: Defining the Problem, which covers important fundamentals such as the clinically relevant elements of wound care, pain, range of motion, and patient selection, and includes a treatment valuable algorithm. The next section focuses on Treatment, and features discussion of traditional techniques as well as laser assisted drug delivery, fractional resurfacing, vascular lasers and lights, minimally invasive surgical techniques, and more. The final section is devoted to Caring for Wounds and Complications, and includes best practices for wound care, and management of pain, infection, and ulceration.

- Market/ Audience: dermatologists, plastic surgeons, plastic surgery residents and fellows
- Covers the latest treatment options, including lasers, medications, and biological implants
- Extensive discussion of wound care

**January**

**Re-Announced: 2019 Fall Catalogue**

**Medical / Dermatology**

HARDCOVER • 10.88IN : 8.5IN • 304

**9780071839914**

**0071839917**

\$212.95

DISCOUNT CODE: M

### Related Products

9780071793988 Cosmeceuticals and Cosmetic Ingredients

9780071749251 Facial Flaps Surgery

9780071613552 Dermoscopy: An Illustrated Self-Assessment Guide

9780071490627 Cosmetic Dermatology: Principles and Practice, Second Edition

**Murad Alam, MD (Chicago, IL)** Professor, Departments of Dermatology, Otolaryngology-Head and Neck Surgery, and Surgery at Feinberg School of Medicine, Northwestern University.

**Jill Waibel, MD (Miami, FL)** is the medical director and owner of the Miami Dermatology and Laser Institute in South Miami.

**Nathan Uebehoer, MD, (San Diego, CA)** Naval Medical Center San Diego, Aroostook Medical Center, La Jolla, California

**Kenneth A. Arndt, MD, (Boston, MA)** Adjunct Professor of Surgery (Dermatology) at Dartmouth Medical School; Adjunct Professor of Dermatology at Brown Medical School.

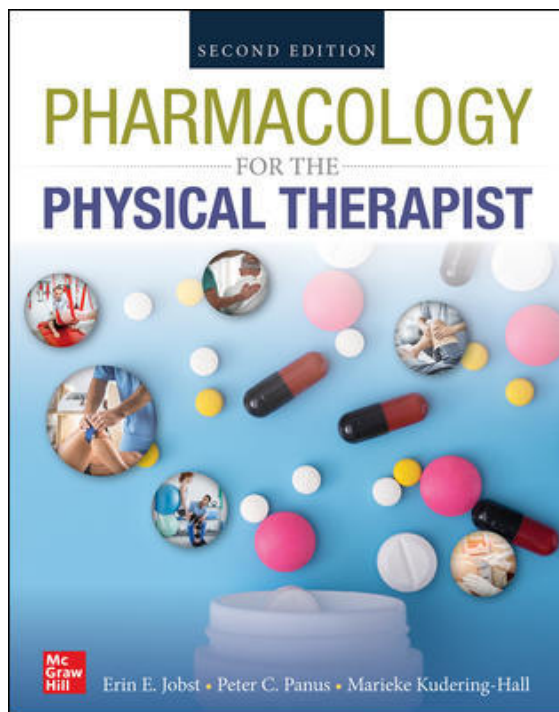
**Jeffrey S. Dover, MD, (Chestnut hill, MA)** Associate Professor of Clinical Dermatology at Yale University School of Medicine, and Associate Professor of Dermatology at Brown Medical School.

**Matthias Bernard Donelan, MD, (Boston, MA)** Chief of Staff, Shriners Hospitals for Children, Plastic Surgeon at Newton-Wellesley Hospital, Massachusetts General Hospital, Boston, Massachusetts.

**John Kim, MD, (Chicago, IL)** Professor in Plastic Surgery and Dermatology, Northwestern University Feinberg School of Medicine.

**Rodney Chan, MD, (San Antonio, TX)** is a plastic surgeon in Alamo Heights, Texas.

# Medical



## Pharmacology for the Physical Therapist Second Edition

Erin Jobst, Peter C. Panus, Marieke Kuderling

**An innovative new edition, completely reformatted to make it more valuable to students and faculty**

Based on the classic *Katzung's Basic and Clinical Pharmacology*, this ground-breaking book illuminates the ever-expanding role of pharmacology in rehabilitation practice. In it readers will find unmatched insights on the full range of pharmacology topics, from drug receptor pharmacodynamics and general anesthetics, to cancer chemotherapy—all told from the vantage point of the authors' extensive first-hand experience. This new edition has been thoroughly revised with a fresh, new approach that includes improved pedagogy, better case discussion, and a complexity level more appropriate for a learning/teaching tool. PowerPoint slides, case discussions, test banks, and other resources will also be available to instructors

- Market: physical therapy students
- Thoroughly revised to make it more appealing to students and educators
- Complete, up-to-date descriptions of common adverse drug reactions relevant to physical therapy
- Explanations of how drugs can potentially disrupt functional and clinical outcomes, along with corresponding physical therapy-based solutions to overcome these issues
- “Problem-Oriented Patient Studies” (POPS), which feature the patient as the focal point of the case rather than drug therapy itself
- “Preparations Available” boxes that provide at-a-glance summaries of the drugs available to treat specific conditions and disorders
- Glossary of need-to-know terms

**January**

**Re-Announced: 2019 Fall Catalogue**

*Medical / Physical Medicine & Rehabilitation*

HARDBACK • 10.88IN : 8.5IN

**9781259862229**

**1259862224**

\$115.95

DISCOUNT CODE: M

### Related Products

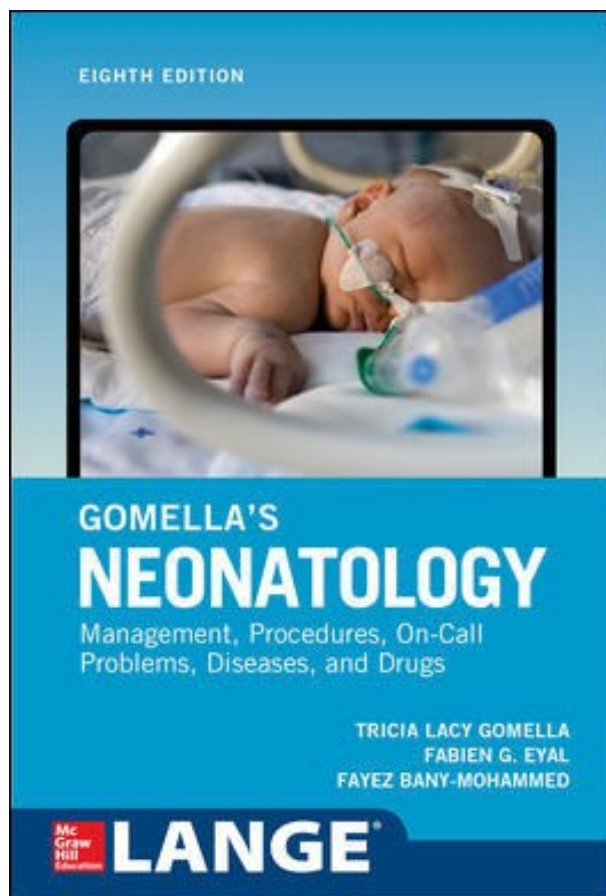
9780071460439 Pharmacology for the Physical Therapist

**Erin E. Jobst, PhD, PT (Forest Grove, OR)** is Professor at Pacific University's School of Physical Therapy.

**Peter Panus PhD PT (Johnson City, TN)** is an Associate Professor of Physical Therapy at East Tennessee State University.

**Bertram G. Katzung, PhD (San Francisco, CA)**, is a Professor Emeritus in the Department of Cellular and Molecular Pharmacology at the University of California, San Francisco.

# Medical



## Gomella's Neonatology, Eighth Edition

Tricia Lacy Gomella, Fabien G. Eyal, Fayezy Bany-Mohammed

**The field's most trusted and comprehensive pocket guide to treating common and rare problems in newborns**

*"A copy of this reference should be kept readily available in the newborn unit. It is a potent learning tool for NCU students." -- Family Medicine review of an earlier edition*

A true essential for nearly three decades, this streamlined pocket reference provides logically organized, quickly retrievable information on basic and advanced management techniques for the neonate. Featuring a convenient outline approach that puts key information at reader's fingertips, this quick reference covers everything clinicians need to know about on-call neonatal problems, procedures, diseases and disorders, and pharmacology.

- Market: Neonatologists, pediatricians, pediatric residents
- The most comprehensive drug formulary available in a neonatal handbook
- 20 procedures are explained in a step-by-step manner
- Full-color images of neonatal rashes and dermatologic problems
- Immunization tables
- An "On Call" section presenting more than common and serious patient management issues with guidelines for rapid diagnosis and treatment
- Cutting-edge strategies for management of specific respiratory syndromes
- Valuable appendices, including Abbreviations Used in Neonatology, Blood Pressure Determinations, Isolation Guidelines, and more

## January

### Re-Announced: 2019 Fall Catalogue

**Medical / Neonatology**

PAPERBACK • 8.38IN : 5.5IN

**9781259644818**

**1259644812**

\$87.95

DISCOUNT CODE: M

### Related Products

9780071768016 Gomella's Neonatology, Seventh Edition

9780071544313 Neonatology: Management, Procedures, On-Call Problems, Diseases and Drugs

9780071389181 Neonatology

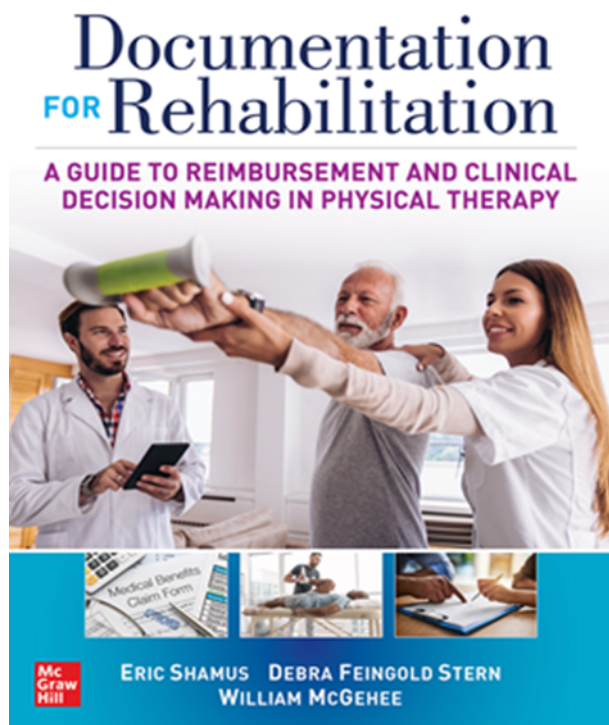
**Tricia Lacy Gomella, MD (Baltimore, MD)**, is Assistant Professor of Pediatrics, the Johns Hopkins University School of Medicine.

**M. Douglas Cunningham, MD (Irvine, CA)**, is Clinical Professor of Pediatrics, University of California, Irvine, School of Medicine.

**Fabien G. Eyal, MD (Mobile, AL)**, is Professor of Pediatrics, Chief and Louise Lenoir Locke Professor of Neonatology, Medical Director of Intensive Care Nurseries, University of South Alabama Children's and Women's Hospital.



# Medical



## Documentation for Rehabilitation: A Guide to Reimbursement and Clinical Decision Making in Physical Therapy

William McGehee, Eric Shamus, Debra Feingold Stern

**An innovative new case-based approach to teaching and learning documentation in rehabilitation**

Written by experienced physical therapists with real-world as well as teaching experience, *Documentation in Rehabilitation: A Guide to Reimbursement and Clinical Decision Making* offers a refreshing new and student-friendly approach to learning this important topic. For the most engaging learning experience possible, readers will find cases, videos that vividly portray the cases in real-life scenarios, and role playing opportunities, along with a workbook filled with activities that can be used as student assignments.

The book's content has been carefully edited to assure inclusion of everything instructors and students must know, including: how to write patient/client care notes; steps and framework for documentation that incorporate the document guidelines; how to document clinical decision making (includes evidence-based practice), and reimbursement and coding.

- Market: physical therapy students
- Covers topics not found in similar texts, including evaluation codes, G codes, reimbursement models, documentation on progress
- Evidence-based practice section includes coverage of legal issues, medical errors, and utilization review

### February

**Medical / Physical Medicine & Rehabilitation**

BOOK • 10.88IN : 8.5IN

**9781260440669**

**1260440664**

\$112.95

DISCOUNT CODE: M

**William McGehee, P.T. (Gainesville, FL)** is the Director of Physical Therapy at the University of Florida and an active member of the American Academy of Physical Therapy (AAPT).

### Related Products

9780071664042 Effective Documentation for Physical Therapy Professionals, Second Edition

9780071772433 Dutton's Introduction to Physical Therapy and Patient Skills

9780071823333 Ethics in Physical Therapy: A Case Based Approach

# Medical



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## Anesthesiology Oral Board Flash Cards Second Edition

Jeff Gadsden, Dean Jones

**A structured way for residents to prepare for random questions on the anesthesia oral boards**

*Anesthesiology Oral Board Flash Cards, Second Edition* are the perfect way for residents to prepare for any random question that an examiner may ask on the anesthesia oral boards. The cards are designed to impart best patient care for a specific disease/condition or surgical procedure. Great for studying alone or with a partner, these cards teach residents how to think through an unexpected operating scenario. The set includes approximately 180 color-coded cards (30 more than the previous edition) plus an instruction booklet that includes tips on how to excel on the oral boards.

- Market: anesthesiologists (recertification annually); anesthesiology residents
- Flip side of cards has been enhanced to include full-color figures, suggested readings, typical oral board questions, and tips

**Jeff Gadsden, MD (Durham, NC)** is an attending anesthesiologist at Duke University Medical Center.

**Dean R. Jones, MD (New York, NY)** is an attending anesthesiologist at Columbia Presbyterian Medical Center.

### February

**Medical / Anesthesiology**

FLASH CARDS • 8IN : 5IN

**9780071819466**

**0071819460**

\$75.95

DISCOUNT CODE: M

### Related Products

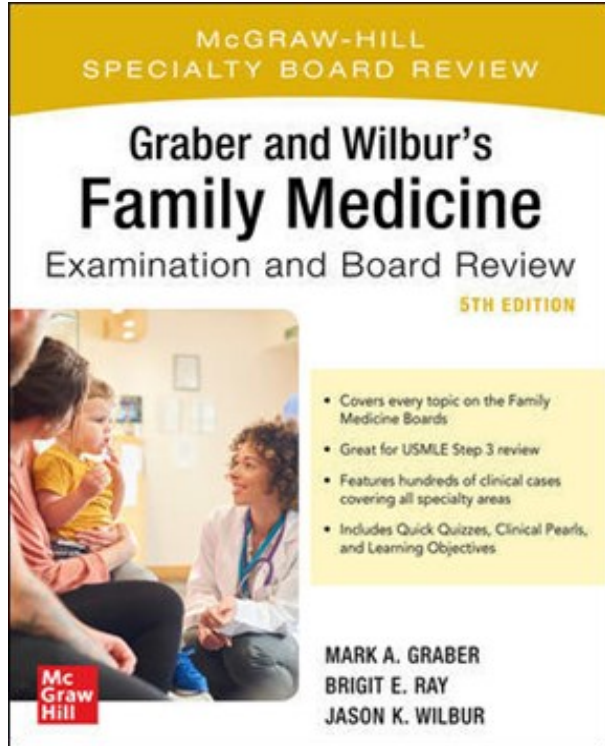
9780071714037 Anesthesiology Oral Board Flash Cards

9780071445368 McGraw-Hill Specialty Board Review: Anesthesiology Examination & Board Review, 5<sup>th</sup> Edition

9780071423588 Clinical Anesthesiology

9780071437783 McGraw-Hill Specialty Board Review: Clinical Anesthesiology Board Review

# Medical



## Graber and Wilbur's Family Medicine Examination And Board Review, Fifth Edition

Jason K. Wilbur, Mark Graber, Brigit Ray

**An engagingly written case-based review for the Family Medicine Board Examination and the USMLE Step 3**

Widely recognized as the ideal study guide for the primary and recertification exams in family medicine and licensure exams, *Graber and Wilbur's Family Medicine Examination and Board Review, Fifth Edition* has been updated throughout to maintain currency and freshness—including new bits of humor that make the book fun to read and studying more enjoyable.

Featuring hundreds of progressive cases, this acclaimed review has been applauded by residents and students for its "building-block approach" to learning that assures readers understand one subject before moving on to the next. The Fifth Edition has also been enhanced with cutting-edge coverage of topics such as health maintenance, decision-making, and metacognition.

- Market: family medicine residents; first-year residents across all specialties prepping for USMLE Step 3, and international medical graduates
- More than 350 progressive case studies that reflect the realities of clinical practice and prepare readers for the exams
- A 200-question final exam with answers referenced to pages in the book
- Detailed answer explanations for most questions that explain not only why an answer is right, but why the other answers are wrong
- Comprehensive coverage of ALL topics on the boards and recertifying exam
- Super-effective learning aids such as Quick Quizzes, learning objectives, clinical pearls, and more
- Colour photographs of conditions most easily diagnosed by appearance
- Written not only to help pass exams, but to also update knowledge of family medicine with state-of-the-art information
- An outstanding refresher for primary care physicians, physician assistants, and nurse practitioners

### March

#### Re-Announced: 2019 Fall Catalogue

**Medical / Family Medicine**

PAPERBACK • 10.88IN : 8.5IN

**9781260441079**

**1260441075**

\$119.95

DISCOUNT CODE: M

#### Related Products

9781259585333 Graber and Wilbur's Family Medicine Examination and Board Review, Fourth Edition

9781259861864 Guide to the Canadian Family Medicine Examination, Second Edition

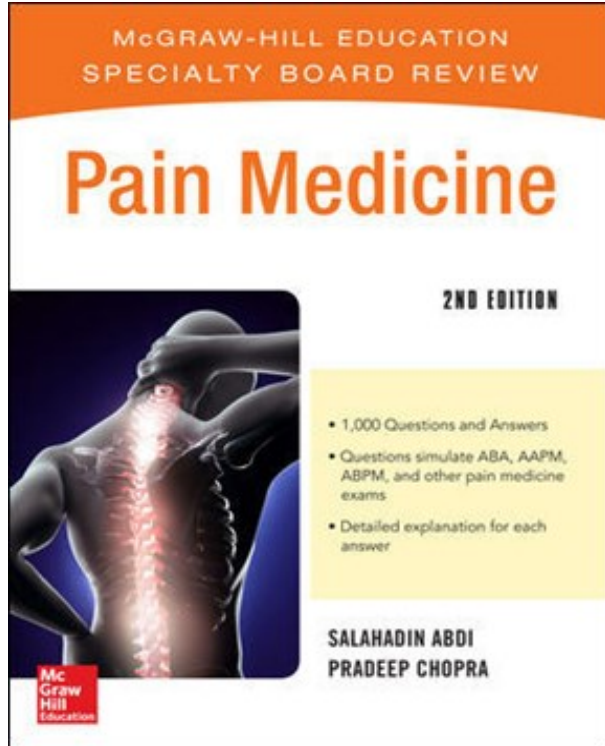
9781259587702 Case Files Family Medicine, Fourth Edition

**Jason K. Wilbur, MD (Iowa City, IA)**, Clinical Associate Professor, Department of Family Medicine, Roy J. And Lucille A. Carver College of Medicine, University of Iowa.

**Mark Graber, MD (Iowa City, IA)**, Clinical Professor, Departments of Family and Emergency Medicine, Roy J. and Lucille A. Carver College of Medicine, University of Iowa.

**Brigit E. Ray, MD, MME (Iowa City, IA)**, Faculty Associate Physician, Roy J. and Lucille A. Carver College of Medicine, University of Iowa.

# Medical



## McGraw-Hill Specialty Board Review Pain Medicine, 2e

Salahadin Abdi, Pradeep Chopra

**1,000 Q&As provide all the preparation needed to ace the pain medicine board exams and anesthesiology recertification!**

"There are other pain review books available...But none as useful as this book is in preparing readers for the pain boards. 3 stars."--Doody's Review Service (reviewing previous edition)

*McGraw-Hill Specialty Board Review: Pain Medicine, Second Edition* is the perfect way to prepare for the American Board of Anesthesiology exam as well as exams given by the American Board of Pain Medicine and the American Academy of Pain Medicine. It's also great for recertification! Readers will find everything they need in one comprehensive review . . . questions, answers, explanations, practice tests, and references.

- Market: physicians preparing for certification in pain medicine, anesthesiologists
- 1,000 questions and answers with detailed explanations for correct and incorrect answers
- The number of questions per topic reflects the make-up of the actual exam -- so readers know they're devoting valuable study time to what's most important
- Answers are referenced to major pain medicine texts
- Questions duplicate the style and format of the ABA exam

### March

**Medical / Anesthesiology**

PAPERBACK • 10.88in : 8.12in • 0

**9780071819695**

**007181969X**

\$94.95

DISCOUNT CODE: M

### Related Products

9780071443449 McGraw-Hill Specialty Board Review  
Pain Medicine

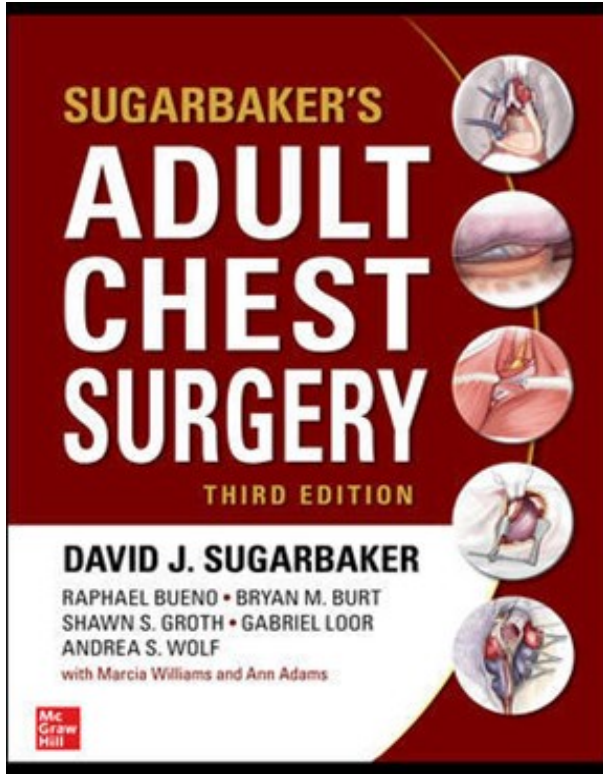
9780071409186 Peripheral Nerves Blocks

**Salahadin Abdi, MD (Boston, MA)** is Vice Chair, Pain Medicine, Arnold Pain Management Center, Department of Anesthesia; Associate Professor of Anesthesiology, Harvard Medical School, Beth Israel Deaconess Medical Center.

**Pradeep Chopra, MD (Providence, RI)** completed his Anesthesia residency from Harvard Medical School. He then went on to complete his fellowship in Pain Management, also from Harvard Medical School. Dr. Chopra is double Board Certified in Pain Management and Anesthesiology by the American Board of Anesthesiology. He holds the prestigious appointment of Assistant Professor (Clinical), Department of Medicine, Brown Medical School, Division of Biology and Medicine and Assistant Professor of Anesthesiology (Adjunct), Boston University School of Medicine.



# Medical



## Sugarbaker's Adult Chest Surgery, 3rd Edition

David J. Sugarbaker, Raphael Bueno, Yolanda Colson, Michael Jaklitsch, Mark J. Krasna, Steven Mentzer

**The most authoritative, comprehensive, and clinically focused guide to operative thoracic surgery – updated with the latest techniques and technologies**

*Adult Chest Surgery, Third Edition* is a thorough, hands-on guide to the modern practice of general thoracic surgery. Broad in scope and straightforward in style and presentation, this classic is an outstanding reference for any clinician in need of a comprehensive description of the clinical nature of general thoracic surgery. This new edition is enriched by more than 600 illustrations that were drawn specifically for this book.

The Third Edition of *Adult Chest Surgery* focuses on providing cutting-edge and up-to-date procedural and clinical management instructions in a field that is constantly changing. The previous edition highlighted minimally invasive, endoscopic, and robotic techniques, and this new edition will even further emphasize these developing technologies.

Essential for residents preparing for a case, surgeons seeking management tips, and surgeon specialists preparing for board recertification, *Adult Chest Surgery* features a logical organization based on anatomy, and each section has an overview chapter, which summarizes the relevant anatomy, pathophysiology, and diagnostic and procedural options. Throughout, operations and diagnostic procedures are highlighted in succinct, illustrated technique chapters.

### March

#### Medical / Surgery

HARDCOVER • 10.88in : 8.5in

9781260026931

1260026930

\$478.95

DISCOUNT CODE: M

#### Related Products

9780071781893 *Adult Chest Surgery, 2nd Edition*

9780071416528 *John Hopkins Manual of Cardiothoracic Surgery*

**Gabriel Loor, MD, (Houston, TX)** Co-Chief of Adult Cardiac Surgery and Surgical Director, Lung Transplant Program, Baylor St. Luke's Medical Center; and Associate Professor of Surgery, Cardiothoracic Transplant and Circulatory Support, Baylor College of Medicine.

**Andrea S. Wolf, MD, MPH, (New York, NY)** Department of Thoracic Surgery, Mount Sinai Doctors Faculty Practice; and Assistant Professor, The Icahn School of Medicine At Mount Sinai.

- Market: surgeons, surgical residents, thoracic surgeons
- Covers the entire range of thoracic surgical techniques and management, along with crucial preoperative evaluation, staging, and postoperative strategies
- Offers a unified approach and presentation that is missing from competitive titles, along with a scope of content suitable for both the general surgeon and the chest specialist

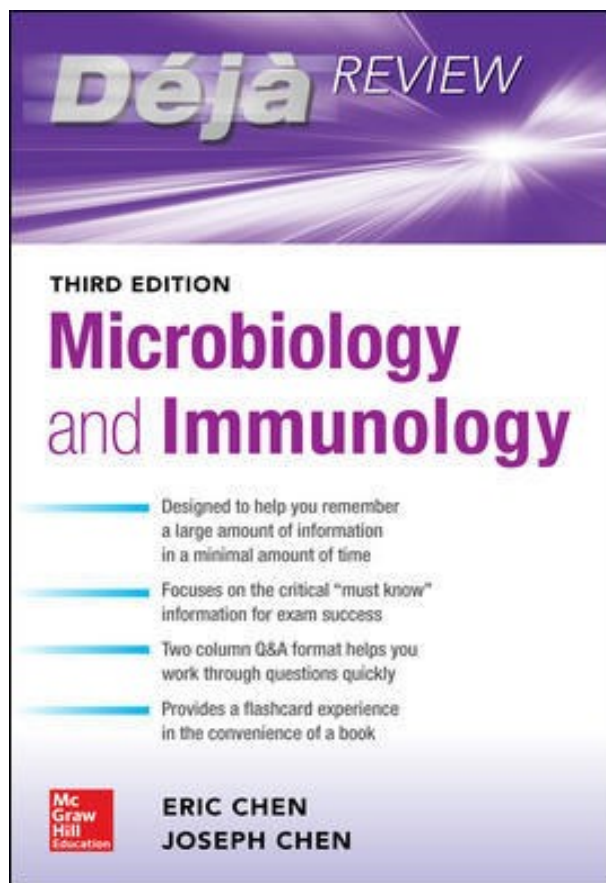
**David Sugarbaker, MD, (Houston, TX)** Professor and Chief of Thoracic Surgery; Director, Lung Institute; and Olga Keith Wiess Chair in Surgery, Baylor College of Medicine.

**Raphael Bueno, MD, (Boston, MA)** Chief, Division of Thoracic Surgery; Co-director, Brigham & Women's Lung Center; Vice Chair of Surgery for Cancer and Translational Research; and Fredric G. Levin Distinguished Chair in Thoracic Surgery and Lung Cancer Research; Brigham and Women's Hospital; and Professor, Harvard Medical School.

**Bryan Burt, MD, (Houston, TX)** Director, General Thoracic Surgery Research; Associate Chief, General Thoracic Surgery; and Associate Professor of Surgery, Baylor College of Medicine.

**Shawn Groth, MD, (Houston, TX)** Director of Esophageal Surgical Services, Baylor St. Luke's Medical Center; and Assistant Professor of Surgery, Division of Thoracic Surgery, Baylor College of Medicine.

# Medical



## Deja Review: Microbiology And Immunology, Third Edition

Eric Chen, Joseph Chen

### Maximum retention in minimum time!

This high-yield, rapid-fire Q&A book simulates flashcards in a book to help medical students review microbiology and immunology for their course exams as well as prepare for the USMLE Step 1. It is also a great review for students in basic courses in other health-related programs.

The book features an at-a-glance, two-column “flashcard” Q&A format, which reinforces familiar material, while accelerating mastery of commonly tested topics. The Q&As help readers efficiently absorb a large amount of pertinent information and streamlines study time by focusing only on the correct answers. Ideal for last-minute cramming, this quick-reference also enables students to pinpoint their weaknesses and strengths so they can fine-tune their preparation—and tackle the most difficult exam questions with confidence.

- Market: First and second year medical students preparing for the USMLE Step 1
- First and second year US and Canadian medical students in their basic science courses
- Provides a flashcard experience with the convenience of a book
- USMLE® -style vignettes deliver review material in a board-simulating clinical presentation
- Active recall questions allow readers to *understand*, not just memorize, the subject matter
- Clinical correlations of basic science help readers gear up for coursework and board exams
- Compact and easy to carry for on-the-spot studying

**April**

**Re-Announced: 2019 Fall Catalogue**

**Medical / Clinical Medicine**

PAPERBACK • 9IN : 6IN

**9781260441413**

**1260441415**

\$34.95

DISCOUNT CODE: M

**Eric Chen MD** is a women’s imaging specialist affiliated with Bay Imaging Consultants.

**Joseph Chen (Irvine, CA)** is a medical student at the University of California – Irvine.

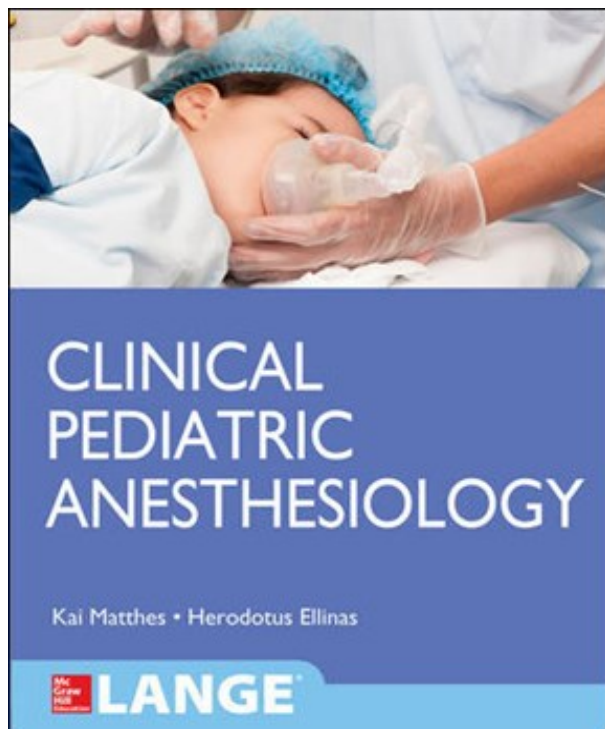
### Related Products

9780071627153 Deja Review Microbiology & Immunology, Second Edition

9780071471794 Microbiology 12/E

9780071435079 USMLE Road Map

# Medical



## Clinical Pediatric Anesthesiology (Lange)

Kai Matthes, Herodotus Ellinas

**A new textbook of pediatric anesthesiology – modeled after the bestselling Morgan and Mikhail's Clinical Anesthesiology**

Filling a void in the anesthesiology literature, this new text delivers streamlined yet comprehensive discussion of the unique aspects and considerations necessary to successfully manage pediatric patients. For each procedure covered, there is a review of equipment, technique, alternatives, and ways to manage complications or troubleshoot errors. A complete multi-media resource, *LANGE Clinical Pediatric Anesthesiology* includes a link to 50 videos depicting key pediatric anesthetic procedures.

- Market: general anesthesiologists, anesthesiology residents, certified nurse anesthetists
- Ideal for trainees and practitioners who have limited time and need a solution to a specific clinical problem
- Sections Include: Basic Science, Pharmacology, Anesthetic Practice, Procedures, and Special Considerations

**Kai Matthes, MD (Boston, MA)** is Associate Professor of Anesthesia, Boston Children's Hospital, Harvard Medical School.

**April**

**Re-Announced: 2019 Summer & 2019**

**Fall Catalogue**

**Medical / Anesthesiology**

PAPERBACK • 9.25IN : 7.38IN

**9781259585746**

**1259585743**

\$124.95

DISCOUNT CODE: M

### Related Products

9780071769358 Handbook of Pediatric Anesthesia

9781259834424 Morgan & Mikhail's Clinical Anesthesiology, 6th Edition

# Medical

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Graw  
Hill

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## Photographic Dissector For Physical Therapy Students

James Sonne

**An accessible guide to anatomical structures and the tools used for dissection**

Learning and naming the many parts and systems of the human body can be a daunting task for medical and nursing students preparing for careers in various scientific and medical professions. With a combination of informative text and clear images, *Photographic Dissector for Physical Therapy Students* provides an unparalleled examination of anatomical structures and the tools used for dissection.

Using visible external landmarks, students will learn how to locate internal structures and develop a better understanding of anatomy. The book offers thorough coverage of the types of tools for dissecting along with detailed photographic instructions for every step of dissection. Each tool is clearly defined with its purpose.

**James Sonne (Orlando, FL)** is the Gross Anatomy and Neuroscience educator for University of Central Florida's Doctor of Physical Therapy Program where he also researches the effects of physical exercise on neurodegeneration and brain aging. He earned his Ph.D. from the Department of Anatomy & Neurobiology at the University of Kentucky College of Medicine for his translational studies on the prevention of Parkinson's disease using a novel peptide delivered to the brain non-invasively by nasal spray.

**April**

**Medical / Public Health**

PAPERBACK • 10.88IN : 8.5IN

**9781260457933**

**1260457931**

\$106.95

DISCOUNT CODE: M

### Related Products

9780071667203 Anatomy at a Glance

9780071628426 Clinical Anatomy: A Case Study Approach

9781259862632 The Big Picture: Gross Anatomy, Medical Course & Step 1 Review, Second Edition



# Medical

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Graw  
Hill

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## Understanding Health Policy: A Clinical Approach, Eighth Edition

Thomas S. Bodenheimer, Kevin Grumbach

**The most trusted and comprehensive guide to healthcare available—updated to reflect the latest changes and trends in the industry**

*Understanding Health Policy: A Clinical Approach* provides everything students and professionals need to build a solid foundation on the field's most critical issues. This concise textbook clearly explains the all major aspects of healthcare, including finance, organization, and reimbursement. Clinical vignettes highlight key policy issues, clarify difficult concepts, and demonstrate how they apply to real-world situations, affecting both patients and professionals alike.

Expert practitioners in both the public and private healthcare sectors, the authors cover the entire scope of our healthcare system. They carefully weave key principles, descriptions, and concrete examples into chapters that make important health policy issues interesting and understandable.

- An ideal, useful reference for students and trainees in all health professions
- Updated throughout to reflect the latest changes and events, including the status of the Affordable Care Act and Accountable Care Organizations
- Includes "Questions and Discussions Topics" for classroom or individual study

**April**

**Medical**

PAPERBACK • 9.12IN : 7.38IN

**9781260454260**

**1260454266**

\$56.95

DISCOUNT CODE: M

**Thomas Bodenheimer, MD, (San Francisco, CA)** is Professor Emeritus of Family and Community Medicine, University of California-San Francisco School of Medicine.

**Kevin Grumbach, MD, (San Francisco, CA)** is Chair, Department of Family and Community Medicine, University of California-San Francisco School of Medicine.

### Related Products

9781259584756 Understanding Health Policy: A Clinical Approach, Seventh Edition

# Medical

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product image  
not available

## **CURRENT Diagnosis And Treatment Surgery, 15th Edition**

Gerard M. Doherty

**Evidence-based, point-of-care information on the full scope of surgical diseases**

*CURRENT Diagnosis & Treatment Surgery* delivers to-the-point information on more than 1,000 diseases and disorders that surgeons are most often required to treat. Concise yet thorough, the book covers both general surgery and the surgical subspecialties, including neurosurgery, otolaryngology, plastic and reconstructive surgery, gynecology, orthopedics, urology, and pediatric surgery. This Fifteenth Edition has been updated throughout to reflect the latest research and discoveries. The consistent presentation, headings, and accessible text allows readers to find answers quickly and easily.

Features:

- Market: medical students, general surgeons, surgery residents, surgery assistants, physician assistants
- An outstanding review for the USMLE and shelf examinations
- More than 200 chapter review multiple choice questions
- The best introductory text to the field of surgery
- More than 600 photographs and illustrations
- Detailed treatment algorithms
- Updated throughout with the latest research and discoveries

**Gerard M. Doherty, MD, (Boston, MA)** is Surgeon-in-Chief, Brigham Health and Dana-Farber Cancer Institute; Crowley Family Distinguished Chair, Department of Surgery, Brigham and Women's Hospital; and Moseley Professor of Surgery, Harvard Medical School.

**April**

**Medical**

PAPERBACK • 9.12IN : 7.38IN

**9781260122213**

**1260122212**

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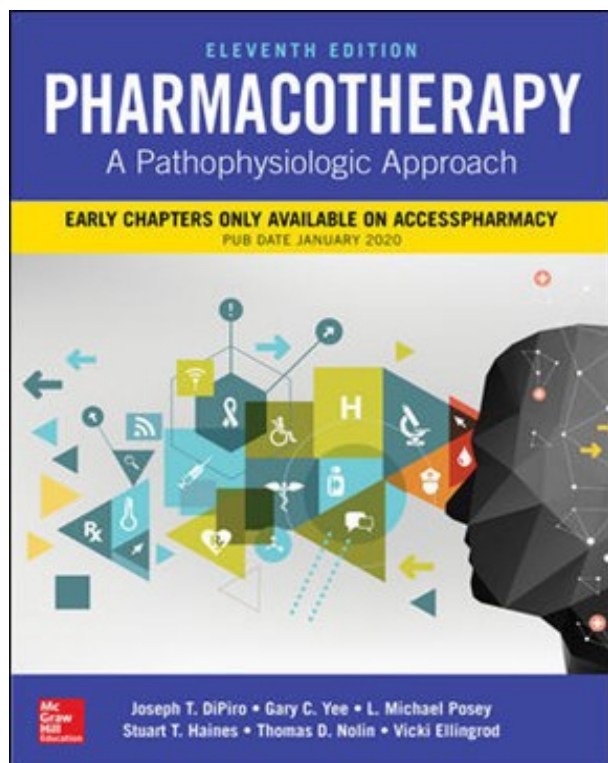
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Edition

# Medical



## Pharmacotherapy: A Pathophysiologic Approach, Eleventh Edition

Joseph T. DiPiro, Robert L. Talbert, Gary C. Yee, Gary R. Matzke, Barbara G. Wells, L. Michael Posey

**The landmark text on how to achieve optimal patient outcomes through evidence-based medication therapy—completely updated to reflect the latest research and recommendations**

*Pharmacotherapy: A Pathophysiologic Approach* is written to help readers advance the quality of patient care through evidence-based medication therapy derived from sound pharmacotherapeutic principles. The scope of this trusted classic goes beyond drug indications and dosages to include the initial selection, proper administration, and monitoring of drugs. Readers will find everything they need to provide safe, effective drug therapy across the full range of therapeutic categories.

This edition is enriched by more than 300 expert contributors, and every chapter has been revised and updated to reflect the latest in evidence-based information and recommendations. Important features such as Key Concepts at the beginning of each chapter, Clinical Presentation tables that summarize disease signs and symptoms, and Clinical Controversies boxes that examine the complicated issues faced by students and clinicians in providing drug therapy make this text an essential learning tool for students, patient-focused pharmacists, and other health care providers.

**May**

**Medical / Pharmacy**

HARDCOVER • 10.88in : 8.5in

**9781260116816**

**1260116816**

\$295.95

DISCOUNT CODE: M

### Related Products

9781259587481 Pharmacotherapy: A Pathophysiologic Approach, Tenth Edition

9781260019445 Pharmacotherapy Principles and Practice, Fifth Edition

**Vicki Ringold, PharmD (Ann Arbor, MI)** is Associate Dean for Research and Professor of Pharmacy at the University of Michigan.

**L. Michael Posey, PharmD** is PENS Pharmacy Editorial and News Services, Arlington VA.

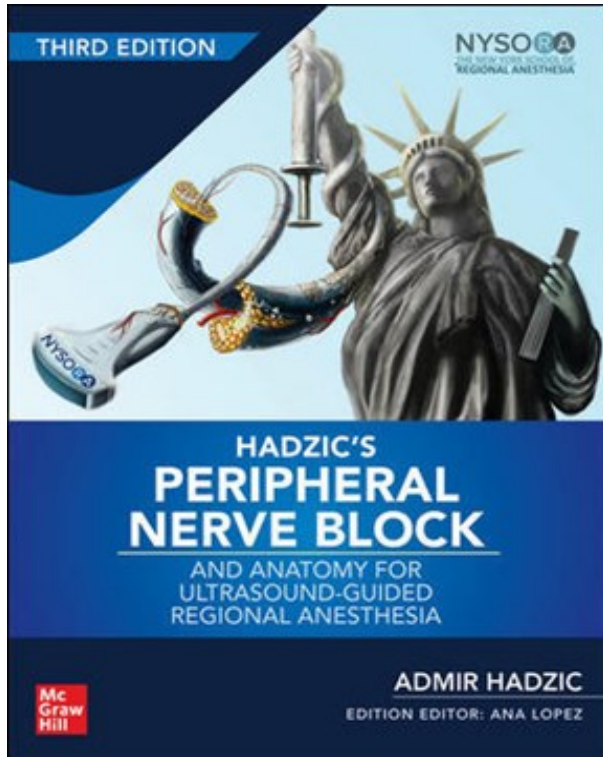
- Market/audience: Pharmacy students, pharmacists, hospital administrators
- Number one text in pharmacotherapy—considered the pharmacy “Bible”
- New authors and more than 300 expert contributors
- Every chapter has been revised and updated to reflect the latest evidence-based information and recommendations
- All diagnostic flow diagrams, treatment algorithms, dosing guideline recommendations, and monitoring approaches have been updated in full color to clearly distinguish treatment pathways
- New drug monitoring tables have been added
- Most of the disease-oriented chapters have incorporated evidence-based treatment guidelines that include, when available, ratings of the level of evidence to support the key therapeutic approaches
- Twenty-five online-only chapters are available at [www.Pharmacotherapyonline.Com](http://www.Pharmacotherapyonline.Com)

**Joseph DiPiro, PharmD, FCCP (Richmond, VA)** is professor and Archie O. McCalley Dean of the Virginia Commonwealth University School of Pharmacy.

**Stuart T. Haines, PharmD, FCCP, FASHP, FAPha (Jackson, Mississippi)** is the director of the Division of Pharmacy Professional Development and Professor of Pharmacy Practice at the University of Mississippi.

**Thomas D. Nolin, PharmD, PhD (Pittsburgh, PA)** is Associate Professor of Medicine at the University of Pittsburgh.

# Medical



## Hadzic's Peripheral Nerve Blocks and Anatomy for Ultrasound-Guided Regional Anesthesia, 3rd Edition

Admir Hadzic

**The complete, authoritative, and practical guide to ultrasound-guided nerve blocks – updated to reflect the most current NYSORA initiatives**

*Hadzic's* is the most comprehensive color guide to the procedures and equipment used in ultrasound guided nerve blocking. Color drawings and photographs are bolstered by concise, step-by-step instruction from the world-renowned St. Luke's Hospital in New York. The Third Edition has been updated to include more international contributors, and better align the book's content with the New York School of Regional Anesthesia's (NYSORA) standards of practice.

Featuring sections that progress from the foundations of regional anesthesia to the clinical applications of nerve blocks, *Hadzic's* includes tips and insider perspective from the leadership of NYSORA and its academic affiliates. The book also includes three separate atlases, including a new atlas of musculoskeletal ultrasound, as well as surface anatomy, and ultrasound-guided anatomy.

- Market: general anesthesiologists, anesthesiology residents, certified nurse anesthetists
- A real-world emphasis on clinical utility serves as the underpinning of chapter content and drives the book's in-depth explanations of techniques and procedures
- Outstanding organization begins with the foundations of peripheral nerve blocks (e.g., Regional anesthesia, equipment, and monitoring and documentation) and then reviews clinical applications for both traditional procedures and ultrasound-guided procedures
- Three atlases: musculoskeletal ultrasound, surface anatomy, ultrasound-guided anatomy

**May**

**Re-Announced: 2019 Fall Catalogue**

**Medical / Anesthesiology**

HARDCOVER • 10.88IN : 8.5IN

**9780071838931**

**0071838937**

\$220.95

DISCOUNT CODE: M

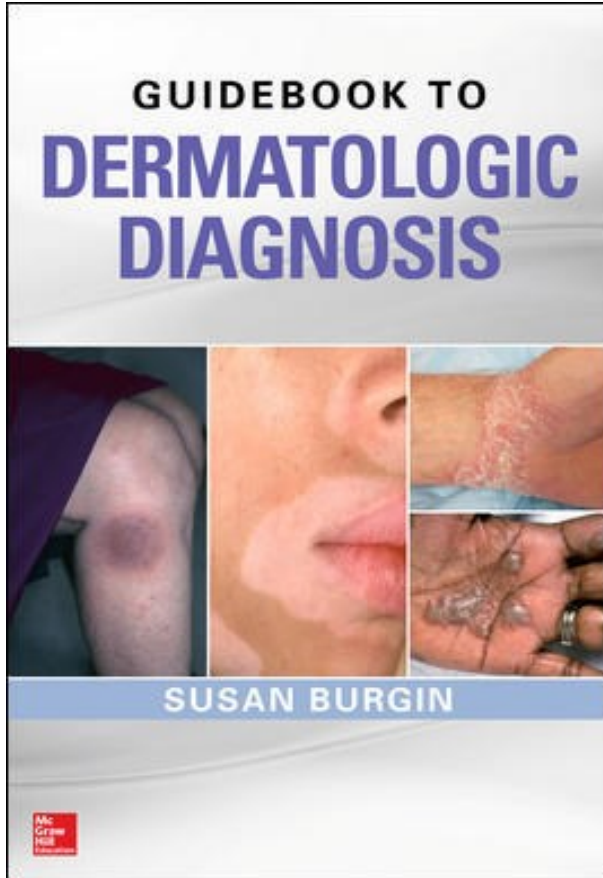
### Related Products

9780071549615 Hadzic's Peripheral Nerve Blocks

**Admir Hadzic, MD, PhD (New York, NY)** is affiliated With St. Luke's-Roosevelt Hospital. He is board certified in Internal Medicine and Anesthesiology (Columbia University, NY, USA), and holds a doctorate degree (PhD) in anatomy.



# Medical



## Guidebook to Dermatologic Diagnosis

Susan Burgin

### A unique systematic approach to dermatologic diagnosis

*Guidebook to Dermatologic Diagnosis* provides an innovative and methodical approach to the diagnosis of skin lesions and rashes. Centered around "The Wheel of Diagnosis" which factors in several important clinical considerations necessary to formulate an accurate diagnosis, the book is enhanced by numerous full-color images organized by clinical appearance rather than known diagnosis. This type of image grouping is specifically designed to teach readers how to think through and eventually arrive at an accurate diagnosis. Each chapter is also enhanced by tips on special testing, management, as well as the diagnostic approach.

- Market: dermatologists, family practitioners, emergency physicians
- An innovative way to enhance dermatologic diagnostic skills
- Can be used at the point of care to confirm diagnosis
- Emphasizes the categorization of dermatologic disease into reaction patterns

**Susan Burgin, MD (Boston, MA)** is Assistant Professor of Dermatology, Harvard Medical School; Attending Dermatologist, Beth Israel Deaconess Medical Center.

## May

### Re-Announced: 2019 Fall Catalogue

**Medical / Dermatology**

PAPERBACK • 9IN : 6IN • 624

**9780071738750**

**0071738754**

\$94.95

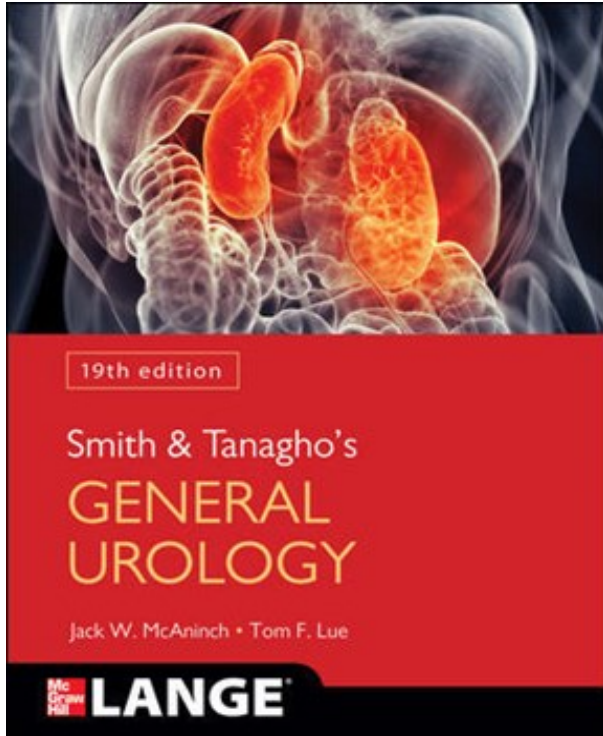
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### Related Products

9780071486002 Color Atlas & Synopsis of Pediatric Dermatology, Second Edition

9780071793025 Fitzpatrick's Color Atlas and Synopsis of Clinical Dermatology: Seventh Edition

# Medical



## Smith and Tanagho's General Urology, 19th Edition

Jack W. McAninch, Tom F. Lue

**The definitive guide to understanding, diagnosing, and treating urologic disorders – now in full color for the first time!**

*Smith & Tanagho's General Urology, Nineteenth Edition* offers a complete overview of the diagnosis and treatment of the diseases and disorders managed by urologic surgeons. This trusted classic delivers a clear, concise presentation of the etiology, pathogenesis, clinical findings, differential diagnosis, and medical and surgical treatment of all major urologic conditions. The well-organized, user-friendly design makes relevant clinical information and management guidelines easy to find and simple to implement.

- Market: Medical students (y4); urology residents; internal medicine residents; urologists; family physicians
- NEW full-color presentation
- High-yield descriptions of the latest diagnostic modalities and management protocols
- More than 1,000 illustrations and figures, including CT scans, radionuclide imaging scans, and x-rays
- NEW chapters on female urology and pediatric urology
- Ideal for residents and medical students who require a concise and comprehensive reference
- Great for board preparation

**Jack McAninch, Md (San Francisco, CA)**, Professor Emeritus of Urology, University Of California-san Francisco.

**Tom Lue, MD (San Francisco, CA)**, Professor and Vice Chair of Urology, University of California-San Francisco.

**May**

**Re-Announced: 2019 Summer & 2019 Fall Catalogue**

**Medical / Urology**

PAPERBACK • 9.12IN : 7.38IN

**9781259834332**

**1259834336**

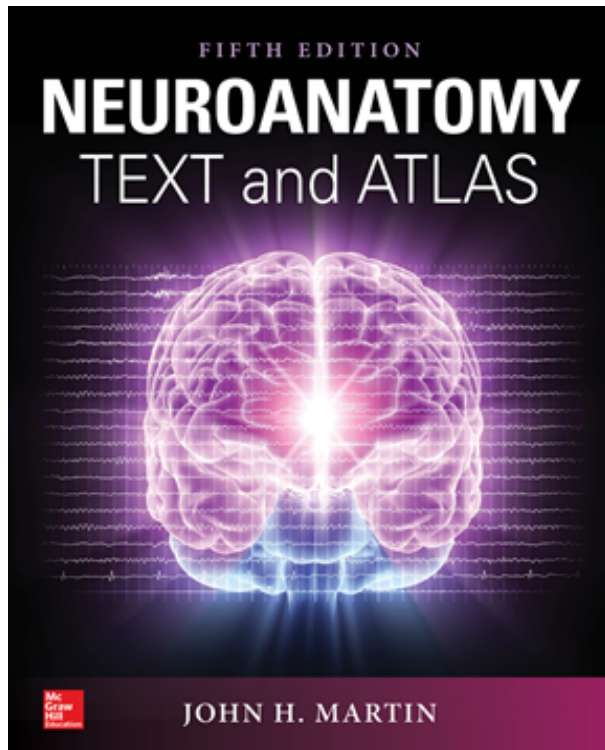
\$106.95

DISCOUNT CODE: M

### Related Products

9780071624978 Smith & Tanagho's General Urology, 18<sup>th</sup> Edition

# Medical



## Neuroanatomy Text And Atlas, Fifth Edition

John H. Martin

**A regional and functional approach to learning human neuroanatomy – enhanced by additional full-color illustrations and a new online learning center**

*Neuroanatomy: Text and Atlas* covers neuroanatomy from both a functional and regional perspective to provide an understanding of how the components of the central nervous system work together to sense the world around us, regulate body systems, and produce behavior. This trusted text thoroughly covers the sensory, motor, and integrative skills of the brains and presents an overview of the function in relation to structure and the locations of the major pathways and neuronal integrative regions.

*Neuroanatomy: Text and Atlas* also teaches readers how to interpret the new wealth of human brain images by developing an understanding of the anatomical localization of brain function. The authoritative core content of myelin-stained histological sections is enhanced by informative line illustrations, angiography, and brain views produced by MRI, and other imaging technologies.

- Market: physical therapy students; dental students; allied health students
- Revised and updated to reflect advances in clinical neuroanatomy and neural science
- Full-color illustrations enrich the text, including many new to this edition
- Chapters begin with a clinical case to illustrate the connections and functions of the key material
- Chapters end with a series of multiple-choice review questions
- NEW online learning center will display brain views produced by MRI and PET
- Increases knowledge of the regional and functional organization of the spinal cord and brain, one system at a time
- Provides thorough coverage of the sensory, motor, and integrative systems of the brain, together with cerebral vasculature
- Promotes understanding of the complex details of neuroanatomy needed for accurate interpretation of radiological image
- Comprehensive atlas provides key views of the surface anatomy of the central nervous systems and photographs of myelin-stained sections in three anatomical planes
- Includes learning aids such as clinical topics, boxes, chapter summaries, and a glossary of key terms and structures

**May**

**Re-Announced: 2019 Fall Catalogue**

**Medical/ Allied Health Services**

PAPERBACK • 10.88IN : 8.5IN

**9781259642487**

**1259642488**

\$100.95

DISCOUNT CODE: M

### Related Products

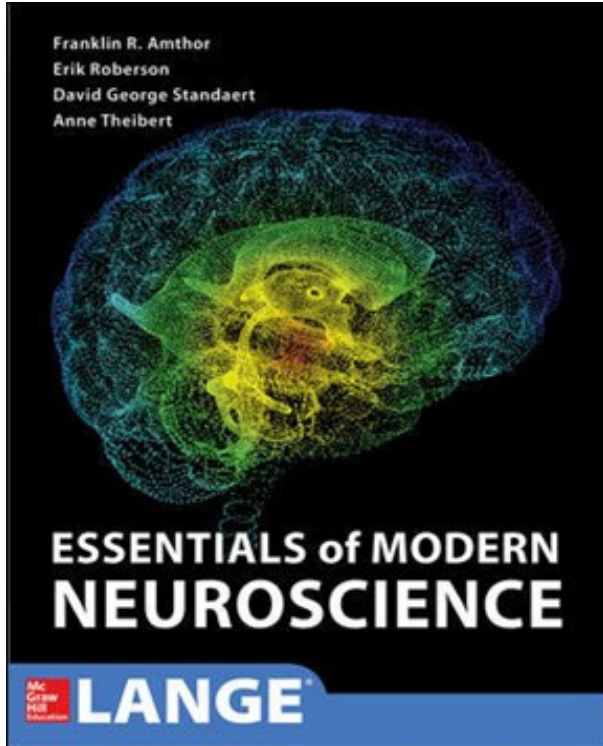
9780071603966 Neuroanatomy Text and Atlas, Fourth Edition

9781259834400 Lange Clinical Neurology and Neuroanatomy: A Localization-Based Approach

9780071847704 Clinical Neuroanatomy, 28th Edition

**John H. Martin, PhD (New York, NY)** is affiliated with City College of New York.

# Medical



## Essentials Of Modern Neuroscience

Franklin R. Amthor, Erik Roberson, David George Standaert, Anne Theibert

**A NEW core textbook on neuroscience with a uniquely clinical focus and an unmatched art program**

Developed by an exciting author team composed of university of California-San Francisco faculty members who are currently teaching neuroscience, this innovative new resources skillfully bridges the gap between basic and clinical science. Clinical content and numerous cases throughout the book enable readers to actually apply the principles they are learning to real-world situations.

*Essentials of Modern Neuroscience* includes the strong pedagogy that has proven popular in other revised LANGE basic science titles, including chapter opening Learning Objectives, bulleted chapter summaries, cases, and application boxes. Chapters are intentionally succinct, making them more manageable to student readers. The text is bolstered by nearly 500 rich full-color images that clearly depict the content being discussed in the chapter.

- Market: medical schools, pre-med courses, and graduate students
- Table of contents and organization mirrors the way most medical schools teach the subject
- Includes unique chapters on Addiction, Affective Disorders, and Neurologic Diseases

**May**

**Re-Announced: 2019 Spring & 2019 Fall Catalogue**

**Medical / Neuroscience**

PAPERBACK • 11IN : 8.5IN • 864

**9780071849050**

**007184905X**

\$124.95

DISCOUNT CODE: M

**Franklin R. Amthor, PhD (Birmingham, AL)** is affiliated with the University of Alabama.

**Erik Roberson, MD (Birmingham, AL)** is affiliated with the University

**David George Standaert, MD (Birmingham, AL)** is affiliated with the University

**Anne Theibert (Birmingham, AL)** is affiliated with the University

### Related Products

9780071790253 Case Files Neuroscience, 2<sup>nd</sup> Edition

9780071828888 Neuroscience for Rehabilitation





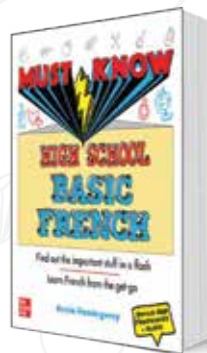
## The Must Know series is like a lightning bolt to the brain.

Every school subject has must know ideas or essential concepts that lie behind it. Most study guides start a chapter with a set of goals often leaving the starting point unclear. In Must Know, however, each chapter will immediately introduce readers to the must know idea or ideas that lie behind the new topic.

As they learn these must know ideas the book will show them how to apply that knowledge. Clear explanations are accompanied by numerous examples and followed with challenging aspects of the specified subject. Practical exercises close each chapter and will instill confidence in growing skills.

### Special Features:

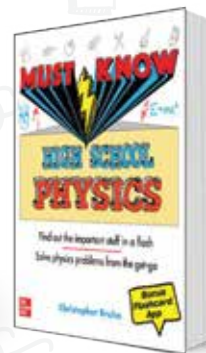
- Each chapter begins with the must know ideas behind the new topic
- Extensive examples illustrate these must know ideas
- Students learn how to apply this new knowledge
- 250 practical review questions instill confidence
- IRL (In Real Life) sidebars present real-life examples of the subject at work
- Special BTW (By the Way) sidebars provide study tips exceptions to the rule and issues students should pay extra attention to
- Bonus app includes 100 flashcards to reinforce what students have learned



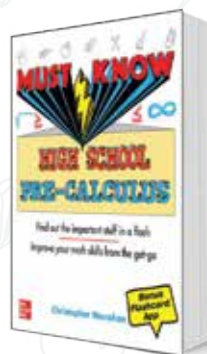
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PUB Dec. 2019



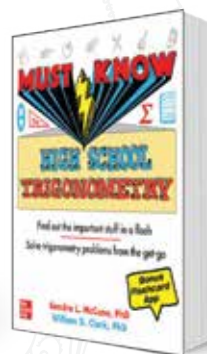
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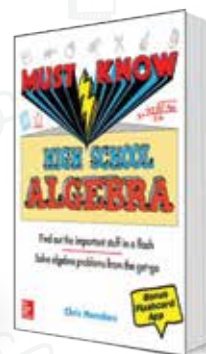
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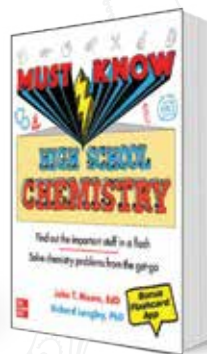
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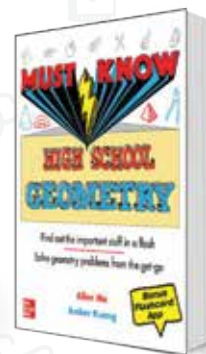
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