

**Mc
Graw
Hill**

Spring 2022 CATALOG



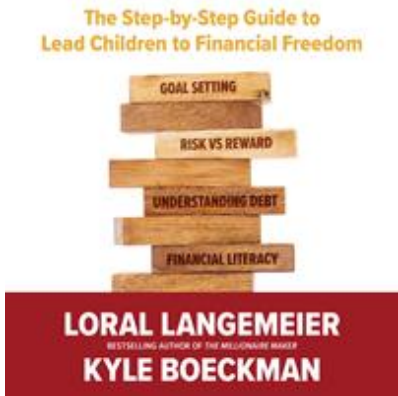


Make Your Kids Millionaires: The Step-by-Step Guide to Lead Children to Financial Freedom

Loral Langemeier, Kyle Boeckman

Key Selling Points

- *Make Your Kids Millionaires* shows parents how to guide their children to financial independence through activities, exercises, and guided conversations tailored to specific age brackets from birth to 18+. It focuses on teaching children on a daily, weekly, and monthly basis.
- Unique approach: Unlike other personal finance guides, *Make Your Kids Millionaires* focuses on entrepreneurship, business education, abundance, and financial freedom, not just financial security.
- Famous for her easy-to-understand and engaging style, Langemeier is a *New York Times* and *Wall Street Journal* bestselling author.
- The authors' education model draws on the elite training strategies Boeckman used to train U.S. Air Force fighter pilots.
- Readers also learn how to set their children up for success through the use of Roth IRAs, savings accounts, tax-advantaged college savings account, and trusts.



McGraw Hill
 9781264278497
 1264278497
 Pub Date: 3/22/2022
 \$31.95 Can.
 Discount Code: T
 Hardcover

336 Pages
 Business & Economics / Personal Finance
 BUS050000
 22.9 cm H | 15.2 cm W

Related Products

Also Available

Make Your Kids Millionaires: The Step-by-Step Guide to Lead Children to Financial Freedom 9781264278503

You Can Retire Sooner Than You Think 9780071839020 \$24.95

MILLIONAIRE MAKERS GT CREATING 9780071484732

The Millionaire Maker's Guide to Wealth Cycle Investing 9780071478724

The Millionaire Maker 9780071466158 \$34.95

Summary

It's never too early to get your kids on track to financial freedom!

National bestselling author Loral Langemeier and coauthor Kyle Boeckman have been proving for years that it's possible to raise kids who are smart about money—and that ultimate success is practically guaranteed if it's done thoughtfully and consistently.

Make Your Kids Millionaires lays out the authors' winning approach in an engaging and hands-on way.

You'll learn how to foster in your children a foundation of financial curiosity and create a family culture where everyone is comfortable with the topic of money. Packed with activities, exercises, and guided conversations tailored to specific age brackets from birth to 18+, this unique resource is organized into two parts: Part one helps you build this financial knowledge you need to teach your kids the basics; part two is broken down into chapters that are age-based, with specific sections within each chapter covering specific topics. Age-specific topics and lessons include:

- Delayed Gratification
- Establishing Money Goals
- Setting Up a Bank Account
- Interest Makes Your Money Work for You
- Supply and Demand
- Assets Versus Liabilities
- Good Debt Vs Bad Debt
- Challenging Our Comfort Zones
- Balance Sheets and Income Statements
- Buying a Car
- Insurance
- Starting a Business
- Student Loans

You'll learn how to set you children up for success through the use of Roth IRAs, savings accounts, tax-advantaged college savings account, and trusts. *Make Your Kids Millionaires* delivers the information, insights, and tools for teaching your children to be financially literate, for driving a lifetime of financial learning, and for accelerating your child's flight to financial freedom.

Table Of Contents

Part 1 - Financial Foundation

Chapter 1 - How to Use This Book

Chapter 2 - Millionaire Mindset

Chapter 3 - Millionaire Actions

Part 2 - Age-Specific Guide

Chapter 4 - Ages Birth to 5

- Open a Roth IRA For Your Child
- Set Up a Tax-advantaged Education Account
- Create a Will and Advanced Directive
- Create a Trust
- Purchase Life Insurance
- Consider Getting Incorporated
- Money Buys Things
- Counting Money
- Goal Setting Foundations
- Basic Opportunity Cost
- Delayed Gratification
- Never Pay Your Kid an Allowance

Chapter 5 - Ages 6-8

- Your Child's Money Goals
- Family Financial Goal Setting
- Hunger for Dreams but Contentment for Things
- Set Up a Bank Account in Their Name (and Yours)
- Interest Makes Your Money Work for You
- Active Income Versus Passive Income
- Pay Yourself First
- Basics of Credit and Credit Cards, ATMs, Checks, etc.
- Frugality (Even If You Don't Have To Be)
- Supply and Demand
- How You Do One Thing is How You Do Everything
- Teamwork is Fundamental
- Leadership is Vital
- Play Games with Your Kids that Involve Money

Chapter 6 Ages 9-11

- Only Spend What You Have
- Ensure Your Child Has Income
- Taxes
- Assets Versus Liabilities
- Good Debt Versus Bad Debt and Your Credit Score
- Your Money Isn't Their Money...or Is It?
- Risk Versus Reward for Investments
- A Stock is Ownership in a Business
- Start a Stock Simulator for Your Child
- The Value of Real Estate Investing
- Have Your Child Create a Car Account
- The Importance of Giving Back
- The Value of Challenging Their Comfort Zone

Chapter 7 - Ages 12-15

- Forecasting
- Advanced Pay Yourself First
- The Balance Sheet
- The Income Statement
- Real World Cost of Living
- Advanced Opportunity Cost
- The High Cost of Borrowing
- Begin Relinquishing Control of Their Investments
- Due Diligence
- Buying a Car
- Insurance

Chapter 8 - Ages 16-17

- Starting a Real Business
- Paying Taxes On Their Business
- Reveal More Details About Your Own Financial Situation
- Student Loans
- Advanced Credit Cards - Friend or Foe?
- Advanced Forecasting - Finance Tracking Programs
- Have Them Start a Finance Club

Chapter 9 - Ages 18 and On

- Time For Some Adult Goals For Financial Freedom
- The Value of Finding a Mentor or Coach
- Help Them Buy Their First Real Estate Investment
- Time For Their Solo Flight
- The Flight Continues

Chapter 10: Wrapping Up

Appendix: Forms and Exercises



The GAME of Innovation: Conquer Challenges. Level Up Your Team. Play to Win

David Cutler

Key Selling Points

- In today's world of constant disruption, a savvy approach to managing change is necessary for survival. Written by a team of super-creative business experts at the top of their game, *The GAME of Innovation* delivers a proven roadmap to success.
- Packed cover to cover with four-color illustrations and design.
- Provides numerous stories demonstrating how methods can be implemented in real life.
- An interactive website includes supplemental materials, resources, and bonus content.
- The authors will release several narrative videos, including a general book overview and those that highlight specific techniques.

Summary

As a leader, how do you discover and implement breakthrough opportunities? Gamify challenges. Level up your team. And play to WIN.

Unveiling a comprehensive approach to extraordinary problem-solving, *The GAME of Innovation* offers all you need to meet challenges head on and seize the competitive edge.

Conceived by a super-creative quartet of top-tier business consultants, *The GAME of Innovation* builds upon a novel premise: What if you framed problems as if they were games of profound significance? How might you design something new or reimagine the old, particularly when competition increases, technology disrupts, change accelerates, money tightens, and the rules of success are constantly evolving?

It then shares a flexible methodology for designing powerhouse problem-solving GAMEs (Guidelines, Arena, Materials, Experience), aligning teams with 5 problem-solving "lenses," building consensus behind change, and leading/managing the process. This uncommon, easy-to-read, visual book is packed with actionable strategies that will help you and your community thrive when playing *The GAME of Innovation*.

McGraw Hill
9781264257485
1264257481
Pub Date: 3/22/2022
\$35.95 Can.
Discount Code: T
Hardcover

336 Pages
Business & Economics / Decision-Making & Problem Solving
BUS019000
20.3 cm H | 25.4 cm W

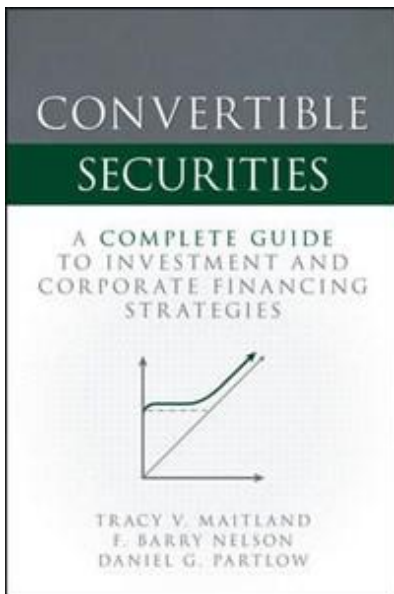
Related Products

Also Available

The GAME of Innovation:
Conquer Challenges. Level Up
Your Team. Play to Win
9781264257492

Think Like Amazon: 50 1/2 Ideas
to Become a Digital Leader
9781260455496 \$35.95

Unlearn: Let Go of Past Success
to Achieve Extraordinary Results
9781260143010 \$35.95



Convertible Securities: A Complete Guide to Investment and Corporate Financing Strategies

Tracy V. Maitland, F. Barry Nelson, Daniel Partlow

Key Selling Points

- The convertible market, which has gone from \$50 billion in the 1980s to \$450 billion globally today, with new issuance of over \$100 billion annually as convertibles become an increasingly prominent component of corporate capital structures.
- The first book on the topic in five years, *Convertible Securities* fills big holes in the literature on the topic—including the recent structural transformation of convertibles that has enhanced the attractiveness for investors and issuers.
- The book includes visualization charts that reinforce the theoretical principles, as well as problem/solution sections.

Summary

From Advent Capital, one of the world’s top experts on convertible securities, comes the definitive guide to reduced-risk investing in this \$450 billion—and growing—market

Convertible Securities describes the mechanics and behavior of convertible securities in comprehensive yet easy-to-understand language. Written for discerning Investors as well as corporate CFOs and Treasurers seeking quantitative insights and theories to optimize portfolios and balance sheets, the book explains the mathematical underpinnings of convertible securities and provides thorough analyses of convertibles from every angle—including those various types of investors and issuers and numerous related disciplines (tax, performance analysis, accounting, risk management, etc.). Specific topics include the unique and valuable features in convertible bonds and preferreds, valuation and quantitative properties of convertibles, asset allocation models, practical considerations for allocators, and more.

- The authors are executives at Advent Capital, which manages more than \$9 billion globally.
- Maitland was a key player in the introduction of convertibles as an asset class to the investing world.
- Maitland and his co-authors will leverage Advent’s database of 50,000+ contacts to promote the book.
- Authors will also promote the book through their professional affiliations, including CFA Institute, National Association of Personal Financial Advisors, Financial Planning Association, National Association of Insurance and Financial Advisors, and many others.

Tracy V. Maitland (New York, NY) is President and Chief Investment Officer at Advent Capital Management, LLC. Prior to founding Advent, he served as a Director in the convertible securities department in Merrill Lynch’s capital markets division, where he was instrumental in introducing convertibles as an asset class to major institutional investors worldwide.

F. Barry Nelson, CFA (Cold Spring Harbor, NY and Jupiter, FL) is a retired Partner of Advent Capital Management who served as a Portfolio Manager and who continues to serve as a Senior Advisor to the firm.

Dan Partlow (Westport, CT) is a Managing Director and the Chief Risk Officer of Advent; he was previously the Chief Risk Officer of Stanfield Capital Partners.

Table Of Contents

McGraw Hill
9781260462906
1260462900
Pub Date: 4/5/2022
\$115.95 Can.
Discount Code: T
Hardcover

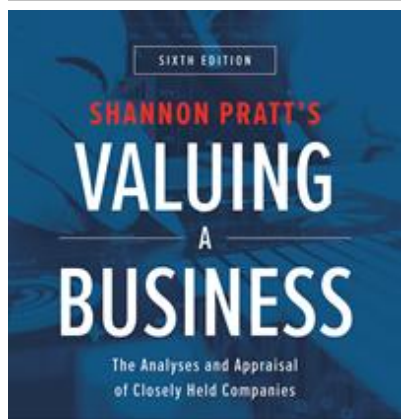
512 Pages
Business & Economics
/ Accounting
BUS001010
22.9 cm H | 15.2 cm W

Related Products

Also Available

Convertible Securities: A Complete Guide to Investment and Corporate Financing Strategies 9781260462913
The Handbook of Fixed Income Securities, Eighth Edition 9780071768467 \$164.95
The Bond Book, Third Edition: Everything Investors Need to Know About Treasuries, Municipals, GNMA's, Corporates, Zeros, Bond Funds, Money Market Funds, and More 9780071664707 \$48.95

1. Convertible Securities Primer-Equity-Like Returns with Less Risk
2. Traditional Convertible Strategies
3. Convertible History: Steam Railways to the Internet Highways
4. Global Convertibles by Sector: Technology, Growth, Turnarounds
5. Behavior and Risk Aversion in the Context of Convertibles
6. Convertible Indices, Performance, and Asset Allocation
7. Hedged Convertibles: Basics and Performance
8. Convertible Valuation Basics
9. Advanced Convertible Valuation
10. Risk Management and Exposure Analysis
11. Sensitivity to Equity Prices: Delta, Gamma and Vega
12. All-In Yield and Sensitivity to Credit and Rate Markets
13. Convertible Hedging Techniques and Analysis
14. Private Convertibles, Including 144A
15. Optimizing Corporate Capital Structures with Convertibles
16. Convertible Accounting, Taxation, Regulation, ESG, and Execution



Valuing a Business, 6th Edition: The Analysis and Appraisal of Closely Held Companies^(6th Edition)

Shannon P. Pratt, ASA Educational Foundation

Key Selling Points

* Considered the gold-standard guide to valuation, *Valuing a Business* has been revised and updated to address virtually every recent development in the field.

* This is only book of its kind to include discussions of important court decisions for valuation areas—and this updated edition includes hundreds of new court decisions detailing aspects of valuation upon which the court provided guidance.

* Additional updates include: checklists for reviewing reports—perfect for practitioners and attorneys; risk-measurement methods for estimating cost of capital; data sources for estimating discounts for lack of control, liquidity, and marketability; and new chapters on fairness opinions, solvency opinions and valuation of entities whose principle assets are real property (e.g., REITs).

Summary

The go-to valuation guide for more than 30 years has been updated with need-to-know information about taxes, financial reporting, compliance, and more

When it was first published in 1981, *Valuing a Business* set a new standard in business publishing. Now in its sixth edition, this landmark guide is essential for anyone involved in business valuation—from CEOs, accountants, and lawyers to judges, financial planners, and small-business owners.

Covering both the concepts of business valuation and practices for doing it right, this is by far the most comprehensive book on the subject. *Valuing a Business, Sixth Edition* provides detailed answers to virtually every question on the topic, ranging from executive compensation and lost profits analysis to ESOP issues and valuation discounts. Updates include:

- * Hundreds of new court decisions shedding new light on aspects of valuation
- * Checklists for reviewing reports—perfect for practitioners and attorneys
- * Risk-measurement methods for estimating cost of capital
- * Data sources for estimating discounts for lack of control, liquidity, and marketability
- * New chapters on fairness opinions/solvency opinions and valuation of REITs

McGraw Hill
9781260121568
1260121569
Pub Date: 3/29/2022
\$141.95 Can.
Discount Code: I
Hardcover

1200 Pages
Business & Economics / Corporate
Finance
BUS017000

27.6 cm H | 21.6 cm W

Related Products

Also Available

Analyzing Complex Appraisals for
Business Professionals

9780071812931 \$96.95

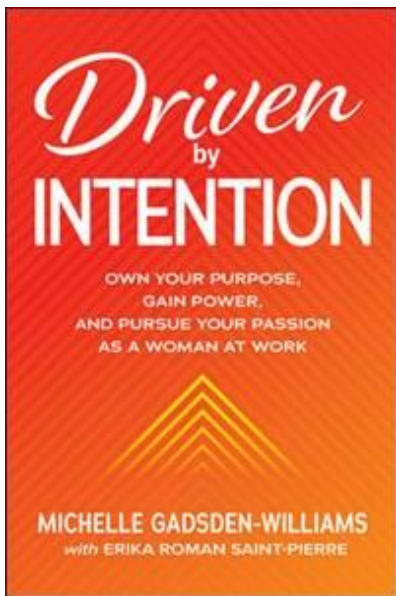
Art of M&A Valuation and
Modeling: A Guide to Corporate
Valuation 9780071805377

\$112.95

Valuing a Business, 5th Edition
9780071441803 \$131.95

Valuing Small Businesses and
Professional Practices

9780786311866



Driven by Intention: Own Your Purpose, Gain Power, and Pursue Your Passion as a Woman at Work

Michelle Gadsden-Williams

Key Selling Points

- **A must-read for today's women:** Addresses the key issues women face in the 2020s, including diversity, empowerment, inclusivity, self-esteem, and racial/gender issues at work.
- **A proven program for personal growth and professional success:** Based on the author's extensive experience in improving workplace culture and helping women's careers.
- **Award-winning author:** Gadsden-Williams' first book, *Climb*, won the African American Literary Award for Best Self Help Book in 2018.
- **Multicultural focus:** Author is a sought-after global diversity expert who advocates for equality, social responsibility, and diversity initiatives at companies throughout the world.
- **High-profile endorsements:** Author has received rave reviews from *Ebony*, Soledad O'Brien, Tiffany Dufu, famous CEOs, and business school professors from Harvard and Columbia.
- **Features inspiring stories of successful women:** Including Melody Hobson of Ariel Investments (one of the largest black-owned asset management firms), Georgene Huang of Fairygodboss, and Reshma Saujani of Girls Who Code.

Summary

A game-changing guide for women who want to transform the way they work and create their own success—from an award-winning global diversity expert.

In today's world, it takes more than ambition to succeed. It takes intention. But intention without clarity, deliberate words, and calculated actions is meaningless. According to Michelle Gadsden-Williams, a global expert in diversity, workplace culture, and career building, intention is more than just setting goals, it's seamlessly executing and achieving them. In this groundbreaking guide, women will learn how to both show up authentically and, more importantly, do the work that gets results. Her research-based insights, real-world strategies, and self-empowering exercises make *Driven by Intention* necessary reading.

- **A must-read for businesswomen:** Addresses the key issues women face in the 2020s, including diversity, empowerment, resilience, self-esteem, sponsorship, race/gender issues, and finding meaning and purpose at work.
- **A proven program for personal growth and professional success:** Based on the author's extensive experience in improving workplace culture and helping women's careers. This book is filled with personal stories and insights from other highly successful women of all backgrounds and industries.
- **A groundbreaking book from an award-winning author:** Gadsden-Williams' first book, *Climb*, won the African American Literary Award for Best Self Help Book in 2018.

Driven by Intention not only offers practical advice on a wide range of workplace challenges, it explores the inspiring successes (and occasional stumbles) of real working women today—including Melody Hobson, President and Co-CEO of the largest black-owned asset management firm, Ariel Investments; Georgene Huang and Romy Newman, the CEO and Co-Founder and President and Co-Founder of Fairygodboss; Sheri Salata who had extraordinary success as the Co-President of the Oprah Winfrey Network and President of Winfrey's Harpo Productions; and Angela Yee the host of the

McGraw Hill
9781260473919
1260473910
Pub Date: 3/15/2022
\$33.95 Can.
Discount Code: T
Hardcover

240 Pages
Business & Economics
/ Motivational
BUS046000
22.9 cm H | 15.2 cm W

Related Products

Also Available

Driven by Intention: Own Your Purpose, Gain Power, and Pursue Your Passion as a Woman at Work
9781260473926

Woman of Influence: 9 Steps to Build Your Brand, Establish Your Legacy, and Thrive
9781260458831 \$35.95

Mastering Your Inner Critic and 7 Other High Hurdles to Advancement: How the Best Women Leaders Practice Self-Awareness to Change What Really Matters
9781260440607 \$35.95

Fearless at Work: Achieve Your Potential by Transforming Small Moments into Big Outcomes
9781259862984 \$30.95

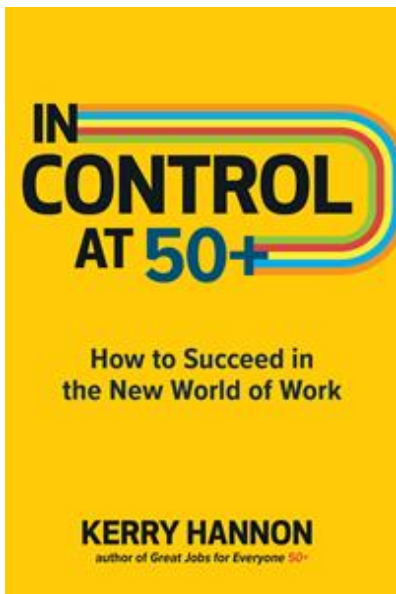
Contagious Culture: Show Up, Set the Tone, and Intentionally Create an Organization that Thrives
9781259584572 \$40.95

wildly popular, nationally syndicated morning show, *The Breakfast Club*, along with DJ Envy and Charlamagne tha God. Filled with unvarnished truths, hard-won wisdom, hands-on tips, and heartfelt insights, *Driven By Intention* is a book for impact seekers who want to make a real difference at work, in the world, and in their own lives—on their own terms. **Michelle Gadsden-Williams (New York City)** is an award-winning global diversity expert, activist, author, and philanthropist. She currently serves as Managing Director and Global Head of Diversity, Equity & Inclusion at BlackRock, where she is responsible for strengthening and accelerating the company's efforts to foster an inclusive culture. Previously, she served as the Managing Director and Inclusion & Diversity Lead—North America at Accenture. A highly sought-after diversity practitioner with more than 25 years of experience working in the consumer goods, pharmaceutical, professional and financial services industries, Gadsden-Williams has held positions of global responsibility in diversity management and staffing functions for multi-national corporations such as Credit Suisse, Novartis, and Merck & Co, Inc. Her work has been cited in a number of research periodicals and trade publications.

Erika Roman Saint-Pierre (San Antonio) Erika Roman Saint-Pierre is editor-in-chief of Culturatti Ink, an indie publishing house that works to create a platform for new, unheard authors. She has ghostwritten dozens of bestselling books on a wide variety of topics including business, finance, corporate culture, leadership, and insurance. Her ghostwritten work has appeared in such magazines as *Forbes*, *Black Enterprise*, and *Money*. She is the recipient of three Detroit Free Press awards.

Table Of Contents

- Chapter 1:** Your Move-Setting Intentions Versus Setting Goals
- Chapter 2:** Difficult Decisions-Facing the Swerve
- Chapter 3:** Fight for Your Right-Living on Your Own Terms
- Chapter 4:** The Company You Keep-Strengthening Your Squad
- Chapter 5:** Strong Minds-Avoiding Fallout From Burnout
- Chapter 6:** Life Coaches-Adopting A Holistic Approach
- Chapter 7:** Bet on Yourself-Defining Your Meaning by Impact
- Chapter 8:** What to do when work isn't working: Finding balance leads to success
- Chapter 9:** Triumph Over Trials-Relentless Determination to Succeed
- Chapter 10:** Agent of Change-Transforming Company Culture
- Chapter 11:** Transferrable Skills-Leveraging Your Prized Assets
- Chapter 12:** Smart Money-Manage Your Financial Life Like You Manage Your Social Life...Carefully!
- Chapter 13:** Stronger Together-Men as Allies for Female Leaders
- Conclusion:** The Red Thread



In Control at 50+: How to Succeed in the New World of Work

Kerry Hannon

Key Selling Points

- **A must-have career guide for the post-pandemic era:** Addresses the impact of Covid-19 on the current job market and offers a wealth of employment options for future success.

- **Targeted to job seekers age 50 and over:** Filled with practical advice and new career opportunities for older workers impacted by layoffs, downsizing, and other industry shifts.

- **Identifies key trends and changes in the workplace:** WFH (work from home), video-conferencing, online job searches, workplace reforms, income inequality, job security, and more.

- **Includes special tips on retirement planning:** Invaluable information for older workers on saving and planning for a financially secure retirement.

- **Features real-life case studies:** Inspiring and enlightening stories of how other workers over 50 have successfully pivoted, survived, and thrived in difficult times.

Summary

An AARP Work and Jobs Expert provides a road map to success for older workers navigating a post-pandemic workplace.

When the coronavirus pandemic upended the US economy, many older workers lost their jobs and saw their retirement accounts take a hit. Those who remain employed are grappling with a new way of working: remotely from home, sometimes in isolation, facing daunting technological and social challenges. If you're over 50, this must-have career guide will not only show you how to navigate this new normal, it will empower you to *take control* of your professional and economic future—with hope, confidence, and optimism.

In this book, Kerry Hannon—a leading authority and strategist who has spent three decades covering all aspects of business, careers, personal finance, and retirement—offers advice, guidance, and concrete action steps that will enable older workers to succeed in the workplace and prepare for a financially secure retirement. It features inspiring case studies of how workers over 50 have successfully pivoted and thrived. It identifies the jobs that will be in demand in the post-pandemic economy, as well as leading companies providing new opportunities for older workers in a variety of fields. An essential resource for full-time employees, freelancers, entrepreneurs, and small-business owners alike, *In Control at 50+* will show you the way to a brighter professional and financial future.

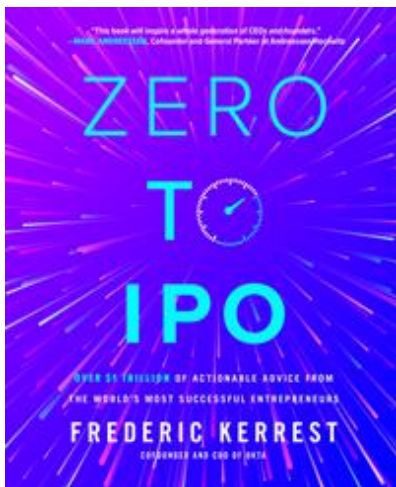
McGraw Hill
9781264266593
1264266596
Pub Date: 4/26/2022
\$31.95 Can.
Discount Code: T
Hardcover

240 Pages
Business & Economics / Personal
Success
BUS107000
22.9 cm H | 15.2 cm W

Related Products

Also Available

In Control at 50+: How to Succeed in the New World of Work 9781264266609
You Can Retire Sooner Than You Think 9780071839020 \$24.95
AARP The Other Talk: A Guide to Talking with Your Adult Children about the Rest of Your Life 9780071830980 \$20.95
How to Retire Happy, Fourth Edition: The 12 Most Important Decisions You Must Make Before You Retire 9780071800693 \$26.95



Zero to IPO: Over \$1 Trillion of Actionable Advice from the World's Most Successful Entrepreneurs

Frederic Kerrest

Key Selling Points

- Delivers proven advice from business visionaries who created some of today's most successful and recognizable organizations, including Andreessen Horowitz, Netflix, Zoom, Box, Eventbrite, Slack, ServiceNow, Canva, and Workday.
- Kerrest takes this game-changing advice from behind the closely guarded gates of Silicon Valley—the preserve of the privileged few—and shares it with aspiring founders and entrepreneurs who lack access to those tightly held networks. He hopes to equip and empower anyone with a dream to build the businesses of the future.
- Provides practical, hands-on advice for successfully tackling the most important issues facing entrepreneurs, including hiring, fundraising, sales, culture, leadership, growth, and building effective boards.
- Many authors write about success stories. This book is a candid, warts-and-all guide that presents the actual journey of entrepreneurship. It respects readers enough to give it to them straight, which will better prepare them for the coming challenges.
- Eminently practical and highly useful, the 13 chapters are organized chronologically, in roughly the order that leaders will encounter them as they build and scale their businesses.

Summary

From the cofounder of a \$40 billion software company comes an invaluable guide packed with \$1 trillion worth of advice from some of the world's most successful and recognizable entrepreneurs.

Over the past 20 years, as he first worked as an early employee at Salesforce and later cofounded Okta, a publicly traded software company now valued at over \$40 billion, Frederic Kerrest met hundreds of business leaders and investors in Silicon Valley and beyond. In *Zero to IPO*, he's collected a trove of nitty-gritty tips for each stage of a company's growth and assembled them into a clear blueprint for how to build a business. The book represents the distilled wisdom of his fellow visionaries and leaders who have collectively built over \$1 trillion worth of wealth for themselves and their investors: people like Marc Andreessen and Ben Horowitz (Andreessen Horowitz), Eric Yuan (Zoom), Stewart Butterfield (Slack), Aneel Bhusri (Workday), Julia Hartz (Eventbrite), Aaron Levie (Box), Fred Luddy (ServiceNow), Melanie Perkins (Canva), Patty McCord (Netflix), Sebastien Thrun (Udacity), and dozens of other business luminaries.

Kerrest has battle-tested these ideas himself, so he knows their power. Organized by topic in roughly the order that leaders will encounter them as they scale their businesses, this book is the ultimate guide to taking a company all the way from founding to IPO—and beyond.

Table Of Contents

- Introduction
- Chapter 1: Should You Be an Entrepreneur?
- Chapter 2: Ideas
- Chapter 3: Teams
- Chapter 4: Fundraising
- Chapter 5: Sales
- Chapter 6: Culture

McGraw Hill
 9781264277667
 1264277660
 Pub Date: 4/19/2022
 On Sale Date: 4/19/2022
 \$35.95 Can.
 Discount Code: T
 Hardcover

Business & Economics
 / Entrepreneurship
 BUS025000

23.2 cm H | 18.7 cm W

Related Products

Also Available

Zero to IPO: Over \$1 Trillion Worth of Advice from the World's Most Successful Entrepreneurs
 9781264277674

Welcome to Management: How to Grow From Top Performer to Excellent Leader 9781260458053
 \$31.95

Think Like Amazon: 50 1/2 Ideas to Become a Digital Leader
 9781260455496 \$35.95

Unlearn: Let Go of Past Success to Achieve Extraordinary Results
 9781260143010 \$35.95

Chapter 7: Leadership

Chapter 8: Growth

Chapter 9: Crashing and Burning

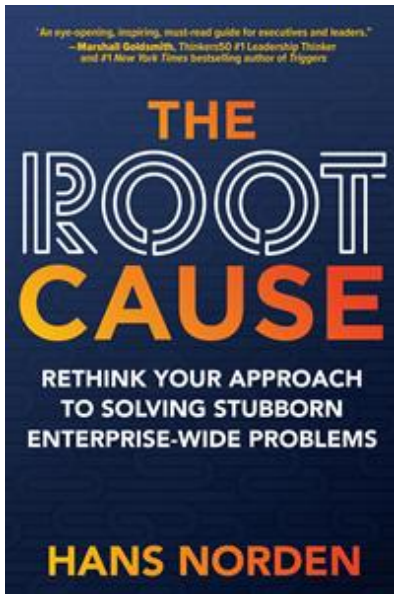
Chapter 10: Managing Yourself

Chapter 11: Boards

Chapter 12: IPOs

Chapter 13: What Comes Next

Index



The Root Cause: Rethink Your Approach to Solving Stubborn Enterprise-Wide Problems

Hans Norden

Key Selling Points

- C-suite executives in every industry are confronted by systemic issues, often without an understanding of how to diagnose—much less fix—the root causes of the issues
- Arranged in two parts, it guides readers through issues of both CEO Effectiveness and Business Mechanics, to better understand the business system as an organic whole
- Chapters include Seven Business Gremlins that Sabotage Executive Effectiveness, Stewardship and Craftsmanship, Business Governance, and Role of the Chief Executive

Summary

“Impeccably researched and astoundingly insightful, *The Root Cause* reveals how to go from ‘putting out fires’ to finding true, lasting solutions . . . A must-read guide for executives and leaders at any stage of their career!”
—Marshall Goldsmith, Thinkers50 #1 Leadership Thinker and #1 New York Times bestselling author of *Triggers*

Sooner or later, every executive has to confront problems that seem to be built into the way the business was designed, maintained, and managed. Whether it's information overload, profit margin issues, or adapting to new regulations, popular “best practices” don't solve those problems. High-level executives, it turns out, are often the least able to diagnose—much less solve—an organization's systemic problems. Hans Norden draws on a wealth of experience in in-house change management to help both established and up-and-coming C-suite leaders analyze the problems and create authentic, sustainable solutions.

In *The Root Cause*, readers will learn how executing change initiatives requires a different form of leadership than routine operations. Norden explains why systemic problems fester, manifesting as disruptions in the workflow of different departments and levels in the company.

You'll discover:

- Why systemic problems keep recurring and thus appear to be without solution.
- Why solving systemic problems is a unique and exclusive executive responsibility.
- Why a business managed as a collection of separate component parts will experience friction and conflict—and why most business “best practices” are fallacies
- Why identifying the right solution to a systemic problem becomes easy when using a bigger picture perspective
- Why leaders with a clear vision of the desired future state are better positioned to respond in a timely and adequate manner

While top-down management may work on a day-to-day basis, managing and fixing systemic problems requires intelligent collaboration with other management levels to implement improvements. Providing a clear, step-by-step road map to diagnosing issues and establishing authentic, holistic, and sustainable solutions, *The Root Cause* shows leaders a way to solve the seemingly unsolvable problems—and prevent more from arising in the future.

McGraw Hill
 9781264270170
 1264270178
 Pub Date: 4/26/2022
 \$38.95 Can.
 Discount Code: T
 Hardcover

Business & Economics
 / Management
 BUS041000
 22.9 cm H | 15.2 cm W

Related Products

Also Available

The Root Cause: Rethink Your Approach to Solving Stubborn Enterprise-Wide Problems
 9781264274604

Ruthless Consistency: How Committed Leaders Execute Strategy, Implement Change, and Build Organizations That Win
 9781260459814 \$34.95

Think Like Amazon: 50 1/2 Ideas to Become a Digital Leader
 9781260455496 \$35.95

Quotes

"Impeccably researched and astoundingly insightful, *The Root Cause* reveals how to go from 'putting out fires' to finding true, lasting solutions. Hans delivers an eye-opening, inspiring must-read guide for executives and leaders at any stage of their career. Excellent!"

-Marshall Goldsmith, Thinkers 50 #1 Leadership Thinker and #1 *New York Times* bestselling author of *Triggers*

"What a breath of fresh air! Hans makes an important effort to make systems thinking relevant again. We are in interesting times loaded with paradoxical challenges. Hans argues that we need a new paradigm to tackle those, and he does it in an inspiring way. Read this book!"

-Fons Trompenaars, PhD, organizational theorist and author of *Riding the Waves of Culture*

"*The Root Cause* is a wonderful source of insight and inspiration for key decision makers in any organization."

-September Dohrmann, CEO of CEO Space International

"I love *The Root Cause*! Norden is an expert in the field who turns on the fire hose. The awe-inspiring breadth of both classic and leading-edge information is truly amazing. By drawing from such widely varied and inspirational sources as the Wright brothers, Napoleon Hill, Sir Karl Popper, Robert Pirsig, and Sun Tzu to name but a few, *The Root Cause* presents a much more effective and enlightened example of executive leadership. This book is a must-read for today's and tomorrow's leaders at every level of management."

-Craig Johnston, award-winning Business Process Management (BPM) consultant

"*The Root Cause* is a uniquely powerful, intelligent, and insight-filled book on the nature of leadership and the concepts, mindset, and willingness to change and adapt that great leaders need to be truly successful. Drawing on significant intellectual, artistic, and philosophical sources—from W. Edwards Deming to Col. John Boyd, from Mark Twain to Roald Dahl and Albert Toffler—Norden surgically unpacks, builds, and supports a leadership mentality and practice that is a stunning wake-up call. Norden makes it clear that if leaders wish to make a positive difference in the world and leave a legacy, then they must learn to operate authentically and ethically, with integrity and compassion, to analyze dysfunctional systems dispassionately, determine root causes courageously, and adapt to changing realities as a matter of course, not necessity. Highly informative, practical, and far-reaching, *The Root Cause* is filled with invaluable and unforgettable leadership lessons."

-Gregg Ward, author of *The Respectful Leader*

"*The Root Cause* is not another book about best practices or some new set of formulas to be plugged into an organization. Instead, it offers a different level of thinking and a rich source of unique ideas and metaphors to guide executives with an adventuresome mind and a clear sense of purpose. I enjoyed the reading, and I intend to read more of Norden's sources as well."

-Barry J. Schwartz, PhD, applied neuroscience consultant

"*The Root Cause* is a phenomenal book that provides managers, directors, and especially C-suite executives a road map, context, and step-by-step instructions for optimizing business systems. Every professional needs to read this book. I can see a need for consultants trained in the application of these concepts helping companies to implement them, especially in alignment with major enterprise system development projects, like Enterprise Resource Planning, customer-facing Software-as-a-Service products, and other strategic initiatives. This book is essential reading for all ambitious leaders."

-Gabor Fulop, Director of IT Applications at a major US auto parts company

"Hans Norden understands John Boyd and his ideas. He has captured them in such a

way that a layman can understand how to utilize the information. I love the analogies, which make it easier for those who may not be as technically proficient in theory. I like the interweaving of different schools of thought to gain a full picture. My dad used references from many fields when he was putting his theories together. Hans does the same. Too many people focus on only one area and do not look to others to increase their ability to synthesize information. I am enjoying the book and notice that I keep going back to reread sections as I go through: this is the hallmark of a good book."
-Mary Ellen Boyd, executrix of the Colonel John R. Boyd (USAF) estate

"Hans Norden had an epiphany when, as a bank project manager, he consulted on situations where everyone agrees they have a big problem but no one admits to making a mistake because everyone is just doing their job. Norden saw up close the costly damage done by such systemic (and seemingly insoluble) interdepartmental challenges.

The Root Cause, the distillation of the author's years of consulting, study, and observation, is part field guide, part poetic inspiration, and part exhortation based on the polarity of persistent challenges and accessible opportunities in the modern organization.

Norden's clarion call to leaders is to recognize the limiting factors (what he calls "business gremlins"-the imaginary creatures that sabotage aircraft), overcome the gravitational pull of The Peter Principle, and embark on a journey of mind-bending adventure that fully embraces one's free will (in other words, seek to do something rather than simply be someone). *The Root Cause* takes the reader on a journey of meaning and substance, addressing the journey, vehicle, and destination in a comprehensive yet navigable way.

It spans the domains of philosophy, economics, behavioral science, sociology, military theory, physics, aviation, and literature and fuses all these disciplines with stories that define effective governance, making it a worthwhile read. Hans Norden challenges leaders to greatness with *The Root Cause*."

-Doug Kirkpatrick, Partner at NuFocus Strategic Group and author of *Beyond Empowerment*

"*The Root Cause* is like a deep learning exercise on how the world works?people, business, and organizations. I greatly appreciate the focus on business as a system, the fundamental principles that drive and guide the system, and notable historic bodies of thought. They are woven together to give a deeper and more powerful foundation for the building of mental models to help understand business behavior and the itinerary planning for success that follows. It is a substantial read that can transform someone's way of being and doing in the world. Remarkable and valuable for anyone who wants to lead an epic journey."

-Brett Hoffstadt, Project Management Professional (PMP), inventor of multiple aviation devices, and author of *Success with Drones in Civil Engineering* and *How to Be a Rocket Scientist*

Table Of Contents

Acknowledgments

Introduction

Part I: CEO Effectiveness

Chapter 1: The Peter Principle at Work

Chapter 2: The Top Three Business Gremlins that Sabotage CEO Effectiveness

Chapter 3: Four More Business Gremlins that Handicap Executive Performance

Chapter 4: Mind-Shift: The Antidote to the Peter Principle

Part II: Business Mechanics

Chapter 5: Stewardship and Craftsmanship

Chapter 6: The Journey: Function

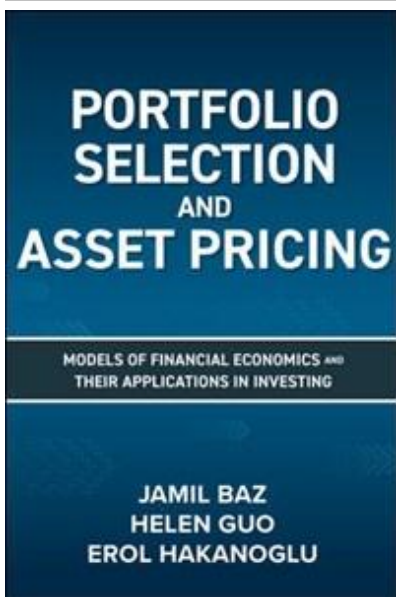
Chapter 7: The Vehicle: Form

Chapter 8: The Destination: Itinerary for Arrival

Chapter 9: Business Governance

Chapter 10: Role of the Chief Executive

Notes



Portfolio Selection and Asset Pricing: Models of Financial Economics and Their Applications in Investing

Jamil Baz, Helen Guo, Erol Hakanoglu

Summary

Top experts from PIMCO deliver a uniquely comprehensive guide for sophisticated investors and advanced graduate students—covering everything from financial mathematics to the practical realities of asset allocation and pricing

Investors like you typically have a choice to make when seeking guidance for portfolio selection—either a book of practical, hands-on approaches to their craft or an academic tome of theories and mathematical formulas.

Portfolio Selection and Asset Pricing strikes the right balance with an extensive discussion of mathematical foundations of portfolio choice and asset pricing models, and the practice of asset allocation. This guide is conveniently organized into four sections:

- Mathematical Foundations—normed vector spaces, optimization in discrete and continuous time, utility theory, and uncertainty
- Portfolio Models—single-period and continuous-time portfolio choice, analogies, asset allocation for a sovereign as an example, and liability-driven allocation
- Asset Pricing—capital asset pricing models, factor models, option pricing, and expected returns
- Robust Asset Allocation—estimation of optimization inputs, such as the Black-Litterman Model, shrinkage, and robust optimizers

From a top-notch team with impeccable credentials, *Portfolio Selection and Asset Pricing* provides everything you need to generate long-term profits for your clients while reducing risk.

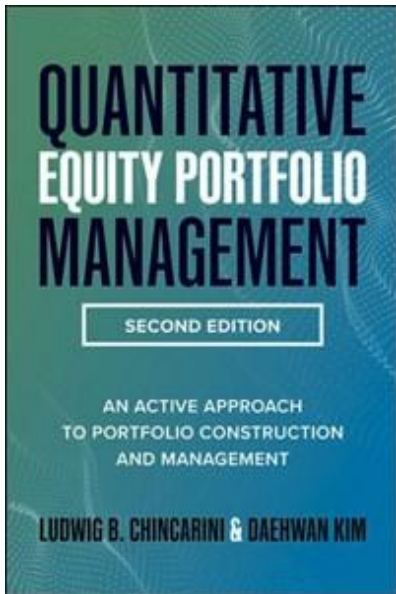
McGraw Hill
9781264270156
1264270151
Pub Date: 5/10/2022
\$96.95 Can.
Discount Code: T
Hardcover

Business & Economics
/ Investments & Securities
BUS036090
22.9 cm H | 15.2 cm W

Related Products

Also Available

Portfolio Selection and Asset Pricing: Models of Financial Economics and Their Applications in Investing 9781264270163
Building Financial Models, Third Edition: The Complete Guide to Designing, Building, and Applying Projection Models 9781260108828 \$109.95
Equity Management: The Art and Science of Modern Quantitative Investing, Second Edition 9781259835247 \$96.95
Asset Allocation: Balancing Financial Risk, Fifth Edition 9780071804189 \$98.95
Building Financial Models 9780071608893
Quantitative Equity Portfolio Management 9780071459396 \$98.95



Quantitative Equity Portfolio Management, 2nd edition *(2nd Edition)*

Ludwig B. Chincarini, Daehwan Kim

Summary

The classic guide that taught a generation of institutional investors how to construct and manage high-yield quant portfolios—now updated for the new generation

Quantitative Equity Portfolio Management is a comprehensive guide to the entire process of constructing and managing a high-yield quantitative equity portfolio. This detailed handbook begins with the basic principles of quantitative active management and then clearly outlines how to build an equity portfolio using those powerful concepts.

This edition of the go-to guide for quant investing has been updated with critical new data, information, and insights, including:

- All table and graph data updated to 2020
- The secret ingredients to building smart beta ETFs and mutual funds
- A new list of behavioral biases that lead to investment anomalies
- Entirely new factor definitions and test of their outperformance with real stock return data
- New labs using real data written in R, MATLAB, and STATA with new techniques to optimize professional portfolios
- New methods to deal with outlier data
- The author's new research on transaction cost problems
- Detailed uses of ESG data to create socially responsible portfolios
- Downloadable monthly factor returns from the authors

Quantitative Equity Portfolio Management delivers a complete, easy-to-apply methodology for creating an equity portfolio that maximizes returns and minimizes risks. It covers every step of the process, including basic models, stock screening and ranking, fundamental and economic factor modelling, forecasting factor premiums and exposures, building market neutral portfolios, tax management, performance measurement and attribution, and backtesting.

An essential reference for professional money managers and students taking advanced investment courses, *Quantitative Equity Portfolio Management* offers a full array of methods for effectively developing high-performance equity portfolios that deliver lucrative returns for clients.

McGraw Hill
9781264268924
1264268920
Pub Date: 4/19/2022
\$102.95 Can.
Discount Code: T
Hardcover

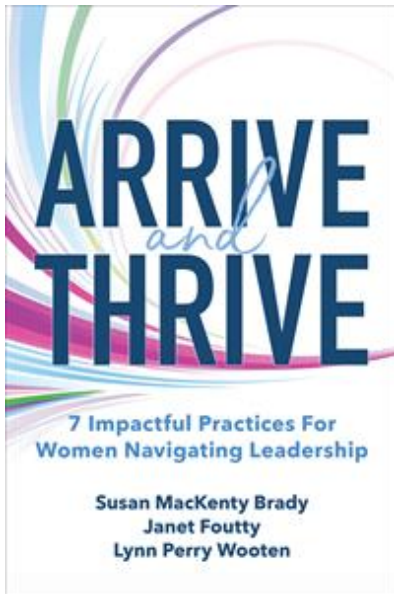
Business & Economics
/ Investments & Securities
BUS036090

22.9 cm H | 15.2 cm W

Related Products

Also Available

Quantitative Equity Portfolio Management, 2nd edition
9781264268931
Building Financial Models, Third Edition: The Complete Guide to Designing, Building, and Applying Projection Models
9781260108828 \$109.95
Equity Management: The Art and Science of Modern Quantitative Investing, Second Edition
9781259835247 \$96.95
Quantitative Equity Portfolio Management 9780071459396
\$98.95



Arrive and Thrive: 7 Impactful Practices for Women Navigating Leadership

Susan Mackenty Brady, Janet Foutty, Lynn Wooten

Key Selling Points

- *Arrive and Thrive* provides urgently needed advice for women facing post-pandemic-era disruption that has no precedent.
- The book includes first-hand interviews with some of the leading names in business, including high-level leaders at Salesforce, Pfizer, AT&T, Anthem, Morgan Stanley, Gallup, and others.
- The book features a foreword from Indra Nooyi, former Chairperson and CEO, PepsiCo

Summary

From three of today's top women leaders in business and academia—seven essential practices for thriving professionally.

How do you thrive as a formidable leader while combatting systemic barriers that add to the complexity of the challenges you face?

Arrive and Thrive addresses the persistent problems women leaders face by offering seven actionable practices readers can use to pave a smooth path to success.

The executive chair of Deloitte's U.S. board, Janet Foutty, teams up with two renowned women leaders—Susan MacKenty Brady and Lynn Perry Wooten—to show you how to overcome obstacles in your career. Packed with first-hand contributions from both men and women leaders of some of today's biggest and most successful organizations, *Arrive and Thrive* offers seven actionable practices that help women leaders thrive when they arrive, including:

- **Investing in Your Best Self:** Lead from the best part of yourself—and ensure you tend to your mind, body and spirit for continual renewal.
- **Embracing Authenticity:** With intention and ease, bring your whole self to work.
- **Cultivating Courage:** Commit to action, alongside your fear of doing so.
- **Fostering Resilience:** Keep up with the pace and intensity while overcoming setbacks and emerging stronger than before.
- **Inspiring a Bold Vision:** Enroll others in a mission that awakens their spirit and desire to create a stronger future.
- **Creating a Healthy Team Environment:** Create an environment that is supportive, collaborative, and healthy.
- **Committing to the Work of an Inclusive Leader:** Create the culture of inclusion and advancing equitable outcomes needed for high performance.

The paradigm for women for far too long has been about surviving if you're lucky enough to arrive at the top. The 7 Impactful Practices for Arriving & Thriving™ enable you to thrive and, in so doing, help others thrive as well. As you rise into your position of greater responsibility, risk, and reward, *Arrive and Thrive* offers the groundwork for making effective and fulfilling choices for yourself, your team, your industry, and your community.

Table Of Contents

Foreword by Indra Nooyi, Former Chairperson and CEO, PepsiCo
 Introduction
 Chapter 1: Investing in Your Best Self

McGraw Hill
 9781264286355
 126428635X
 Pub Date: 4/5/2022
 \$35.95 Can.
 Discount Code: T
 Hardcover

Business & Economics / Women In Business
 BUS109000

22.9 cm H | 15.2 cm W

Related Products

Also Available

Arrive and Thrive: 7 Impactful Practices for Women Navigating Leadership 9781264286362
Woman of Influence: 9 Steps to Build Your Brand, Establish Your Legacy, and Thrive 9781260458831 \$35.95
Mastering Your Inner Critic and 7 Other High Hurdles to Advancement: How the Best Women Leaders Practice Self-Awareness to Change What Really Matters 9781260440607 \$35.95
Fearless at Work: Achieve Your Potential by Transforming Small Moments into Big Outcomes 9781259862984 \$30.95

Chapter 2: Embracing Authenticity

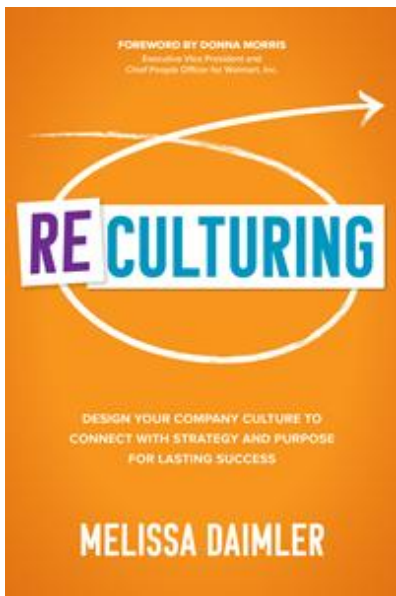
Chapter 3: Cultivating Courage

Chapter 4: Fostering Resilience

Chapter 5: Inspiring a Bold Vision

Chapter 6: Creating a Healthy Team Environment

Chapter 7: Committing to the Work of the Inclusive Leader



Re-Culturing: Rethink Your Culture to Connect Core Behaviors to Your

Melissa Daimler

Key Selling Points

- The majority of efforts focused on designing or evolving culture fail as quickly as they started because most leaders fail to integrate values and behaviors into everyday processes and practices. *ReCulturing* provides a systematic, holistic approach leaders need to build healthy cultures into the organizational, team and individual systems of a company.
- As a former chief learning officer and head of organizational development for Adobe, Twitter, and WeWork, and now again at Udemy, Daimler has been in the thick of the business culture revolution and thus has unique insights on what works (Adobe and Twitter and Udemy) and what doesn't (WeWork).
- Daimler's 2018 *Harvard Business Review* article on the failure of WeWork made her an instant celebrity in the world of HR and culture thought leadership.
- *ReCulturing* include stories, experiences, and scenarios from Melissa's work with companies like Pixar, PGA, Starbucks, Twitter, Adobe, Apple, Amazon, Salesforce, Intuit, and Walmart.
- The book provides critical information and insights leaders can use at any point in their lifecycle, designing and implementing cultural integration, including shifting to a hybrid work environment and writing the playbook for the next generation of work.

Summary

Drive business sustainability, growth, and profits by taking a systematic approach to culture transformation

It's no secret that culture is the key to attracting and engaging top talent and seizing the competitive edge. But the vast majority of culture efforts fail as quickly as they started. Why? Because leaders are missing the big picture. They're creating and communicating values but failing to ensure the values are tied to the purpose and the strategy of the company while also being integrated into processes, operations, and behaviors.

In *ReCulturing*, Melissa Daimler solves this persistent problem by helping you develop a "systems" perspective of culture. One of today's most renowned thought leaders and practitioners on the issue, Daimler provides the playbook for building a business in which employees are fully engaged, are high performers, and stay with their company for the long haul. *ReCulturing* explains:

- The everyday practice of culture—how it's actually done through behaviors, processes and practices
- How to leverage core frameworks that can be tailored to design and build any company culture, whether that's a start up or a large company working
- The integration of purpose (why you work), strategy (what you do) with culture (how you work)

The book also features illuminating real-life stories recounting what has and hasn't worked at some of today's largest and most influential companies. Whether you're launching a startup, running a global firm, or overseeing the shift to a hybrid work setting, *ReCulturing* provides everything you need to the kind of culture that drives long-term business success.

Table Of Contents

Introduction: What Is Culture?

1. From Mis-culture to Re-culture: How Culture Has Evolved

McGraw Hill
9781264278602
1264278608
Pub Date: 5/10/2022
\$35.95 Can.
Discount Code: T
Hardcover

Business & Economics / Workplace Culture
BUS097000
22.9 cm H | 15.2 cm W

Related Products

Also Available

- Re-Culturing: Rethink Your Culture to Connect Core Behaviors to Your
9781264278619
- Rituals Roadmap: The Human Way to Transform Everyday Routines into Workplace Magic
9781260461893 \$34.95
- Culture Renovation: 18 Leadership Actions to Build an Unshakeable Company
9781260464368 \$38.95
- Unlearn: Let Go of Past Success to Achieve Extraordinary Results
9781260143010 \$35.95
- Bring Your Human to Work: 10 Surefire Ways to Design a Workplace That Is Good for People, Great for Business, and Just Might Change the World
9781260118094 \$34.95

2. Re-culturing Needs Systems Thinking
3. Culture Is a Verb: When to Re-culture
4. Re-culturing Toward an Integrated Organization
5. Values and Behaviors
6. Processes and Practices
7. Re-culturing Through Learning
8. Re-culturing Through Teaming
9. Culture Starts & Ends with You: The Importance of Defining Your Personal Culture

Postscript: Re-culturing Toward the Future



Exponential: Transform Your Brand by Empowering Instead of Interrupting

Jeff Rosenblum

Key Selling Points

- Prominent speaking engagements: Jeff Rosenblum's team will reach out to major advertising and marketing conferences about speaking appearances in 2021.
- Bulk purchases: The author is working with long-term associates-from companies including Amazon, Capital One, ESPN, Fannie Mae, MasterCard, and Visa-to purchase the book for their teams and invite him to speak.
- Two major public relations firms, including the prominent firm LK Connects, will be on board to strategically link consumers, key influencers, and the media.

Summary

Build a brand that customers love with a proven strategy from one of today's top advertising executives

Your brand can no longer succeed through targeted advertising and clever messaging. You need to see customers as people rather than just sources of income. This begins with you not only understanding their needs but also sympathizing with their values—and actually doing something about it. In this eye-opening guide, leading advertising executive and industry disruptor Jeff Rosenblum draws on his 25+ years of experience to deliver a plan for building a breakthrough brand by empowering instead of interrupting.

Exponential reveals:

- The neuroscience and behavioral psychology behind building brands through emotional and functional storytelling
 - Hands-on tactics that can strengthen your brand through empathy and empowerment
 - How to use culture and collaboration to understand your customer base and how to reach out to it
- Filled with data-driven stories of brands that got it right—and those that didn't—*Exponential* looks beyond targeted advertising and clever messaging with a powerful prescriptive for turning your prospects into customers and your customers into evangelists.

Quotes

"This book is an absolute home run! Through laugh-out-loud personal anecdotes and a rich history with some of the world's largest brands, Mr. Rosenblum delivers one fascinating insight after another. Anyone with a growth mindset should read this book."
-Joe Mason, Chief Marketing Officer of Allianz Partners

"Jeff's *Exponential* is a must-read for disruptive marketers who want to make an impact and break barriers. Jeff shares invaluable lessons for his readers about the importance of establishing a strong brand and why the safe business decision isn't always the right one."
-Brian Halligan, Cofounder and CEO of HubSpot

"Everything has changed. Brands need to adapt. This book will make you laugh and cry-and gives you an action plan to modernize your marketing."
-Catherine Captain, CMO, GE Digital

"Jeff has a keen understanding of the power of brands and the role they play in our everyday lives. *Exponential* provides an insightful look at how brands are built by

McGraw Hill
9781264268146
1264268149
Pub Date: 1/18/2022
On Sale Date: 1/18/2022
\$35.95 Can.
Discount Code: T
Hardcover

240 Pages
Business & Economics / Marketing
BUS043000

22.9 cm H | 15.2 cm W | 444.5 g
Wt

Related Products

Also Available

Exponential: Transform Your Brand by Empowering Instead of Interrupting 9781264268153
The Forever Transaction: How to Build a Subscription Model So Compelling, Your Customers Will Never Want to Leave 9781260458701 \$35.95
The Invisible Brand: Marketing in the Age of Automation, Big Data, and Machine Learning 9781260441253 \$35.95

empowering the end-user to come along on the journey. It's a fast-paced read from an avid storyteller who has never been afraid to take the road less traveled."

-Lisa Checchio, EVP and Chief Marketing Officer at Wyndham Hotels & Resorts

"It's astounding to me how many brands cling to obsolete methodologies, practices, and habits. In his irreverent, take-no-prisoners style, Jeff Rosenblum takes us on a journey designed to incinerate conventional business thinking. Just like he did in his prior book, *Friction*, he forced me to look inward at my own marketing beliefs and step away from my safe place. I can't thank him enough."

-Kerry Graeber, Vice President, Division Manager, Motorcycle/ATV Sales & Marketing, Suzuki Motor USA

"With compelling insight and clarity, *Exponential* delivers the road map for how to avoid the safe path that leads to irrelevance, and instead fully embrace the risks that enable companies to build an authentic place in consumers' lives. Jeff Rosenblum's incisive truth-telling is required reading for forward-leaning companies that have the courage to earn their customers' attention and loyalty through radical transparency and empowerment."

-Mark Jamison, Global Head of Product Innovation & Design, Visa Inc.

"Every customer interaction is an opportunity to grow or diminish brand equity. In *Exponential*, Jeff does what he does best in laying out a practical, personal, and holistic approach to modern brand building and the organizational alchemy necessary to pull it off."

-Chris Crayner, Chief Digital Officer, NBCUniversal, Parks and Resorts

"Jeff Rosenblum a pioneer in the industry. This book presents a bold new look at how brands should redefine their relationships with customers by empowering them."

-George Newman, Associate Professor of Management and Marketing at Yale

"With an authentic and raw voice, Jeff hits at the challenges and paths to success in front of advertisers and brand builders in our new reality. Everyone will take away important truths about connecting with consumers and building a sustainable brand."

-Jordan Dewitt, Vice President, Creative, Capital One

"I can't think of a single time that I didn't leave a conversation with Jeff Rosenblum mentally exploding with ideas and follow-ups from his way of seeing the world. He is totally unique, one of the most creative minds I know and I learn from him every time we interact. This book is all of Jeff and then some."

-Trevor Price, Founder & CEO of Oxeon Holdings, Founder and General Partner, Town Hall Ventures

"In the engaging style that defines him, Jeff Rosenblum lays out some timeless truths about the marketing discipline . . . that analytic rigor and creative insight are key ingredients but brands that outperform first and foremost remain true and authentic to their reason for being."

-Jarvis Bowers, VP of Marketing at Pearson

"Exponential should be required reading for every marketing leader. The old ways of advertising are out. Jeff gives us a well-written and much-needed road map to harness the purpose of brands, truly connect with consumers, and drive exponential growth for companies."

-Steve Hartman, Investor, Advisor, and former Chief Marketing Officer of Eddie Bauer

"In a masterclass in marketing, and a warning to businesses unwilling to change, Jeff Rosenblum makes an evidence-based case for a clear brand purpose grounded in consumer empowerment. What a great read and lesson!"

-Brand Barrett, Director, Brand Agency Relations at Capital One

Jeff is not only a great writer with wisdom to share, but he is very handsome. I know

that doesn't translate well to a written medium, but if you picture him as you read, it enhances the experience.

-Joel Stein, Author of *Man Made* and *In Defense of Elitism*

"I've been working with this maniac for over two decades and have loved *almost* every minute of it. *Exponential* captures the lessons we've learned the hard way and provides some great research findings and actionable advice."

-Jordan Berg, Founding Partner of Questus

"I thought my son was a complete knucklehead who couldn't construct a sentence, but this book is legitimately good. He said if I write a recommendation, he'll buy me lunch. So, get this book."

-Neil Rosenblum, author's father and market research teacher

UNDERSTANDING STOCKS

THIRD EDITION

- How to buy your first stock
- Profitable strategies for investors and traders
- The art of buying and selling stocks
- Avoid losing money

OVER 100,000 COPIES SOLD



MICHAEL SINCERE

Author of Understanding Options

Understanding Stocks, 3/e (3rd Edition)

Michael Sincere

Key Selling Points

- The third edition of this 100,000+-seller delivers new investing and trading strategies, a greater emphasis on reducing risk, and new ways to view the stock market and identify winning stocks.
- This edition will be paired with the author's new book, *How to Profit in the Stock Market*, which is this perfect follow up to *Understanding Stocks*.
- New chapters: risk management, identifying winning stocks, test trading, bitcoin and alternative investments, reading the market quickly and accurately, technical analysis, short-term trading and long-term investing.
- New topics: pattern day trading rules and zero commissions; strategies for both bull and bear markets; the influence of computer algorithms; and preparing for the market open.

Summary

The bestselling stock-investing guide has been thoroughly revised—helping you dramatically improve your performance in the new world of investing

If you're a novice investor, *Understanding Stocks* provides everything you need to start out strong. This comprehensive beginner's guide covers all the fundamentals—market language, players, rules, strategies, and environment—and helps you build a solid portfolio by developing the right balance between risk and reward. This heavily updated edition includes brand-new chapters on:

- Risk management
- Identifying winning stocks
- Testing your trading strategy
- Bitcoin and alternative investments
- Ways to read the market quickly and accurately
- Technical and fundamental analysis
- Short-term trading and long-term investing

In addition, it brings you fully up to date on pattern day trading rules and zero commissions; strategies for both bull and bear markets; the influence of computer algorithms; and preparing for the market open.

With *Understanding Stocks, Third Edition*, you have everything you need to succeed by investing more and trading less.

McGraw Hill
9781264267255
1264267258
Pub Date: 5/24/2022
\$30.95 Can.
Discount Code: T
Paperback

Business & Economics
/ Investments & Securities
BUS036060
21.3 cm H | 14 cm W

Related Products

Also Available

Understanding Stocks, 3/e
9781264267262

Make Money Trading Options:
Short-Term Strategies for
Beginners 9781260468755
\$30.95

Money for the Rest of Us: 10
Questions to Master Successful
Investing 9781260453867
\$35.95

From Here to Security: How
Workplace Savings Can Keep
America's Promise
9781260116076 \$40.95

Understanding Stocks 2E
9780071830331 \$26.95

Understanding Options 2E
9780071817844 \$26.95

All About Market Indicators
9780071748841 \$25.95

Table Of Contents

Preface

Part One: What You Need to Know First

1. **Welcome to the Stock Market**
2. **Open a Brokerage Account**
3. **Your Watch List**
4. **How Wall Street Keeps Score**

Part Two: The Art of Buying and Selling

1. **Buy Your First Stock**
2. **ETFs, Index Funds, and Mutual Funds**
3. **Sell Your First Stock**

Part Three: Money-Making Strategies

1. **Long-Term Investment Strategies**
2. **Short-Term Trading Strategies**
3. **Fun Things to Do with Stocks**

Part Four: Introduction to Technical Analysis

1. **Let's Get Technical**
2. **Indicators and Oscillators**
3. **Basic Stock Patterns**

Part Five: Introduction to Fundamental Analysis

1. **It's Really Fundamental**
2. **Use Fundamentals to Find Stocks**
3. **Lessons from Peter Lynch**

Part Six: Alternative Investments

1. **Fixed Income, Bonds, and REITs**
2. **Short Selling**
3. **Cryptocurrencies**

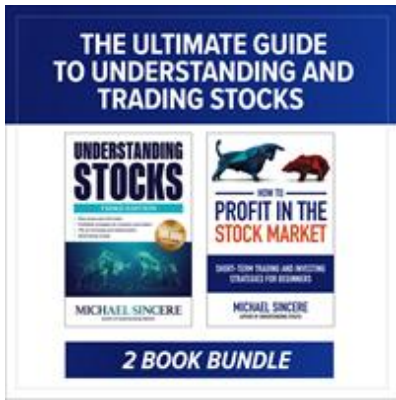
Epilogue: Parting Advice

What You Can Do Now

Where to Get Help

Acknowledgements

About the Author



The Ultimate Guide to Understanding and Trading Stocks: Two-Book Bundle

Michael Sincere

Key Selling Points

- *Understanding Stocks* is considered a classic in the field.
- This trading bundle covers the gamut, from how the stock market works to practical advice and low-risk methods for generating steady returns
- Celebrated for his engaging writing style, Sincere cuts through the technical chaff to provide an easy-to-understand blueprint for mastering options trading.

Summary

The full package for trading success! This two-volume offering from bestselling author Michael Sincere provides a complete education on winning in the stock market—consistently and decisively

If you're thinking about trading stocks part time or for a living, this two-volume combo provides everything you need to get started on the right foot.

The bestselling *Understanding Stocks* introduces you to the stock market, familiarizing you with the language, players, rules, strategies, and market environment, while *How to Profit in the Stock Market* provides simple short-term trading and investing strategies. All combined, these powerful guides cover:

- Proven risk management techniques
- New ways to identify winning stocks
- Using technical analysis to identify bull or bear markets
- The influence of computer algorithms and how they affect the market
- Entering and exiting positions
- Avoiding dangerous markets
- Analyzing the stock market and find winning stocks
- Identifying profitable setups
- Protecting money during a trade

Cutting through the technical chaff, Sincere provides an easy-to-use blueprint you can follow to master the market and start make money now.

Related Products

Display

Understanding Stocks, 3/e
9781264267255 \$30.95
How to Profit in the Stock Market
9781264267316 \$30.95
Money for the Rest of Us: 10
Questions to Master Successful
Investing 9781260453867
\$35.95
From Here to Security: How
Workplace Savings Can Keep
America's Promise
9781260116076 \$40.95
Understanding Stocks 2E
9780071830331 \$26.95

Also Available

The Ultimate Guide to
Understanding and Trading
Options: Two-Book Bundle
9781260474640 \$48.95
Make Money Trading Options:
Short-Term Strategies for
Beginners 9781260468755
\$30.95
All About Market Indicators
9780071748841 \$25.95
Understanding Options
9780071476362
9780071409131

McGraw Hill
9781264268528
1264268521
Pub Date: 6/7/2022
\$57.95 Can.
Discount Code: T
Mixed Media Product

Business & Economics
BUS000000



How to Profit in the Stock Market

Michael Sincere

Summary

Make money trading and investing in stocks with proven, easy-to-understand methods from trader and investor Michael Sincere

If you're just starting to invest in or trade stocks—or even if you're only considering it—*How to Profit in the Stock Market* delivers the insights and knowledge you need to succeed, consistently and decisively.

Famous for his realistic outlook and engaging writing style, investing authority Michael Sincere explains how to make money using strategies that have proven effective in the real world of trading and investing. He organizes the book into six parts:

The Art of Buying—how to find winning stocks, and buying strategies and tactic **Technical Indicators and Oscillators**—MACD, RSI, Bollinger Bands, Stochastics, Candlesticks, Moving Averages

Trend and Momentum Strategies—discusses short-term trend trading and momentum strategy

High Risk, High-Reward Strategies—day trading, trading gaps, cryptocurrencies, and trading penny stocks

Corrections, Crashes, and Bear Markets—how to survive and thrive when markets plunge, and advice from short-selling experts

Selling Stocks and Options—The Art of Selling and Selling Covered Calls

How to Profit in the Stock Market shows how to find stocks that have the most potential, identify overall market conditions, determine whether or not to participate, enter and exit positions, and avoid dangerous markets. You'll gain valuable information on potential risks and learn ways to protect your money during a trade.

Table Of Contents

Preface

Part One: The Art of Buying

1. **Find Winning Stocks**
2. **Buying Strategies and Tactics**

Part Two: Technical Indicators and Oscillators

1. **Moving Averages**
2. **MACD**
3. **RSI**
4. **Stochastics**
5. **Bollinger Bands**
6. **Candlesticks**

Part Three: Trend and Momentum Strategies

1. **Trend Trading**
2. **Momentum Trading**

SHORT-TERM TRADING AND INVESTING STRATEGIES FOR BEGINNERS

MICHAEL SINCERE
AUTHOR OF UNDERSTANDING STOCKS

McGraw Hill
9781264267316
1264267312
Pub Date: 5/24/2022
\$30.95 Can.
Discount Code: T
Paperback

Business & Economics
/ Investments & Securities
BUS036060

21.3 cm H | 14 cm W

Related Products

Also Available

How to Profit in the Stock Market
9781264267323

Make Money Trading Options:
Short-Term Strategies for
Beginners 9781260468755
\$30.95

Money for the Rest of Us: 10
Questions to Master Successful
Investing 9781260453867
\$35.95

From Here to Security: How
Workplace Savings Can Keep
America's Promise
9781260116076 \$40.95

Understanding Options 2E
9780071817844 \$26.95

Understanding Stocks 2E
9780071830331 \$26.95

All About Market Indicators
9780071748841 \$25.95

Part Four: High-Risk, High-Reward Strategies

1. **Day Trading**
2. **Trading Gaps**
3. **Cryptocurrencies**
4. **Trading Penny Stocks**

Part Five: Corrections, Crashes, and Bear Markets

1. **Short Selling**
2. **Bear Market Strategies**
3. **What the Pros Say**

Part Six: Selling Stocks and Options

1. **Selling Advice**
2. **Selling Covered Calls**

Epilogue: Parting Advice

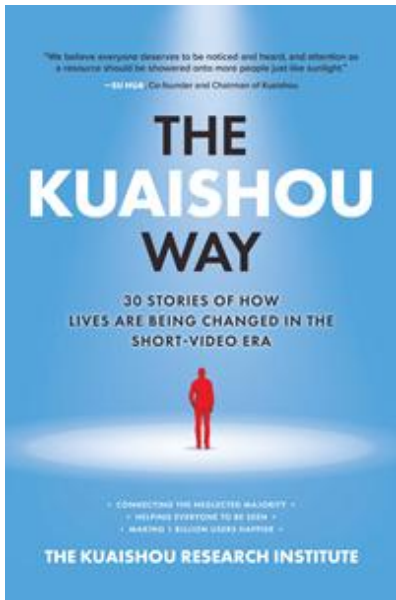
What You Can Do Now

Where to Get Help

Indicator Glossary

Acknowledgements

About the Author



The Kuaishou Way: Thirty stories of how lives are being changed in the short-video era

The Kuaishou Research Institute

Summary

When everyone has a story to tell, the Kuaishou way provides technological expertise with equality and inclusion

From its launch in 2011 as a means to share animated images, Kuaishou has become one of the world’s largest livestreaming platforms. Every day, tens of millions of short videos are uploaded to the Kuaishou app to be seen by more than 300 million viewers. But through all this explosive growth, one guiding principle has shaped Kuaishou’s role as a pioneer in the global short-video industry: technology must be available for all, “enabling every life to be seen.”

Rather than focusing on the latest hot topic or celebrity publicity stunt, Kuaishou opens a window onto numerous unique lives, always striving to ensure equitable access to those who have been digitally underserved or neglected. And the dynamic community ecosystem that Kuaishou has developed is exemplified by thirty stories, powerfully recounted in this book. From a tile salesman turned fruit farmer to a teacher of Excel, from an octopus fisherman to a road roller manufacturer, and from mountain village craftsmen to a singer of folk opera, all are reaching their audience – and, in many cases, achieving financial success – by regular livestreaming through the Kuaishou app.

The Kuaishou Way reveals the secrets to the company’s remarkable success:

- recognizing short video as the ideal medium to record and share one’s life
- providing creators with sophisticated tools to optimize video quality
- encouraging authenticity in video content to build audience trust and loyalty
- developing secure state-of-the art ecommerce services that are made available to all users
- using cutting-edge AI technology to match viewers with content in a fair and equitable manner

Available for the first time in English, *The Kuaishou Way* speaks to why Kuaishou remains unique among social media platforms, but also provides leadership lessons for all, centered around the customer-obsessed focus of co-founder and CEO, Su Hua: to enhance every person’s unique sense of happiness.

Table Of Contents

Preface: Increasing Every Person’s Unique Sense of Happiness / Su Hua

Preface: Unveiling the Mystery of Kuaishou / Zhang Fei

Introduction: What Is Kuaishou?

1. Enabling Every Life to Be Seen
2. Kuaishou E-Commerce: A Way for Fans to Buy Good Products Directly from the Manufacturer
3. Kuaishou Education: Redefining Knowledge

4. Kuaishou Musicians: Music-Making Is No Longer the Privilege of a Few
5. Having a Kuaishou Account Will Become Standard Business Practice
6. Kuaishou’s Poverty Alleviation: Seeing Every Village
7. Kuaishou’s Intangible Cultural Heritage: Seeing Every Heritage
8. Kuaishou Villages: A Single Spark Can Start a Prairie Fire
9. Kuaishou MCNs: Making the Most of the Shift from Picture and Text to Video

- Epilogue: Looking Ahead Toward the 5G Era: The Rise to a Leading Role / Yu Guoming
- Postscript: The Power of Kuaishou

McGraw Hill
9781264264162
126426416X
Pub Date: 3/19/2021
\$38.95 Can.
Discount Code: T
Book

320 Pages
Business & Economics
BUS000000

2.1 cm H | 15.2 cm W | 22.9 cm T
| 627.8 g Wt

Related Products

Display

Content Inc., Second Edition:
Start a Content-First Business,
Build a Massive Audience and
Become Radically Successful
(With Little to No Money)
9781264257546 \$34.95

The Huawei Way: Lessons from
an International Tech Giant on
Driving Growth by Focusing on
Never-Ending Innovation
9781259643057 \$44.95

China's Guaranteed Bubble
9781259644580 \$62.95

The Alibaba Way: Unleashing
Grass-Roots Entrepreneurship to
Build the World's Most Innovative
Internet Company
9781259585401 \$37.95



Must Know High School ESL

Danielle Pelletier

Summary

A user-friendly, concept-first approach helps high school ESL students learn to read, write and speak English quickly and easily

For high school students learning English as a second language, only *Must Know High School ESL* provides the clarity and precision of up-front, with must-know concepts to help them learn to speak, read and write more quickly and easily. Rather than starting with goals to be met like other study guides, chapters in the new Must Know series begin with the most important idea, or concept—and then shows students exactly how these concepts help them accomplish their goals.

Written by an expert ESL educator with decades of experience, *Must Know High School ESL* provides useful examples to help explain and clarify each topic, then follows up with more challenging aspects and exceptions to any rules. Every chapter closes with reinforcing exercises to help students get the practice they need and the confidence they desire. With a focus on the essentials and extensive, practical examples, *Must Know High School ESL* shows students that understanding the must-know concepts can help them speak, read and write English quickly and painlessly.

Features:

- Focused, must-know content approach will appeal to students who want to learn quickly and easily
- Content aligned to national standards
- Extensive, practical examples drive home essential topics
- 250 real-life practice questions instill confidence and reinforce comprehension
- Conversational writing style and engaging IRL (In Real Life) and BTW (By the Way) sidebars
- Bonus app: Includes 100 flashcards to reinforce concepts
- Extensive audio to help students improve listening skills and comprehension

Danielle Pelletier (Waltham, MA) is president of English League Workforce Communication Training, a company that provides English language training and American culture education to international students and working professionals. A former president of CATESOL, an association of professionals advancing the quality of English language teaching, she has more than 20 years of experience in the field.

McGraw Hill
9781264258659
1264258658
Pub Date: 4/15/2022
\$18.95 Can.
Discount Code: T
Paperback

400 Pages
Foreign Language Study / English
As A Second Language
FOR007000

23.2 cm H | 18.7 cm W

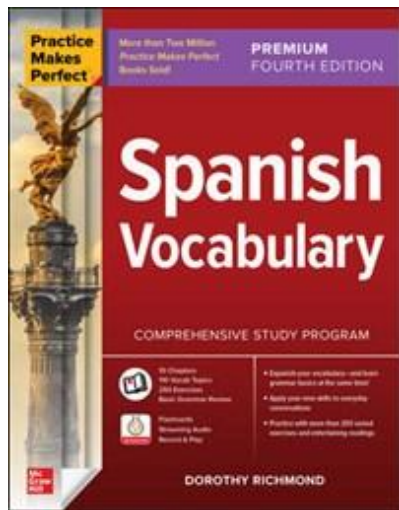
Related Products

Also Available

Practice Makes Perfect: English Grammar for ESL Learners, Third Edition 9781260120936 \$18.95
Correct Your English Errors, Second Edition 9781260019216 \$31.95

Practice Makes Perfect: English Vocabulary for Beginning ESL Learners, Third Edition 9781260011197 \$20.95

Practice Makes Perfect Intermediate English Grammar for ESL Learners 9780071840514
Easy English Step-by-Step for ESL Learners 9780071820981



Practice Makes Perfect: Spanish Vocabulary, Premium Fourth Edition (4th Edition)

Dorothy Richmond

Summary

Expand your Spanish vocabulary and sharpen your writing and speaking skills with the best review and practice workbook for beginning and advanced-beginning students!

Now in its fourth edition, *Practice Makes Perfect Spanish Vocabulary* is the go-to review and practice workbook for beginning and advanced-beginning level learners of Spanish, giving you a solid foundation to communicate comfortably in Spanish, verbally or in writing.

Each chapter of this comprehensive book focuses on a theme, ranging from family and travel, to school, work, and the environment, on which you can build your language skills in a systematic manner. As you lay the foundation for an ever-growing vocabulary, you'll consolidate your knowledge with plenty of exercises to gain the confidence you need to converse with confidence.

Boost your mastery of the Spanish language with *Practice Makes Perfect Spanish Vocabulary, Premium Fourth Edition*.

Features:

- Helps you build fluency with themed chapters to grow your skills in a systematic progression
- Covers the latest vocabulary in evolving areas, such as technology, communications and the media
- Develops your active Spanish vocabulary with more than 240 engaging exercises
- New: Audio answer key to 70 exercises to help with pronunciation skills and memorization, via app

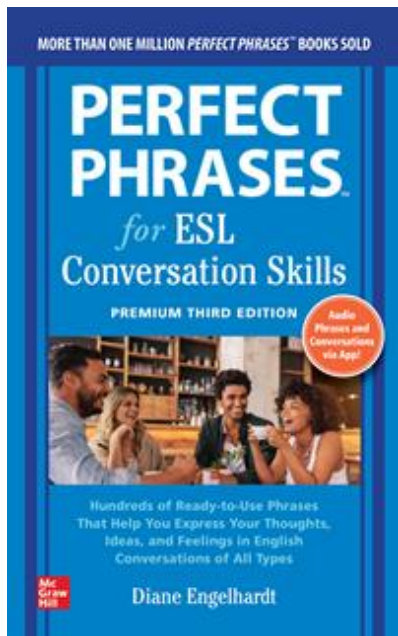
McGraw Hill
9781264264247
1264264240
Pub Date: 3/18/2022
\$22.95 Can.
Discount Code: T
Paperback

480 Pages
Foreign Language Study / Spanish
FOR026000
27.6 cm H | 21.6 cm W

Related Products

Also Available

Schaum's Outline of Spanish
Vocabulary, Fifth Edition
9781260462807 \$26.95
Practice Makes Perfect: Spanish
Vocabulary, Third Edition
9781260026221 \$20.95



Perfect Phrases for ESL: Conversation Skills, Premium Third Edition *(3rd Edition)*

Diane Engelhardt

Key Selling Points

- Author expertise: Engelhardt is a specialist in English-learning issues
- Includes hundreds of useful English phrases for everyday communication
- Clarifies ranges of English language usage, from formal to formal
- Supported by audio recordings of conversation and organized phrase clusters from the book (available via app)

Summary

A handy reference that helps intermediate ESL speakers converse like native English speakers—now enhanced via app with audio recordings of key expressions

For intermediate ESL speakers, idiomatic speech, slang and other English phrases create a barrier to conversing confidently in casual and work-related situations. In *Perfect Phrases for ESL: Conversation Skills, Premium Third Edition*, non-native speakers will find a phrase guide that enables them to say the right words at the right time in any setting with perfect confidence.

Written in an accessible, easy-to-understand way by a highly experienced ESL instructor, *Perfect Phrases for ESL: Conversation Skills* helps readers navigate idiomatic speech and nuanced conversation with hundreds of ready-to-use English phrases and example dialogues. They'll find phrases for talking with friends, offering opinions, collaborating with co-workers, addressing misunderstandings, and more—including common slang expressions frequently used by native English speakers. Now enhanced with an app featuring audio recordings of key expressions, *Perfect Phrases for ESL: Conversation Skills* gives readers the confidence they need to participate fully and confidently in any situation.

Features:

- More than 1 million Perfect Phrases books sold
- Author expertise: Engelhardt is a specialist in English-learning issues
- Includes hundreds of useful English phrases for everyday communication
- Clarifies ranges of English language usage, from formal to formal
- Supported by audio recordings of conversation and organized phrase clusters from the book (available via app)

Diane Engelhardt (Victoria, BC, Canada) has been an ESL instructor for more than 20 years, first as an instructor at Berlitz. She has taught conversational and business English to a wide variety of students in Canada and Germany. She currently teaches at Royal Roads University International Student Centre in Victoria, Canada.

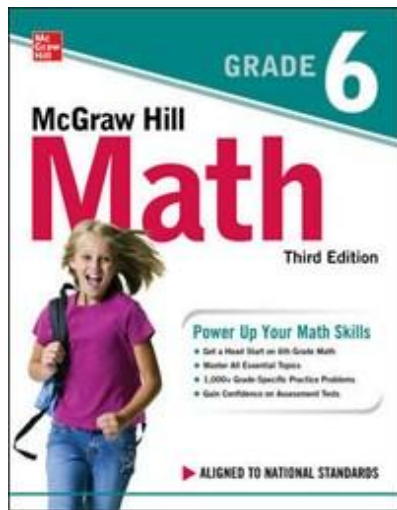
McGraw Hill
9781264285631
1264285639
Pub Date: 3/25/2022
\$18.95 Can.
Discount Code: T
Book

320 Pages
Foreign Language Study / English
As A Second Language
FOR007000
20.3 cm H | 12.7 cm W

Related Products

Also Available

Practice Makes Perfect: English Conversation, Premium Third Edition 9781260462166 \$21.95
Easy English Step-by-Step for ESL Learners, Second Edition 9781260455182 \$24.95
Perfect Phrases for ESL: Conversation Skills, Second Edition 9781260010701 \$17.95



McGraw Hill Math Grade 6, Third Edition (3rd Edition)

McGraw Hill

Summary

An engaging math workbook to help your 6th grade student master the skills necessary to perform better in class and on standardized tests

Colorful, dynamic, and filled with engaging activities, *McGraw Hill: Math Grade 6, Third Edition* provides maximum educational value, giving your sixth grader a student-friendly learning experience to learn and practice the skills they need to do well in school and on standardized tests.

Based on the curriculum standards followed by states across the U.S., *McGraw Hill: Math Grade 6* covers key topics with easy-to-follow instructions, helpful examples, and more than 1,000 practice problems with answers. End-of-chapter tests allow your child to see where mastery has been gained and what they need to focus on. As they master each concept, your child will sharpen their problem-solving skills and build the confidence they need to succeed in sixth grade math.

Features include:

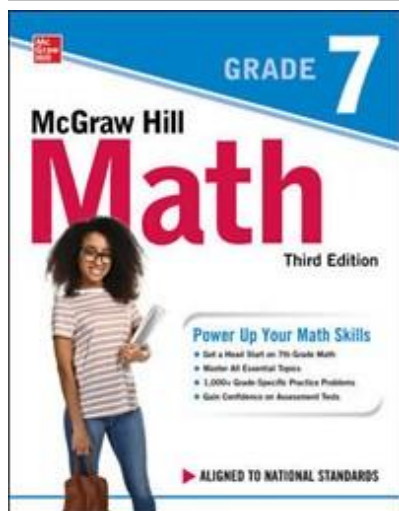
- **New:** Multi-step problems and word problems.
- A state-by-state guide shows you how to focus your child's lessons
- The guide shows which states have adopted Common Core State Standards, how each state has implemented the standards for math, and outlines the standards for non-Common Core states
- 1,000+ math problems with explanations for answers
- A 10-Week Summer Study Plan shows you how to create the best study schedule for your child
- A pretest helps your child determine which skills require more attention
- End-of-chapter tests help your child assess if they've mastered the chapter's concepts
- Posttest at the end of the book shows your child how well they understand key concepts
- A glossary explains key terms that students will encounter in the book

Topics covered:

- Place values and estimating
- Number properties and order of operations
- Negative numbers and absolute value
- Factors and multiples
- Solving problems with rational numbers
- Ratios and proportions
- Percent
- Exponents and scientific notation
- Solving equations and inequalities
- Customary and metric units of measure, including conversions
- Solving problems by graphing points on the coordinate plane
- Classifying polygons based on their properties
- Calculating perimeter, area, surface area, and volume
- Data presentation
- Statistical variability, including probability

McGraw Hill
9781264285679
1264285671
Pub Date: 4/29/2022
\$17.95 Can.
Discount Code: T
Book

Study Aids
STU000000
27.6 cm H | 21.6 cm W



McGraw Hill Math Grade 7, Third Edition (3rd Edition)

McGraw Hill

Summary

An engaging math workbook to help your 7th grade student master the skills necessary to perform better in class and on standardized tests

Colorful, dynamic, and filled with engaging activities, *McGraw Hill: Math Grade 7, Third Edition* provides maximum educational value, giving your seventh grader a student-friendly learning experience to learn and practice the skills they need to do well in school and on standardized tests.

Based on the curriculum standards followed by states across the U.S., *McGraw Hill: Math Grade 7* covers key topics with easy-to-follow instructions, helpful examples, and more than 1,000 practice problems with answers. End-of-chapter tests allow your child to see where mastery has been gained and what they need to focus on. As they master each concept, your child will sharpen their problem-solving skills and build the confidence they need to succeed in seventh grade math.

Features include:

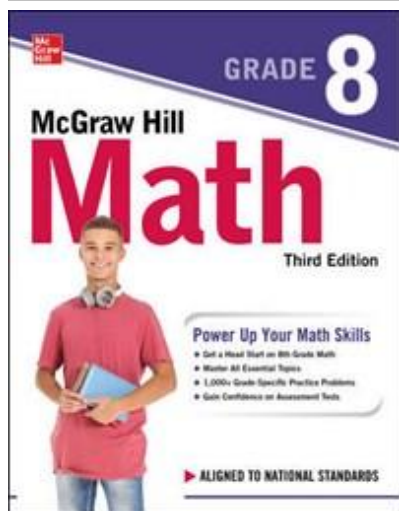
- A state-by-state guide shows you how to focus your child's lessons
- The guide shows which states have adopted Common Core State Standards, how each state has implemented the standards for math, and outlines the standards for non-Common Core states
- 1,000+ math problems with explanations for answers
- A 10-Week Summer Study Plan shows you how to create the best study schedule for your child
- A pretest helps your child determine which skills require more attention
- End-of-chapter tests help your child assess if they've mastered the chapter's concepts
- Posttest at the end of the book shows your child how well they understand key concepts
- A glossary explains key terms that students will encounter in the book

Topics covered:

- Mathematical operations and number properties
- Negative numbers and absolute value
- Solving problems with rational numbers
- Ratios, proportions, equivalence and scale factors
- Percent and percent change
- Graphing relationships and unit rates
- Roots and exponents
- Scientific notation
- Solving equations and inequalities
- Customary and metric units of measure, including conversions
- Data presentation
- Statistics and probability
- Constructing and analyzing geometric figures
- Solving problems involving angle measure, area, surface area and volume

McGraw Hill
9781264285693
1264285698
Pub Date: 4/29/2022
\$17.95 Can.
Discount Code: T
Book

Study Aids
STU000000
27.6 cm H | 21.6 cm W



McGraw Hill Math Grade 8, Third Edition (3rd Edition)

McGraw Hill

Summary

An engaging math workbook to help your 8th grade student master the skills necessary to perform better in class and on standardized tests

Colorful, dynamic, and filled with engaging activities, *McGraw Hill: Math Grade 8, Third Edition* provides maximum educational value, giving your 8th grader a student-friendly learning experience to learn and practice the skills they need to do well in school and on standardized tests.

Based on the curriculum standards followed by states across the U.S., *McGraw Hill: Math Grade 8* covers key topics with easy-to-follow instructions, helpful examples, and more than 1,000 practice problems with answers. End-of-chapter tests allow your child to see where mastery has been gained and what they need to focus on. As they master each concept, you child will sharpen their problem-solving skills and build the confidence they need to succeed in eighth grade math.

Features include:

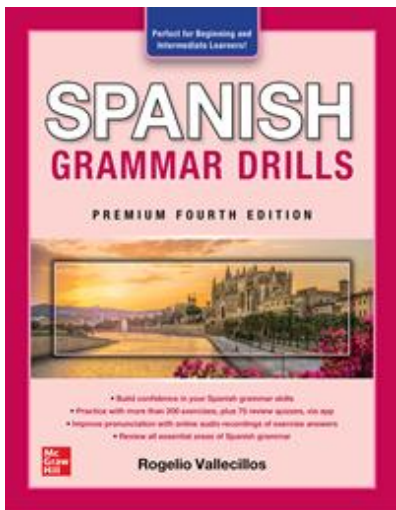
- NEW Addition of “real-world” questions and multi-step problems
- A state-by-state guide shows you how to focus your child’s lessons
- The guide shows which states have adopted Common Core State Standards, how each state has implemented the standards for math, and outlines the standards for non-Common Core states
- 1,000+ math problems with explanations for answers
- A 10-Week Summer Study Plan shows you how to create the best study schedule for your child
- A pretest helps your child determine which skills require more attention
- End-of-chapter tests helps your child assess if they’ve mastered the chapter’s concepts
- Posttest at the end of the book shows your child how well they understand key concepts
- A glossary explains key terms that students will encounter in the book

Topics covered:

- Solving problems with rational numbers
- Approximating irrational numbers
- Ratios, proportions, and percents
- Roots and exponents
- Performing operations with scientific notation
- Analyzing and solving linear equations and pairs of linear equations
- Graphing proportional relationships and functions
- Customary and metric units of measure, including conversions
- Geometric transformations
- Using the Pythagorean Theorem
- Solving problems involving volume of cones and spheres
- Analyzing patterns in bivariate data, including probability

McGraw Hill
9781264285716
126428571X
Pub Date: 4/29/2022
\$17.95 Can.
Discount Code: T
Book

Study Aids
STU000000
27.6 cm H | 21.6 cm W



Spanish Grammar Drills, Premium Fourth Edition (4th Edition)

Rogelio Alonso Vallecillos

Key Selling Points

- Same rigorous format as the popular Verb Drills series, which sold 400,000+ books
- Drills format encourages readers to reinforce their knowledge of Spanish grammar
- Clear explanations of essential grammar rules, followed by practice exercises
- New: Streaming audio recordings of the answers to more than 50 exercises

Summary

Expand your Spanish grammar mastery with the most focused review and practice workbook for beginning to intermediate learners—now with support from the McGraw-Hill Language Lab app!

Understanding the rules of grammar is the first step in learning a language, gaining true mastery requires reinforcing your knowledge with extensive practice. In *Spanish Grammar Drills*, you'll get all the practice you need to build confidence in your Spanish language skills.

Each chapter in *Spanish Grammar Drills* starts with a review of the concepts at hand, with helpful examples and an extensive progression of exercises. The book includes a final review section, with an additional 75 quizzes available in the McGraw Hill Language Lab app. The on-the-go study aid is newly enhanced in this edition with audio recordings of the answers to more than 50 exercises in the book, helping you improve your skills in both listening and speaking the Spanish language.

Features:

- NEW: Audio recordings of the answer key to more than 50 exercises, available through the McGraw Hill Language Lab app
- 75 additional quizzes via McGraw Hill Language Lab app
- No other book on the market focuses so exclusively on practice
- Offers more than 200 exercises
- Accessible style and format: Simple grammar reviews with clear examples are followed by an engaging variety of exercises
- Interactive exercises (via app and online) to help you practice what you've learned
- Topics include reflexive verbs, infinitives and gerunds, possessive pronouns, adverbs of frequency, imperfecto versus indefinito, comparative and superlatives, and more

McGraw Hill
9781264286096
1264286090
Pub Date: 4/29/2022
\$22.95 Can.
Discount Code: T
Book

Foreign Language Study / Spanish
FOR026000

27.6 cm H | 21.6 cm W

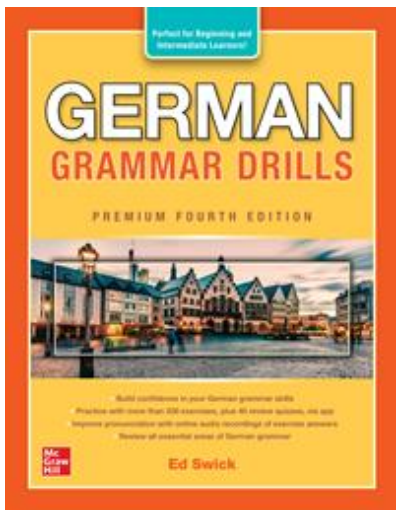
Related Products

Also Available

Practice Makes Perfect: Complete Spanish Grammar, Premium Fourth Edition 9781260463156 \$22.95

Schaum's Outline of Spanish Grammar, Seventh Edition 9781260454222 \$26.95

Spanish Grammar Drills, Third Edition 9781260116236 \$22.95



German Grammar Drills, Premium Fourth Edition (4th Edition)

Ed Swick

Key Selling Points

- Same rigorous format as the popular Verb Drills series, which sold 400,000+ books
- Drills format encourages readers to reinforce their knowledge of German grammar
- Clear explanations of essential grammar rules, followed by practice exercises
- New: Streaming audio recordings of the answers to more than 50 exercises

Summary

Build your mastery of German grammar with the most focused review and practice workbook for beginning to intermediate learners—now with audio support from the McGraw Hill Language Lab app!

Understanding the rules of grammar is the first step in learning a language, but gaining true mastery requires reinforcing your knowledge with extensive practice. In *German Grammar Drills*, you'll get all the practice you need to build confidence in your German language skills.

Each chapter in *German Grammar Drills* starts with a review of the concepts at hand, with helpful examples and an extensive progression of rigorous drill exercises. The book includes a final review section, with 45 interactive exercises available in the McGraw Hill Language Lab app. The on-the-go study aid is newly enhanced in this edition with audio recordings of the answers, helping you improve your skills in both listening and speaking the German language.

Features:

- NEW: Audio recordings of the answer key to more than 50 exercises, available through the McGraw Hill Language Lab app
- No other book on the market focuses so exclusively on practice
- Accessible style and format: Simple grammar reviews with clear examples are followed by an engaging variety of exercises
- Includes 45 interactive exercises (via app and online) allowing you to assess what you've learned
- Topics include determining the gender of words, accusative-dative prepositions, der words and ein words, relative pronouns, infinitive clauses, comparatives and superlatives, word order, and more

McGraw Hill
9781264286102
1264286104
Pub Date: 4/29/2022
\$22.95 Can.
Discount Code: T
Book

Foreign Language Study / German
FOR009000

27.6 cm H | 21.6 cm W

Related Products

Also Available

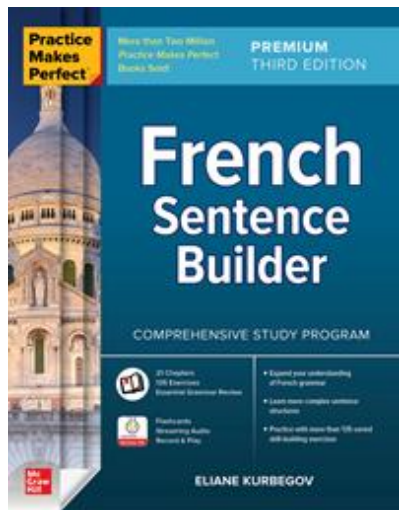
Practice Makes Perfect: Complete German All-in-One
9781260455144 \$48.95

Easy German Step-by-Step, Second Edition 9781260455168
\$21.95

Practice Makes Perfect: Complete German Grammar, Premium Second Edition 9781260121650
\$22.95

Schaum's Outline of German Grammar, Sixth Edition
9781260120998 \$26.95

German Grammar Drills, Third Edition 9781260116250 \$25.95



Practice Makes Perfect French Sentence Builder, Premium Third Edition

Eliane Kurbegov

Key Selling Points

- Presents grammar elements in the context of sentence building, supported by numerous examples
- Includes numerous exercises in a variety of formats to build writing skills
- A review chapter tests your comprehension of everything covered in the book
- An answer key provides correct responses to closed exercises and example answers for creative questions
- NEW: Audio recordings of the answer key to more than 50 exercises, available via the McGraw Hill Language Lab app

Summary

The go-to guide to helping you make the leap from French language basics to composing well-structured sentences—now with new streaming audio recordings via the McGraw Hill Language Lab app.

Once you've learned the rudiments of French grammar and a core vocabulary, the next challenge is to put together well-structured sentences. In *Practice Makes Perfect: French Sentence Builder*, you'll find everything you need to help you break out of a compartmentalized understanding of the language and build your confidence in writing and speaking French.

Progressing gradually from putting words together into clauses through writing your own sentences and eventually entire paragraphs, *Practice Makes Perfect: French Sentence Builder* presents clear explanations on how to apply grammar, numerous examples that demonstrate correct word order, and helpful exercises to practice. With new audio recordings of the answer key to more than 50 exercises, you'll gain the skills you need to be able to speak, understand, and write French with confidence.

Features

- Presents grammar elements in the context of sentence building, supported by numerous examples
- Includes numerous exercises in a variety of formats to build writing skills
- A review chapter tests your comprehension of everything covered in the book
- An answer key provides correct responses to closed exercises and example answers for creative questions
- NEW: Audio recordings of the answer key to more than 50 exercises, available via the McGraw Hill Language Lab app

McGraw Hill
9781264286027
1264286023
Pub Date: 4/8/2022
\$22.95 Can.
Discount Code: T
Book

Foreign Language Study / French
FOR008000
27.6 cm H | 21.6 cm W

Related Products

Also Available

- Practice Makes Perfect: Complete French Grammar, Premium Fourth Edition 9781260463170 \$22.95
- Schaum's Outline of French Grammar, Seventh Edition 9781260120950 \$25.95
- Practice Makes Perfect: Complete French All-in-One, Premium Second Edition 9781260121032 \$48.95
- Practice Makes Perfect French Sentence Builder, Second Edition 9781260019148 \$21.95



Read & Think Spanish, Premium Fourth Edition *(4th Edition)*

The Editors of Think Spanish

Key Selling Points

- Broad range of readings from across the Spanish-speaking world show the beautiful diversity of culture
- Successful series: Across editions, more than 150,000 copies of the Read & Think series have been sold
- New articles reflecting the current aspects of life in Latin America, Spanish-speaking U.S., and Spain, with same-page glossaries
- New and expanded materials in the McGraw-Hill Language Lab app (free online and via mobile)
- App includes flashcards of more than 7,000 vocabulary terms and audio recordings of 50 readings (2+ hours)

Summary

Your first-class ticket to building better Spanish language skills—and appreciating the diversity of Spanish-speaking culture!

From the bestselling *Read & Think* series, this fully illustrated fourth edition of *Read & Think Spanish* brings the Spanish language to life! In addition to introducing, developing, and growing key vocabulary, this book gives you an insider’s look at the exciting diversity of life and culture in Latin America, Spanish-speaking U.S. and Spain—from traditional Guatemalan recipes and the benefits of the Mediterranean diet to biographies of luminaries like Rita Moreno to lessons on Argentinian soccer.

Including more than 100 engaging articles written by native Spanish speakers, each one provides a bilingual glossary on the same page, allowing you to learn without stopping to look up new or unfamiliar words. Each chapter contains several exercises to reinforce comprehension, and this new premium edition features streaming audio recordings of 50 readings (more than 2 hours), supported by the McGraw-Hill Language Lab app.

Read & Think Spanish, Premium Fourth Edition features:

- New articles reflecting the current aspects of life in Latin America, Spanish-speaking U.S., and Spain
- New and expanded materials in the McGraw-Hill Language Lab app (free online and via mobile)
- App includes flashcards of more than 7,000 vocabulary terms
- App includes audio recordings of 50 readings (2+ hours)

McGraw Hill
9781260474596
1260474593
Pub Date: 1/14/2022
\$25.95 Can.
Discount Code: T
Paperback

288 Pages
Foreign Language Study / Spanish
FOR026000
23.2 cm H | 18.7 cm W

Related Products

Also Available

Easy Spanish Reader, Premium Fourth Edition 9781260463606 \$18.95

Read & Think Spanish, Premium Third Edition 9781259836312 \$25.95

Easy Spanish Reader Premium, Third Edition 9780071850193 \$15.95



Read & Think Italian, Premium Third Edition (3rd Edition)

The Editors of Think Italian! Magazine

Key Selling Points

- Broad range of readings from across the Italian-speaking world show the beautiful diversity of Italian culture and life
- Successful series: Across editions, more than 150,000 copies of the Read & Think series have been sold
- New articles reflecting the current aspects of life in Italy, with same-page glossaries
- New and expanded materials in the McGraw-Hill Language Lab app (free online and via mobile)
- App includes flashcards of more than 7,000 vocabulary terms and audio recordings of 35 readings (2+ hours)

Summary

Your first-class ticket to building better Italian language skills—and appreciating the diversity of Italian-speaking culture!

From the bestselling *Read & Think* series, this fully illustrated third edition of *Read & Think Italian* brings the Italian language to life! In addition to introducing, developing, and growing key vocabulary, this book gives you an insider’s look at the exciting diversity of life and culture in Italy—from a typical Italian workday and Italian wedding traditions to the glamorous world of Italian fashion—with city tours of Rome, Venice, Naples and Verona along the way.

Including more than 100 engaging articles written by native Italian speakers, each one provides a bilingual glossary on the same page, allowing you to learn without stopping to look up new or unfamiliar words. Each chapter contains several exercises to reinforce comprehension. This edition features streaming audio recordings of 35 readings (more than 2 hours), supported by the McGraw-Hill Language Lab app.

Read & Think Italian, Premium Third Edition features:

- New articles reflecting the current aspects of life in Italy
- New and expanded materials in the McGraw-Hill Language Lab app (free online and via mobile)
- App includes flashcards of more than 7,000 vocabulary terms
- App includes audio recordings of 35 readings (2+ hours)

McGraw Hill
 9781260474558
 1260474550
 Pub Date: 1/14/2022
 \$25.95 Can.
 Discount Code: T
 Paperback
 256 Pages
 Foreign Language Study / Italian
 FOR013000
 23.2 cm H | 18.7 cm W

Related Products

Also Available

- Easy Italian Reader, Premium Third Edition 9781260463644 \$20.95
- Read & Think Italian, Premium Second Edition 9781259836336 \$25.95
- Easy Italian Reader, Premium 2nd Edition 9780071849838 \$17.95



Read & Think French, Premium Third Edition(3rd Edition)

The Editors of Think French! magazine

Key Selling Points

- Broad range of readings from across the French-speaking world show the beautiful diversity of culture
- Successful series: Across editions, more than 150,000 copies of the Read & Think series have been sold
- New articles reflecting the current aspects of life in France, Quebec, the French West Indies and beyond
- New and expanded materials in the McGraw-Hill Language Lab app (free online and via mobile)
- App includes flashcards of more than 7,000 vocabulary terms and audio recordings of 35 readings (2+ hours)

Summary

Your first-class ticket to building better French language skills—and appreciating the diversity of Francophone culture!

From the bestselling *Read & Think* series, this fully illustrated third edition of *Read & Think French* brings the French language to life! In addition to introducing, developing, and growing key vocabulary, this book gives you an insider's look at the exciting diversity of life and culture the French-speaking world— from etiquette at the French table to the comedians of Quebec to the gastronomic flavors of the French West Indies.

Including more than 100 engaging articles written by native French speakers, each one provides a bilingual glossary on the same page, allowing you to learn without stopping to look up new or unfamiliar words. Each chapter contains several exercises to reinforce comprehension. This premium edition features streaming audio recordings of 35 readings (more than 2 hours), supported by the McGraw-Hill Language Lab app.

Read & Think French, Premium Third Edition features:

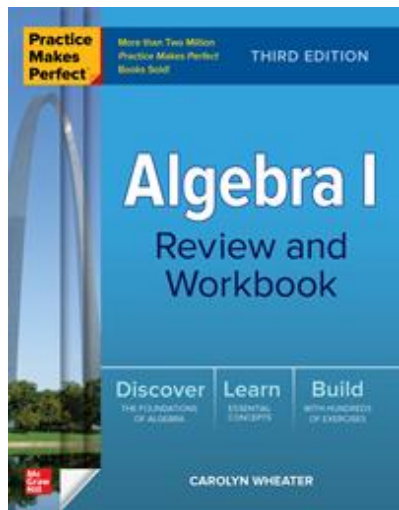
- New articles reflecting the current aspects of life in the French-speaking world
- New and expanded materials in the McGraw-Hill Language Lab app (free online and via mobile)
- App includes flashcards of more than 7,000 vocabulary terms
- App includes audio recordings of 35 readings (2+ hours)

McGraw Hill
 9781260474572
 1260474577
 Pub Date: 1/14/2022
 \$25.95 Can.
 Discount Code: T
 Paperback
 256 Pages
 Foreign Language Study / French
 FOR008000
 23.2 cm H | 18.7 cm W

Related Products

Also Available

Easy French Reader, Premium Fourth Edition 9781260463620 \$18.95
 Read & Think French, Premium Second Edition 9781259836299 \$25.95
 Easy French Reader Premium, Third Edition 9780071850179 \$15.95



Practice Makes Perfect Algebra I Review and Workbook, Third Edition *(3rd Edition)*

Carolyn Wheeler

Key Selling Points

- Refreshed lesson instruction and updated Algebra I practice questions
- Use of the latest question types and Algebra strategies
- Updated cover and design
- More than 900 practice exercises to reinforce essential Algebra topics and concepts
- Successful series: "Practice Makes Perfect" has sales of 2,000,000+ copies
- Suitable as a review workbook and companion to a basic text for high school and college students, as well as adults looking to revisit the subject

Summary

The ideal study guide for success in Algebra I—with updated review and hundreds of practice questions

Practice makes perfect—and this study guide gives you all the practice you need to gain mastery over Algebra I. Whether you're a high school or college student, or a self-studying adult, the hundreds of exercises in *Practice Makes Perfect: Algebra I Review and Workbook, Third Edition* will help you become comfortable, and ultimately gain confidence with the material.

Written by an expert algebra educator with decades of experience, this updated edition of *Practice Makes Perfect: Algebra I Review and Workbook* features the latest strategies and lesson instruction in an accessible format, with thorough review followed immediately by a variety of practice questions. Covering all the essential algebra topics, this book will give you everything you need to help with your schoolwork, exams, and everyday life!

Features:

- The most updated Algebra I lesson instruction and practice questions
- Use of the latest question types and Algebra strategies
- More than 900 practice exercises to reinforce Algebra I concepts
- Coverage of all the most important Algebra topics, from linear equations to solving word problems
- Answer Key to help check your work
- Lessons presented in an easy-to-use format, with review followed by lots of practice

McGraw Hill
9781264285778
1264285779
Pub Date: 5/20/2022
\$17.95 Can.
Discount Code: T
Book

Mathematics / Algebra
MAT002000

27.6 cm H | 21.6 cm W

Related Products

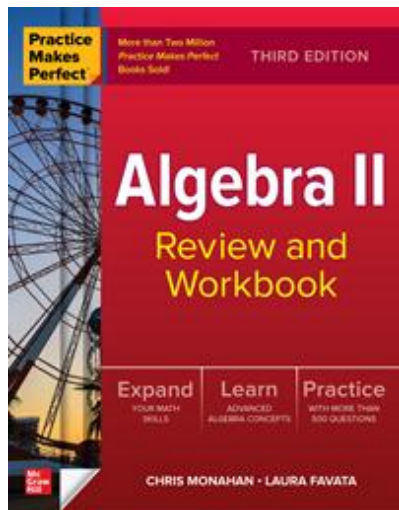
Also Available

Must Know High School Algebra
9781260452921 \$22.95

McGraw-Hill Education Algebra I
Review and Workbook
9781260128949 \$17.95

Practice Makes Perfect Algebra II
Review and Workbook, Second
Edition 9781260116021 \$17.95

Practice Makes Perfect Algebra I
Review and Workbook, Second
Edition 9781260026443 \$17.95



Practice Makes Perfect Algebra II Review and Workbook, Third Edition *(3rd Edition)*

Christopher Monahan, Laura Favata

Key Selling Points

- Refreshed lesson instruction and updated Algebra II practice questions
- Use of the latest question types and advanced Algebra strategies
- Updated cover and design
- More than 500 practice exercises to reinforce essential Algebra II topics and concepts
- Successful series: "Practice Makes Perfect" has sales of 2,000,000+ copies
- Suitable as a review workbook and companion to a basic text for high school and college students, as well as adults looking to revisit the subject

Summary

The ideal study guide for success in Algebra II—with updated review and hundreds of practice questions

Practice makes perfect—and this study guide gives you all the practice you need to gain mastery over Algebra II. Whether you're a high school or college student, or a self-studying adult, the hundreds of exercises in *Practice Makes Perfect: Algebra II Review and Workbook, Third Edition* will help you become comfortable, and ultimately gain confidence with the material.

Written by expert algebra educators with decades of experience, this updated edition of *Practice Makes Perfect: Algebra II Review and Workbook* features the latest strategies and lesson instruction in an accessible format, with thorough review followed immediately by a variety of practice questions. Covering all the essential advanced algebra II topics, this book will give you everything you need to help with your schoolwork, exams, and everyday life!

Features:

- The most updated Algebra II lesson instruction and practice questions
- Use of the latest question types and advanced Algebra strategies
- More than 500 practice exercises to reinforce Algebra II concepts
- Coverage of all the most important advanced Algebra topics, from quadratic relationships to inferential statistics
- Answer keys to help you check your work
- Lessons presented in an easy-to-use format, with review followed by lots of practice

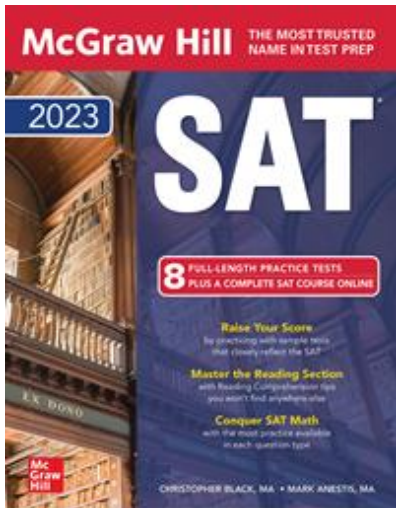
McGraw Hill
9781264286423
1264286422
Pub Date: 5/20/2022
\$17.95 Can.
Discount Code: T
Book

Mathematics / Algebra
MAT002000
27.6 cm H | 21.6 cm W

Related Products

Also Available

Must Know High School Algebra
9781260452921 \$22.95
McGraw-Hill Education Algebra II
Review and Workbook
9781260128888 \$17.95
Practice Makes Perfect Algebra II
Review and Workbook, Second
Edition 9781260116021 \$17.95
Practice Makes Perfect Algebra I
Review and Workbook, Second
Edition 9781260026443 \$17.95



McGraw-Hill SAT 2023

Christopher Black, Mark Anestis

Key Selling Points

- 8 full-length practice SATs: 5 in the book and 3 online
- The most comprehensive review on the market
- Access to the online course
- 700+ extra exercises to master every skill on the SAT
- Expanded lessons for the most-tested SAT topics
- Advanced Analytical Vocabulary (Chapter 3)

Summary

Ace the SAT with the most comprehensive review available—a complete book + online study course with 8 full-length practice tests

Get the most robust SAT review and study package available with *McGraw Hill SAT 2023*. It's a complete coaching system, combining print and online resources to offer the most effective use of your study time so can feel super-confident on test day.

Revised and updated to match the official SAT, *McGraw Hill SAT 2023* is packed with test-taking strategies and more than 700 skill-building exercises covering every aspect of the test, including Advanced Analytical Vocabulary and the best Reading comprehension prep available. You'll also get practice materials for every type of question you'll see on the test, helpful instructions and explanations for all aspects of the exam, with 8 full-length practice tests, fully explained answers, and access to a complete online course.

Features:

- 8 full-length practice SATs: 5 in the book and 3 online
- Access to the online course
- The most comprehensive review on the market
- Expanded lessons for the most-tested SAT topics
- 700+ extra exercises to master every skill on the SAT
- Instructions and explanations for all aspects of the SAT exam
- Advanced Analytical Vocabulary (Chapter 3)

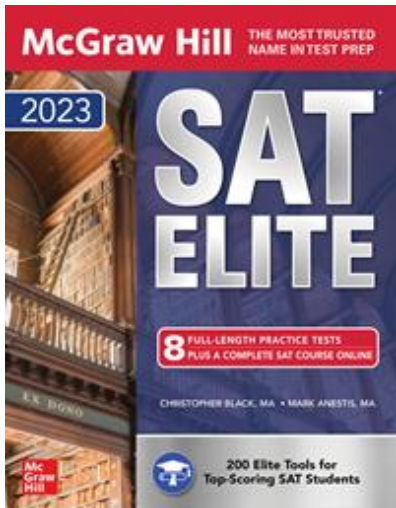
McGraw Hill
9781264594306
1264594305
Pub Date: 5/20/2022
\$25.95 Can.
Discount Code: T
Book

Study Aids / Sat
STU024000
27.6 cm H | 21.6 cm W

Related Products

Display

McGraw-Hill Education SAT Elite
2022 9781264266548 \$31.95
McGraw-Hill Education SAT 2022
9781264266524 \$25.95



McGraw-Hill SAT Elite 2023

Christopher Black, Mark Anestis

Key Selling Points

- 8 full-length practice SATs: 5 in the book and 3 online
- 200 Elite tools for Top-Scoring Students
- The most comprehensive review on the market
- Access to the online course
- 700+ extra exercises to master every skill on the SAT
- Advanced Analytical Vocabulary (Chapter 3)

Summary

Ace the SAT with the most comprehensive review available—a complete book + online study course, 8 full-length practice tests, and a “200 Elite Tools for Top-Scoring Students” bonus section!

Get the most robust SAT review and study package available with *McGraw Hill SAT Elite 2023*. It’s a complete coaching system, combining print and online resources to offer the most effective use of your study time so you can feel super-confident on test day.

Revised and updated to match the official SAT, *McGraw Hill SAT Elite 2023* is packed with test-taking strategies and more than 700 skill-building exercises covering every aspect of the test, including Advanced Analytical Vocabulary and the best Reading comprehension prep available. You’ll also get practice materials for every type of question you’ll see on the test, helpful instructions and explanations for all aspects of the exam, as well as 8 full-length practice tests, fully explained answers, access to an excellent online course, and a bonus section: “200 Elite Tools for Top-Scoring Students.”

Features:

- 8 full-length practice SATs: 5 in the book and 3 online
- 200 Elite tools for Top-Scoring Students
- Access to the online course
- Expanded lessons for the most-tested SAT topics
- The most comprehensive review on the market, with extensive instructions
- 700+ extra exercises to master every skill on the SAT
- Instructions and explanations for all aspects of the exam
- Advanced Analytical Vocabulary (Chapter 3)

McGraw Hill
9781264588800
1264588801
Pub Date: 5/20/2022
\$31.95 Can.
Discount Code: T
Book

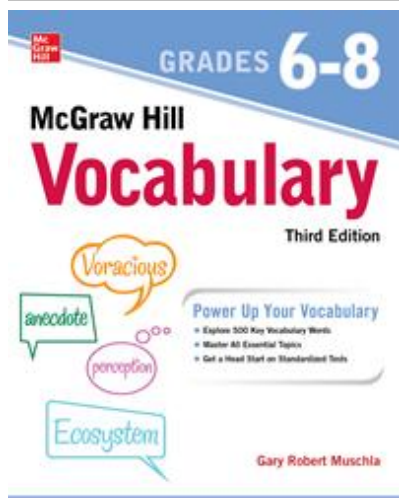
Study Aids / Sat
STU024000

27.6 cm H | 21.6 cm W

Related Products

Display

McGraw-Hill Education SAT Elite
2022 9781264266548 \$31.95
McGraw-Hill Education SAT 2022
9781264266524 \$25.95



McGraw-Hill Vocabulary Grades 6-8, Third Edition (3rd Edition)

Gary Robert Muschla

Key Selling Points

- More than 500 essential vocabulary words appropriate for students in grades 6 through 8
- 50 engaging lessons that will help students learn both meaning and usage of words
- Vocabulary related to math, social studies, science, health and more
- A student-friendly puzzle format
- Includes tools to master synonyms, antonyms, prefixes, compound words, and more
- An alphabetical word list at the end of the book
- Ideal for both supplemental classwork and homeschoolers

Summary

This engaging vocabulary workbook for 6th, 7th, and 8th graders makes learning vocabulary skills fun!

Colorful, dynamic, and filled with engaging puzzle-format worksheets, *McGraw Hill Vocabulary Grades 6-8, Third Edition* provides a fun learning experience for your child to learn and practice the skills they need to do well in school and on standardized tests, or as an integral part of their homeschooling curriculum.

With more than 500 essential vocabulary words and 50 lessons, *McGraw Hill Vocabulary Grades 6-8* features tools to help master different types of words (including easily confused words), guidance on learning prefixes, suffixes, and compound words, and easy ways for students to look up and check their progress. As they work through the book, students will sharpen both their vocabulary and many of the word skills they'll need to do well on current tests and later grades.

Features include:

- NEW! 5 additional lessons covering 50 additional vocabulary words
- Ideal for both supplemental classwork and homeschoolers
- More than 500 essential vocabulary words appropriate for students in grades 6 through 8
- 50 engaging lessons that will help your student learn both meaning and usage of words
- Vocabulary related to math, social studies, science, health and more
- A puzzle format that makes practicing vocabulary fun
- The tools to master synonyms, antonyms, homophones, and easily confused words
- Guidance on learning prefixes, suffixes, and compound words
- An alphabetical word list at the end of the book that makes looking up vocabulary easy

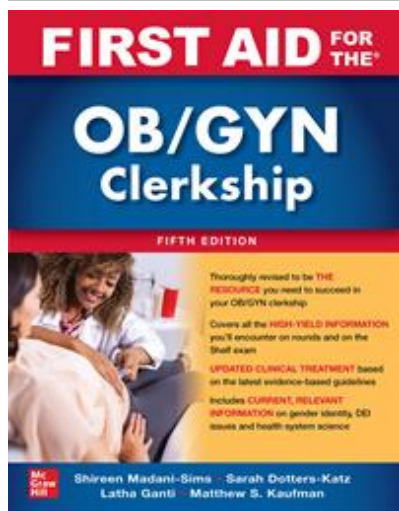
McGraw Hill
9781264585595
1264585594
Pub Date: 5/20/2022
\$17.95 Can.
Discount Code: T
Book

Study Aids / Tests (Other)
STU027000
27.6 cm H | 21.6 cm W

Related Products

Display

McGraw-Hill Education
Vocabulary Grades 3-5, Second
Edition 9781260135190 \$17.95
McGraw-Hill Education
Vocabulary Grades 6-8, Second
Edition 9781260117042 \$17.95



First Aid for the OB/GYN Clerkship, Fifth Edition (5th Edition)

Shireen Madani Sims, Sarah K. Dotters-Katz, Latha Ganti, Matthew S. Kaufman

Summary

The best selling resource for the OB/GYN clerkship

Excel on your rotation, impress on the wards, and score your highest on the shelf exams with this best-selling reference. This new edition of *First Aid for the Obstetrics and Gynecology Clerkship* has been updated with the latest clinical perspectives and research. Ask just about any student who has been through their OB/GYN rotation and they will tell you that THIS was the resource they turned to. It not only aligns with national clerkship curricula, but also follows the shelf exam blueprint and is full of helpful mnemonics, ward tips, exam tips, and integrated mini-cases.

The text highlights all of the important topics, presenting a clear, concise review based on the clerkship's core competencies. Thoroughly revised, this new edition will help you prepare for the clerkship and also guide you in the clinical diagnosis and treatment of the many conditions you will see during your rotation.

First Aid for the Obstetrics and Gynecology features:

- The latest clinical research and perspectives
- Helpful mnemonics
- Ward tips and integrated mini-cases
- Images, diagrams, and flow charts in a fresh new-full color design
- Summary boxes with high-yield information needed for exam success

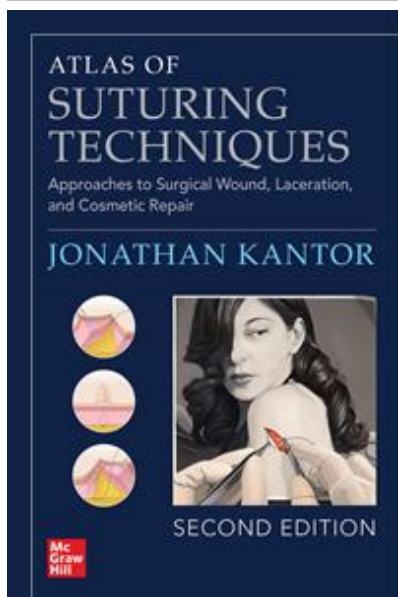
McGraw Hill / Medical
9781264264933
1264264933
Pub Date: 3/3/2022
\$62.95 Can.
Discount Code: M
Paperback

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

Related Products

Also Available

First Aid for the OB/GYN
Clerkship, Fifth Edition
9781264266500
Case Files Obstetrics and
Gynecology, Third Edition
9780071605809
OBSTETRICS & GYNECOLOGY
12/E 9780071599795
OBSTETRICS & GYNECOLOGY
9780071481229
1ST AID FOR THE(R)
OBSTETRICS 9780071448741
CURRENT Diagnosis & Treatment
Obstetrics & Gynecology, Tenth
Edition 9780071439008
LANGE Q&A 8/E 9780071461399



Atlas of Suturing Techniques: Approaches to Surgical Wound, Laceration, and Cosmetic Repair, Second Edition (2nd Edition)

Jonathan Kantor

Summary

This accessible, meticulously illustrated atlas provides everything you need to effectively treat wounds and conduct surgical, reconstructive, and cosmetic repairs with minimal scarring

Understanding the subtleties of suture choice and placement often makes the difference between positive and negative patient outcomes. *The Atlas of Suturing Techniques: Approaches to Surgical Wound, Laceration, and Cosmetic Repair, Second Edition* provides the information and insight readers need to surgically treat a range of wounds and surgical defects—from simple lacerations to complex reconstructive surgery—with the utmost expertise.

Presented in an at-a-glance format and packed with 450 photos and illustrations, this guide kicks off with chapters on principles of wound management and wound repair, then describes equipment, positioning, key principles, and 75 suture techniques—complete with step-by-step instructions adjacent to drawings and photos of the techniques. Finally, it covers each area of anatomy, guiding the practitioner in which suture to use when and how to modify certain sutures in specific locations.

Techniques are diagrammatically illustrated and supplemented by the online videos, and the author includes tips and pearls for each technique, as well as caveats, drawbacks and cautions. This updated edition includes new sections on:

- Laceration repair
- Pin-point pexing sutures
- Leveling sutures
- Three-dimensional continuous suturing
- Basting sutures
- And more

Table Of Contents

Brief TOC

Chapter 1. Introduction

Chapter 2. The Surgical Tray

Chapter 3. Suture Materials, Knot Tying, and Postoperative Care

Chapter 4. Laceration Repair

Chapter 5. Suture Techniques for Deeper Structures: The Fascia and Dermis

Chapter 6. Suture Techniques for Superficial Structures: Transepidermal Approaches

Chapter 7. Suturing Tips and approaches by Anatomical Location

McGraw Hill / Medical
9781264264391
1264264399
Pub Date: 4/8/2022
\$106.95 Can.
Discount Code: M
Paperback

Medical / Dermatology
MED017000

22.9 cm H | 15.2 cm W

Related Products

Also Available

Atlas of Suturing Techniques:
Approaches to Surgical Wound,
Laceration, and Cosmetic Repair,
Second Edition 9781264264407
Fitzpatrick's Color Atlas, 8th Ed
9781259642197 \$90.95

Chapter 8. Suturing Tips and approaches by Surgical Technique

New Sections:**Chapter 4: Laceration repair**

Chapter 4.40: The modified purse-string suture

Chapter 4.41: The bell-curve buried suture technique

Chapter 4.42: The pin-point pexing suture

Chapter 4.43: The progressive tension suture

Chapter 5.38: The leveling suture

Chapter 5.39: The 3-dimensional continuous suturing technique

Chapter 5.40: The basting suture

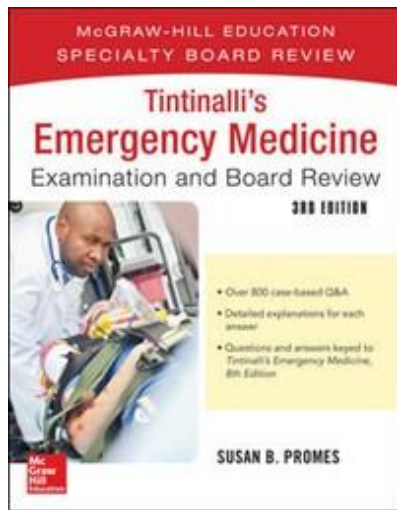
Chapter 8: Suturing tips and approaches by surgical technique

Chapter 8.1: Laceration repair

Chapter 8.2: Linear excision and repair

Chapter 8.3: Local flaps

Chapter 8.4: Skin grafts



Tintinalli's Emergency Medicine Examination and Board Review, 3rd edition (3rd Edition)

Susan B. Promes

Summary

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

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

McGraw Hill / Medical
9781260025941
1260025942
Pub Date: 6/3/2022
\$124.95 Can.
Discount Code: M
Paperback

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

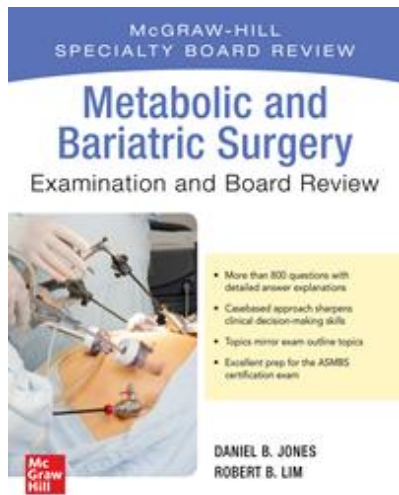
McGraw-Hill Specialty Board Review: Tintinalli's Emergency Medicine Examination and Board Review, Eighth Edition delivers more than 800 case-based questions and answers. All answer options, both correct and incorrect, are keyed to *Tintinalli's Emergency Medicine, Eighth Edition*, the field's most authoritative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

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

Related Products

Also Available

Tintinalli's Emergency Medicine:
A Comprehensive Study Guide,
8th edition 9780071794763
McGraw-Hill Specialty Board
Review Tintinalli's Emergency
Medicine Examination and Board
Review 7th edition
9780071602051 \$125.95
Tintinalli's Emergency Medicine:
Just the Facts, Third Edition
9780071744416 \$117.95
First Aid for the Emergency
Medicine Boards 2/E
9780071764001



Metabolic and Bariatric Surgery Exam and Board Review

Robert B. Lim, Daniel B. Jones

Summary

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

With 500+ questions, this case-based study guide provides the hands-on practice surgeons need to ace the board exam for metabolic and bariatric surgery

Metabolic and Bariatric Surgery Exam and Board Review delivers the most relevant clinical information for preparing for this rigorous test. And with hundreds of practice questions and complete explanations for each one, this unmatched case-based study guide enables you to prepare for the test before exam day—building your knowledge and confidence for when it matters most.

Features

- 200 photos and illustrations
- 500+ questions with detailed answer explanations
- Topics mirror the certification exam outline
- Case-based approach sharpens clinical decision-making skills

McGraw Hill / Medical
9781260468069
1260468062
Pub Date: 6/17/2022
\$124.95 Can.
Discount Code: M
Paperback

304 Pages
Medical / Urology
MED088000
27.6 cm H | 21.6 cm W

Related Products

Also Available

General Surgery Examination and Board Review 9780071839938 \$112.95
Surgery Review Illustrated 2/e 9780071663298 \$124.95
Schwartz's Principles of Surgery ABSITE and Board Review, 10/e 9780071838917 \$58.95

Embalming: History, Theory, and Practice, Sixth Edition *(6th Edition)*

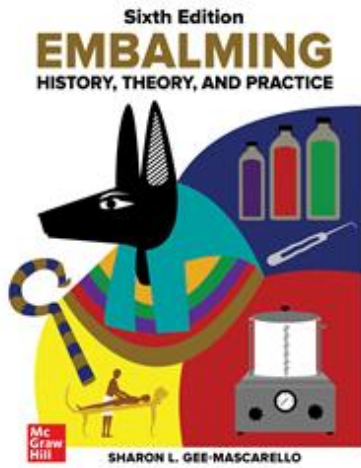
Sharon Gee-Mascarello

Summary

The field's leading text – sponsored by the American Board of Funeral Service Education

There is no other book on the subject that is as complete and up to date in its coverage of the art and science of embalming, restorative arts, and mortuary cosmetology for students and practitioners. Known throughout the industry as the authority and go-to reference on the history, theory, practice, and technique of embalming, this new edition represents a thorough guide to traditional practice, as well as new trends.

- Full-color insert effectively displays the art of restoration and cosmetic application
- The only book on the topic sponsored and endorsed by the American Board of Funeral Service Education



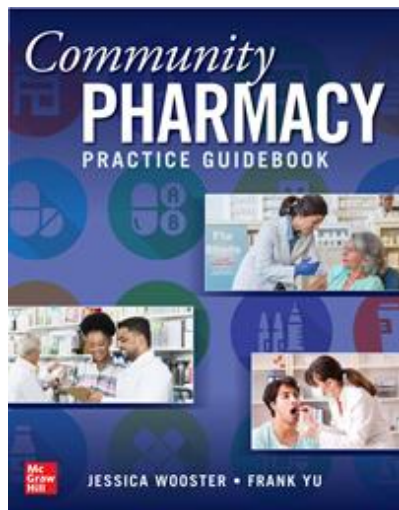
McGraw Hill / Medical
9781260010077
1260010074
Pub Date: 3/8/2022
\$165.95 Can.
Discount Code: M
Hardcover

528 Pages
Medical / Public Health
MED078000
27.6 cm H | 21.6 cm W

Related Products

Also Available

Embalming: History, Theory, and Practice, Sixth Edition
9781260010084
Embalming: History, Theory, and Practice, Fifth Edition
9780071741392 \$146.95
EMBALMING 4/E 9780071439503
Embalming: History, Theory, and Practice 9780838514689



Community Pharmacy Practice Guidebook

Jessica Wooster, Frank Yu

Summary

Get up to speed on everything there is to know about community pharmacy

Community Pharmacy is a practical textbook providing the tools you need to operate, manage, and advance community pharmacy. The authors have gathered information from practicing community pharmacists to deliver the most salient information you need to know.

This unmatched resource covers everything from operations and fiscal issues to hiring/managing staff and important quality metrics within the community pharmacy practice setting. Delivering authoritative content, as well as hands-on features for building the specific skills you need to succeed, it helps you create innovative solutions to optimize business and patient-related outcomes through clinical and value-added services specific to the population served.

Features

- Practice questions at the beginning and end of each chapter help you test your knowledge.
- Each chapter includes practical application cases to build problem-solving skills related to community pharmacy.
- The book includes real-life anecdotes, not just fictional situations, providing a clear picture of how community pharmacy actually works.

McGraw Hill / Medical
9781260470260

1260470261

Pub Date: 3/25/2022

\$68.95 Can.

Discount Code: M

Paperback

176 Pages

Medical / Pharmacy

MED072000

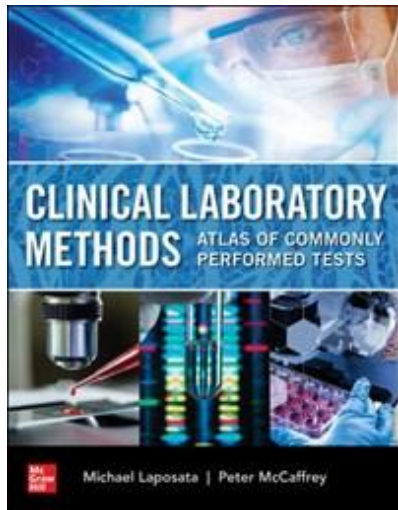
23.2 cm H | 18.7 cm W

Related Products

Also Available

Community Pharmacy Practice
Guidebook 9781260470277

Pharmacotherapy Casebook: A
Patient-Focused Approach, Tenth
Edition 9781259640919 \$85.95



Clinical Laboratory Methods: Atlas of Commonly Performed Tests

Michael Laposata, Peter McCaffrey

Summary

100 of the most commonly performed tests—with a flowchart for each—are explained in concise, easy-to-understand ways

Clinical Laboratory Methods covers the 100 tests most often done in clinical laboratories. The description of each method covers the basic concept of the assay, clinically important information, the expense of the test, and complexity of the test. Each test in the back of the book includes a Q&A, and each method includes a flow chart. Students will get a reminder that a starting point is the time that a sample enters the lab and the most common endpoint is the time at which the result is reported by the lab, into the laboratory information system.

- Market: medical, physician assistant and lab tech students
- Each testing-method description includes a flowchart
- Practice tests allow students to quiz themselves
- The authors avoid getting bogged down in unimportant details, focusing on only what readers need to know

Michael Laposata, MD, PhD, is professor and chair of the Department of Pathology at the University of Texas Medical Branch-Galveston.

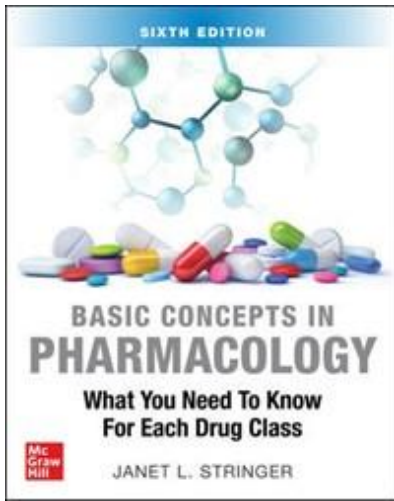
McGraw Hill / Medical
9781260470284
1260470288
Pub Date: 3/25/2022
\$61.95 Can.
Discount Code: M
Paperback

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

Related Products

Also Available

Clinical Laboratory Methods:
Atlas of Commonly Performed
Tests 9781260470291
Text and Atlas of Wound
Diagnosis and Treatment
9780071807210



Basic Concepts in Pharmacology: What You Need to Know for Each Drug Class, Sixth Edition^(6th Edition)

Janet L. Stringer

Summary

The up-to-date content and proven study techniques students need to pass one of the most difficult courses in medical school

Presented in a style that makes learning and retaining key information effortless, *Basic Concepts in Pharmacology* clearly explains each fundamental principal of drug actions. This updated edition includes the popular Trivia Sorter, which helps students understand the mechanism of action for the class of drugs and its side effects; consider if the drug is for a disorder or symptom; determine the unique features of single drugs in this class; and know the side effects and drug interactions of the class of drugs.

Walking readers through the learning process in a way that helps readers master each concept before moving on to the next, *Basic Concepts in Pharmacology* encourages students to organize and condense the drug information they must remember; review key information, which is conveniently presented in boxes, tables, and illustrations; and identify the most important drugs in each class.

- Market; Medical, Osteo, Medical Assisting, appropriate allied-health courses
- 640 photos and illustrations
- Includes study techniques not found in any other such resources
- Key information presented in boxes, illustrations and tables

Janet L. Stringer, MD, PhD, is pharmacology director at the University of Illinois Chicago.

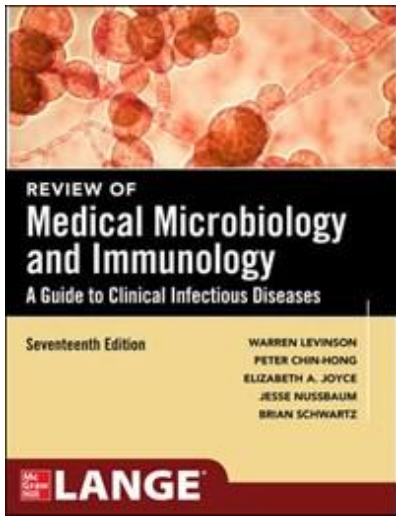
McGraw Hill / Medical
9781264264841
1264264844
Pub Date: 2/4/2022
\$62.95 Can.
Discount Code: M
Paperback

256 Pages
Medical / Pharmacology
MED071000
23.2 cm H | 18.7 cm W

Related Products

Also Available

Basic Concepts in Pharmacology:
What You Need to Know for Each
Drug Class, Sixth Edition
9781264264858
Cardiovascular Physiology, Ninth
Edition 9781260026115 \$64.95



Review of Medical Microbiology and Immunology, Seventeenth Edition *(17th Edition)*

Warren E. Levinson, Peter Chin-Hong, Elizabeth A. Joyce, Jesse Nussbaum, Brian Schwartz

Summary

The most concise, clinically relevant, and current review of medical microbiology and immunology

Review of Medical Microbiology and Immunology delivers a high-yield review of the most important aspects of the topic in a concise yet comprehensive style. The book covers both basic and clinical aspects of bacteriology, virology, mycology, parasitology, and immunology. Important infectious diseases are discussed using an organ system approach.

The effective mix of engaging narrative text, color images, tables, figures, Q&As, and clinical vignettes make this an invaluable, proven one-stop guide to mastering the application of microbiology and immunology to infectious diseases. This updated edition reflects the latest research, treatment, and developments, as well as a chapter on COVID-19 with images.

- Market: Medical, nursing, mid-tech, and allied-health courses
- Content is valuable to any study objective or learning style
- Essential for USMLE review and medical microbiology coursework
- 650 USMLE-style practice questions
- 50 clinical cases illustrate the importance of basic science information in clinical diagnosis
- Concise summaries of medically important organisms
- Chapter-ending self-assessment questions and answers
- Chapter on COVID-19 with images

Warren Levinson, MD, PhD, is professor of microbiology in the Department of Microbiology and Immunology at UCSF School of Medicine, University of California-San Francisco.

Brian Schwartz, MD, is key course director for Micro at UCSF School of Medicine, University of California-San Francisco.

Peter Chin-Hong, MD, is co-course director of medical microbiology at UCSF School of Medicine, University of California-San Francisco.

Jesse Nussbaum, MD, is associate professor of medicine, Division of Infectious Disease, UCSF School of Medicine, University of California-San Francisco.

Elizabeth Joyce, PhD, is associate professor of microbiology and immunology, and course director of the Dental Microbiology Program at UCSF School of Medicine, University of California-San Francisco.

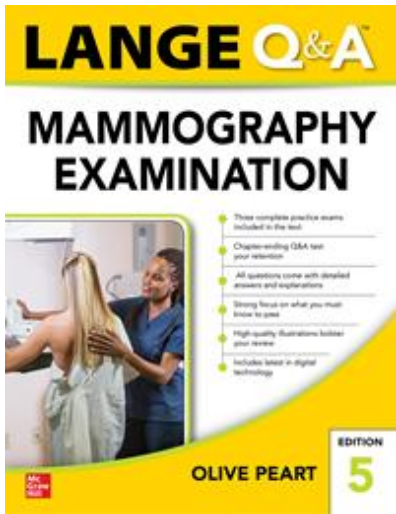
McGraw Hill / Medical
9781264267088
1264267088
Pub Date: 2/4/2022
\$86.95 Can.
Discount Code: M
Paperback

848 Pages
Medical / Pediatrics
MED069000
27.6 cm H | 21.6 cm W

Related Products

Also Available

Review of Medical Microbiology and Immunology, Seventeenth Edition 9781264267095
Sherris Medical Microbiology, Seventh Edition 9781259859809
\$138.95



LANGE Q&A: Mammography Examination, Fifth Edition *(5th Edition)*

Olive Peart

Summary

Pass the AART advanced level mammography certification exam with this peerless guide packed with 450+ practice questions, answer explanations, and high-quality visuals

LANGE Q&A: Mammography, Fifth Edition makes the ARRT study process easy and efficient by focusing only on what readers really need to know. A complete study tool for anyone working towards ARRT certification, this peerless guide offers the information and insights you need to build your knowledge—and confidence—to ensure peak performance on exam day. High-quality illustrations, including radiographs, detail various types of lesions such as benign and malignant calcifications, enable image comparison, and illustrate pathology.

Here's why *LANGE Q&A: Mammography* is the ultimate review for the ARRT Advance Level Mammography Certification Exam:

- Updated to reflect the latest ARRT mammography exam blueprint
- 250+ chapter-ending questions assure readers understand the material and are ready for test day
- Illustrations and figures highlight/summarize important information
- Covers the latest 3D digital technologies
- Written by an experienced radiography instructor who knows exactly what it takes to pass

Table Of Contents

- Chapter 1 – Patient Education and Assessment
- Chapter 2 – Diagnostic, Interventional, and Treatment Procedures
- Chapter 3 – Anatomy, Physiology, and Pathology of the Breast
- Chapter 4 – Instrumentation and Quality Assurance
- Chapter 5 – Mammographic Technique and Image Evaluation
- Chapter 6 – Practice Test 1
- Chapter 7 – Practice Test 2

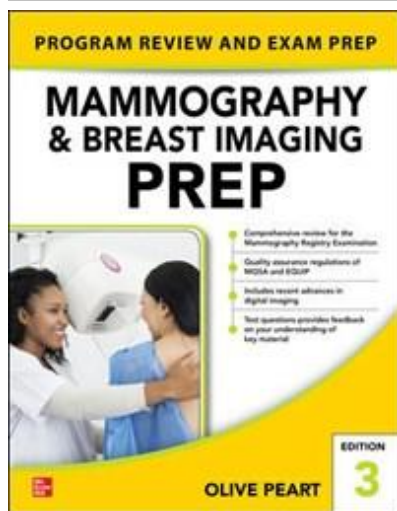
McGraw Hill / Medical
9781260474930
1260474933
Pub Date: 3/11/2022
\$81.95 Can.
Discount Code: M
Paperback

320 Pages
Medical / Radiology, Radiotherapy
& Nuclear Medicine
MED080000
27.6 cm H | 21.6 cm W

Related Products

Also Available

Mammography and Breast
Imaging PREP: Program Review
and Exam Prep 9780071749329
Lange Q&A: Mammography
Examination, Second Edition
9780071548359



Mammography and Breast Imaging PREP: Program Review and Exam Prep, Third Edition (3rd Edition)

Olive Peart

Summary

The most comprehensive, engagingly presented textbook on breast imaging, covering the mammography curriculum in a concise, easy-to-read narrative

Written by an experienced radiography educator and clinician, *Mammography & Breast Imaging Prep, Third Edition* provides a comprehensive study of the mammography curriculum in a concise, engaging way to help students understand and remember key concepts. It provides a thorough overview of breast imaging and patient care, including breast anatomy, physiology and pathology, 2D and 3D digital breast imaging equipment, quality control, interventional techniques, and treatment options.

This essential textbook is bolstered by chapter-ending review questions with answer explanations that reference the text, allowing learners to gauge their comprehension of important material. Learning aids, including objectives and glossaries kicking off each chapter, help readers recognize and understand concepts.

- Market: For educators, students, and anyone preparing for the AART (50,000 technologists have mammography credentials by the ARRT)
- Radiographs show how to recognize good vs. bad films, normal circumscribed lesions, and breast calcifications
- High-quality diagrams help students determine correct patient positioning consistent with the American College of Radiography and the Mammography Quality Control Manual
- Reinforces classroom learning, while preparing students for certification
- Special for faculty: PowerPoint lesson plans available online include objectives, teaching points, review questions and images to support classroom use

Olive Peart, MS, RT(R)(M), (Prince George, MD) is a highly experienced radiography instructor and mammography technologist who regularly presents mammography and other radiography-related topics in-person and online throughout world. As a technologist fellow with RAD-AID in partnership with the ASRT, she has participated in educational and outreach mammography projects in Chandigarh, India and currently works as a program director with Fortis College and serves as program manager with the RAD-AID, USA Women's Health Access Initiative.

Table Of Contents

- Chapter 1 – The History of BreastCancer and Breast Imaging
- Chapter 2 – Patient Education andAssessment
- Chapter 3 – Anatomy, Physiology, andPathology of the Breast
- Chapter 4 – Benign and MalignantDiseases of the Breast
- Chapter 5 – Mammography Equipment
- Chapter 6 – Breast ImagingMammography
- Chapter 7 – Breast Imaging – DigitalMammography, Ultrasound, and Magnetic Resonance Imaging
- Chaper 8 – Breast Imaging –Adjunctive Modalities
- Chapter 9 – Interventional Procedures
- Chapter 10 – Treatment Options
- Chapter 11 – Quality Assurance andQuality Control
- Chapter 12 – The US MammographyQuality Standards Act

McGraw Hill / Medical
9781264257225
1264257228
Pub Date: 2/18/2022
\$81.95 Can.
Discount Code: T
Paperback

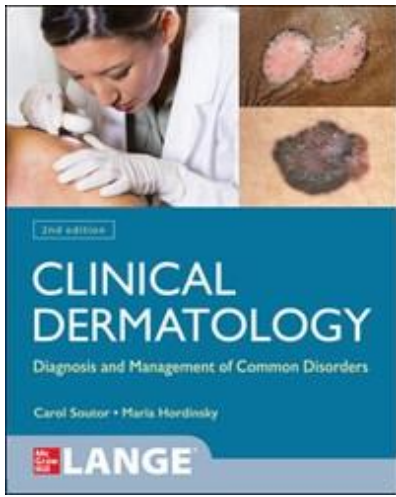
624 Pages
Medical / Radiology, Radiotherapy
& Nuclear Medicine
MED080000
27.6 cm H | 21.6 cm W

Related Products

Also Available

LANGE Q&A: Mammography
Examination, 3rd Edition
9780071833929

Mammography and Breast
Imaging PREP: Program Review
and Exam Prep 9780071749329



Clinical Dermatology: Diagnosis and Management of Common Disorders, Second Edition (2nd Edition)

Carol A. Soutor, Maria Hordinsky

Summary

A concise yet comprehensive guide to dermatologic diagnosis and treatment —complete with cases, Q&As, videos, and hundreds of photos

This expertly written, evidence-based guide provides the information and insight you need to accurately assess and effectively treat skin conditions. *Clinical Dermatology, Second Edition* clearly and systematically reviews the 100 most common skin disorders seen in a general dermatology clinic.

This comprehensive resource is concise enough that it can be read cover to cover during a clerkship or during the first weeks of a residency. Step-by-step instructions and 12 videos walk you through common biopsy and diagnostic procedures, and 350+ high-quality photos illustrate typical and atypical presentations of common skin diseases. New chapters include:

- Skin of Color
- Tropical and Wilderness Medicine
- Telemedicine
- Pediatric Dermatology
- Cutaneous Disorders in the Immunosuppressed Patient
- Complementary Medicine for Cutaneous Disorders
- Occupational Skin Diseases
- Dermoscopy
- Dermatopathology
- LGBTQ Populations
- Geriatric Populations

This matched resource includes treatment algorithms, infographics, common pearls and pitfalls, diagnostic list of diseases based on the primary lesion either as a chapter or subsection, a problem-oriented section for difficult to diagnose cases, and online access to PowerPoint lectures and quizzes, along with links to journal review articles and academic dermatology sites with content for primary care and other informative websites.

Table Of Contents

TABLE OF CONTENTS

I. FUNDAMENTALS OF DIAGNOSIS AND TREATMENT

1. Structure and Functions of the Skin
2. Morphology and Terminology of Skin Lesions
3. History and Physical Examination of the Skin, Hair, and Nails
4. Diagnostic Procedures
5. Principles of Diagnosis
6. Principles of Management
7. Dermatologic Procedures

II. DISEASE-BASED CHAPTERS

8. Dermatitis

McGraw Hill / Medical
9781264257379
1264257376
Pub Date: 4/22/2022
\$94.95 Can.
Discount Code: M
Paperback

Medical / Dermatology
MED017000
23.5 cm H | 18.7 cm W

Related Products

Also Available

Clinical Dermatology: Diagnosis and Management of Common Disorders, Second Edition
9781264257386
Fitzpatrick's Color Atlas, 8th Ed
9781259642197 \$90.95

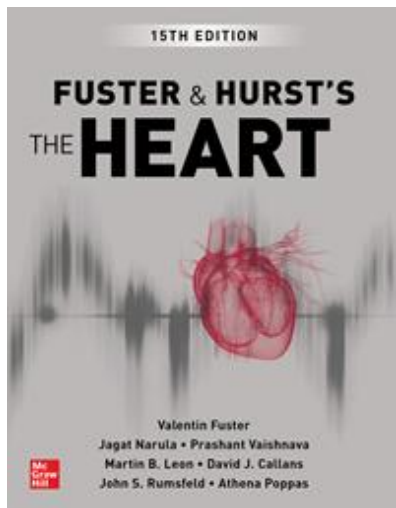
9. Psoriasis and Other Papulosquamous Diseases
10. Superficial Fungal Infections
11. Viral Infections of the Skin
12. Bacterial Infections
13. Infestations and Bites
14. Urticaria and Drug Rashes
15. Acne, Rosacea, and Related Disorders
16. Benign Tumors and Vascular Lesions
17. Actinic Keratosis, Basal, and Squamous Cell Carcinoma
18. Nevi and Melanoma
19. Hair Disorders
20. Nail Disorders
21. Pigment Disorders
22. Immunobullous Diseases
23. Erythema Multiforme, Stevens–Johnson Syndrome, Toxic Epidermal Necrolysis, Staphylococcal Scalded Skin Syndrome
24. Skin Signs of Systemic Disease

III. PROBLEM-BASED CHAPTERS

25. The Differential Diagnosis of Purpura
26. Pruritus in Patients with No Underlying Skin Disease
27. Fever and Rash
28. Hospital-Acquired Rashes
29. Leg Ulcers
30. Skin Diseases of the Scalp
31. Skin Diseases of the Face
32. Skin Diseases of the Arms
33. Skin Diseases of the Hands
34. Skin Diseases of the Trunk
35. Skin Diseases of the Legs
36. Skin Diseases of the Feet
37. Skin Diseases Involving Multiple Body Regions
38. Diseases of the Oral Cavity
39. Diseases of the Genitals and Perineum
40. Cosmetic Concerns

NEW CHAPTERS

41. Skin of Color
42. Tropical and Wilderness Medicine
43. Telemedicine
44. Pediatric Dermatology
45. Cutaneous Disorders in the Immunosuppressed Patient
46. Complementary Medicine for Cutaneous Disorders
47. Occupational Skin Diseases
48. Dermoscopy
49. Dermatopathology
50. LGBTQ Populations
51. Geriatric Populations
52. Cases and Q&A



Fuster and Hurst's The Heart, 15th Edition *(15th Edition)*

Valentin Fuster, Jagat Narula, Prashant Vaishnava, Martin B. Leon, David J. Callans, John S. Rumsfeld, Athena Poppas

Summary

The landmark text that belongs in the hands of every cardiologist—fully updated and reorganized to make it more patient-centric than ever

World-famous for its authority, currency, and clinical relevance, *Fuster and Hurst's The Heart* is cardiology's longest continuously published reference book. Written to meet the ever-changing needs of cardiologists, fellows, and interns, this trusted classic offers a solid foundation in cardiovascular medicine and complete coverage of all major cardiovascular topics.

For this brand-new edition, cardiology legend Dr. Valentin Fuster and his editorial team have significantly enhanced this definitive guide to make it even more focused on the practicalities of patient care. Enhancements include:

- Content presented in a more methodical pattern, from mechanism to management
- Chapter summaries and infographics throughout
- Engaging visual/text features highlighting genetics, epidemiology and natural history, invasive and noninvasive diagnostics, treatment, clinical therapeutic challenges, and risk factors.
- ACC/AHA/ESC guidelines in all chapters

Table Of Contents

SECTION I • Introduction

1. The Global Burden of Cardiovascular Diseases

Catherine P. Benziger, Andrew E. Moran, Gregory A. Roth, and George A. Mensah

2. Clinical Cardiovascular Examination

William R. Miranda and Rick A. Nishimura

3. Cardiovascular Imaging Techniques

Thomas H. Marwick and Jagat Narula

4. Genomics and Epigenomics of Heart Diseases

June-Wha Rhee and Joseph C. Wu

SECTION II • Risk Factors for Cardiovascular Disease

5. Epidemiology, Pathophysiology, and Treatment of Hypertension

Michael E. Hall, John E. Hall, and Paul K. Whelton

6. Cardiometabolic Disease: Insulin Resistance, Obesity, and the Metabolic Syndrome

W. Timothy Garvey and Jeffrey I. Mechanick

7. Diabetes and Cardiovascular Disease

Jeffrey I. Mechanick and Michael E. Farkouh

8. Tobacco-Related Cardiovascular Disease

McGraw Hill / Medical
9781264257560

1264257562
Pub Date: 4/15/2022
\$188.95 Can.

Discount Code: M
Hardcover

Medical / Cardiology
MED010000

27.6 cm H | 21.6 cm W

Related Products

Also Available

Harrison's Principles of Internal
Medicine, Twentieth Edition (Vol.1
& Vol.2) 9781259644030
\$299.95

Nancy A. Rigotti, Sara Kalkhoran, and Neall. Benowitz

9. Air Pollution and Cardiovascular Disease

Michael B. Hadley and Sanjay Rajagopalan

10. Hypercholesterolemia, Hyperlipoprotein(A), Hypertriglyceridemia, and Low HDL

Robert S. Rosenson, Marlys L. Koschinsky, Børge G. Nordestgaard, and Robert A. Hegele

11. Psychological Factors in Cardiovascular Health and Disease

Darwin R. Labarthe and Rosalba Hernandez

12. Sedentary Lifestyle and Role of Exercise in Cardiovascular Diseases

Ambarish Pandey, Nitin Kondamudi, and Carl J. Lavie

13. Nutrition, Diet, and Alcohol in Health and Cardiovascular Disease

Marta Guasch-Ferré and Frank Hu

14. Inflammation and Atherosclerosis

Hasan K. Siddiqi and Paul M. Ridker

15. Location and Level of Care, Education, Availability of Medicines, and Cardiovascular Mortality

Rajeev Gupta, Philip Joseph, Annika Rosengren, and Salim Yusuf

SECTION III • Atherosclerosis and Coronary Heart Disease

16. Pathology and Pathogenesis of Atherosclerosis and its Progression

Jagat Narula, Erling Falk, and Valentin Fuster

17. Pathogenesis of Coronary Thrombosis and Myocardial Infarction

Gemma Vilahur, Valentín Fuster, and Borja Ibanez

18. ST-Elevation Myocardial Infarction (STEMI)

Borja Ibanez, Manesh Patel, Inés García-Lunar, Usman Baber, Jonathan Halperin, and Valentin Fuster

19. Evaluation and Management of Non-ST-Segment Elevation Acute Coronary Syndromes

Eric R. Bates, David J. Moliterno, and Manesh R. Patel

20. Mimickers of Atherosclerotic Myocardial Infarction: SCAD, Coronary Vasospasm, Myocarditis, and Takotsubo Syndrome

Jacqueline Saw, Jaya Chandrasekhar, Sarah Zaman, and Harmony Reynolds

21. Chronic Coronary Syndromes

Sripal Bangalore, Ziad Ali, Jagat Narula, John Puskas, and Gregg W. Stone

22. Cardiac Rehabilitation: Current Practice and Future Directions

Alan Rozanski, Saman Setareh-Shenas, and Jagat Narula

SECTION IV • Diseases of the Great Vessels and Peripheral Vessels

23. Diseases of the Aorta

John A. Elefteriades, Bulat A. Ziganshin, and Jonathan L. Halperin

24. Carotid Artery Disease

Christopher J. White

25. Cerebrovascular Disease

Hugo J. Aparicio, Vasileios Lioutas, Thanh N. Nguyen, and Sudha Seshadri

26. Diagnosis and Management of Diseases of the Peripheral Arteries

Hillary Johnston-Cox, Daniella Kadian-Dodov, and Jeffrey W. Olin

SECTION V • Valvular Heart Disease

27. Acute Rheumatic Fever

Liesl Zühlke, Jagat Narula, Mark Engel, and Jonathan R. Carapetis

28. Aortic Stenosis

Marie-Annick Clavel, Marc R. Dweck, Martin Leon, and Philippe Pibarot

29. Aortic Regurgitation, Mixed Valvular Heart Disease, and Heart Valve Prostheses

Patrizio Lancellotti, Alexandra Chitroceanu, Simona Sperlongano, Raluca Dulgheru, and Adriana Postolache

30. Mitral Regurgitation

Jeroen J. Bax, Nina Ajmone Marsan, Pietervan der Bijl, Hendrik Treede, Michele DeBonis, Bernard Prendergast, Bernard Iung, and Victoria Delgado

31. Acquired Tricuspid Valve Diseases

Luigi P. Badano, Ana Pardo, Denisa Muraru, and Jose Louis Zamorano

32. Mitral Stenosis

Vinay K. Bahl and Ravi S. Math

33. Infective Endocarditis

Ann F. Bolger

SECTION VI • Rhythm and Conduction Abnormalities

34. Electrophysiologic Anatomy, Mechanisms of Arrhythmias and Conduction Disturbances, and Genetics

Peng-Sheng Chen, MD, Siew Yen Ho, Silvia G. Priori, and Charles Antzelevitch

35. Supraventricular Tachycardia: Atrial Tachycardia, Atrioventricular Nodal Reentry, and Wolff-Parkinson-White Syndrome

David Spragg and Hugh Calkins

36. Atrial Fibrillation and Atrial Flutter

Anne B. Curtis, Tina Baykaner, and Sanjiv M. Narayan

37. Ventricular Arrhythmias and Sudden Cardiac Death

Justin Hayase, Kalyanam Shivkumar, and Jason S. Bradfield

38. Conduction System Disturbances and Bradyarrhythmias

Pugazhendhi Vijayaraman, Jeffrey Arkles, Jayanthi N. Koneru, and David J. Callans

39. Diagnosis and Management of Syncope

Zachary D. Goldberger, Mohammed Ruzieh, and Blair P. Grubb

SECTION VII • Heart Failure

40. Classification of Cardiomyopathies

Eloisa Arbustini, Barry J. Maron, Navneet Narula, and Jagat Narula

41. Dilated Cardiomyopathy

Eloisa Arbustini, Alessandro Di Toro, Lorenzo Giuliani, Mario Urtis, G. William Dec, and Jagat Narula

42. Hypertrophic Cardiomyopathy

Massimiliano Lorenzini and Perry M. Elliott

43. Cardiac Amyloidosis

Morie A. Gertz, Jagat Narula, Edgar Argulian, and Sumeet S. Mitter

44. Restrictive Heart Diseases

Eloisa Arbustini, Alessandro Di Toro, Lorenzo Giuliani, G. William Dec, and Jagat Narula

45. Left Ventricular Noncompaction

Eloisa Arbustini, Alessandra Serio, Lorenzo Giuliani, Nupoor Narula, and Alessandro Di Toro

46. Myocarditis

Eloisa Arbustini, Alessandro Di Toro, Mario Urtis, Sean Pinney, and Jagat Narula

47. Obstructive and Nonobstructive Coronary Disease in Heart Failure

Charlotte Lee and G. William Dec

48. Diagnosis and Management of Chronic Heart Failure

Muhammad Shahzeb Khan, Muthiah Vaduganathan, and Javed Butler

49. Diagnosis and Management of Heart Failure With Preserved Ejection Fraction

João Pedro Ferreira, Kavita Sharma, and Javed Butler

50. Evaluation and Management of Acute Heart Failure

Kiran Mahmood, Eric J. Velazquez, and Anuradha Lala

51. Peripartum Cardiomyopathy

Uri Elkayam and Jena Pizula

52. Surgical Management of the Severe Heart Failure Patient: Mechanical Circulatory Support and Heart Transplantation

Adam D. DeVore, Michelle M. Kittleson, Carmelo A. Milano, Jignesh K. Patel, Joseph G. Rogers, and Jon A. Kobashigawa

SECTIONVIII • Diseases of the Pericardium

53.Acute Pericarditis

James W. Lloyd, Sushil Allen Luis, Zi Ye, and Jae K. Oh

54.Percardial Effusion and Tamponade

Darryl J. Burstow, Sushil Allen Luis, GarvanC. Kane, and Jae K. Oh

55.Constrictive Pericarditis

William R. Miranda, Kevin L. Greason, JohnM. Stulak, and Jae K. Oh

SECTIONIX • Cardiopulmonary Disease

56.Diagnosis and Management of Diseases of the Peripheral Venous System

Daniella Kadian-Dodov, Hillary Johnston-Cox, and Jeffrey W. Olin

57.Pulmonary Hypertension

Yogesh N. V. Reddy and Barry A. Borlaug

58.Pulmonary Embolism

Victor F. Tapson

59.Cor Pulmonale: The Heart in Structural Lung Disease

Lewis J. Rubin

60.Sleep-Disordered Breathing

Shahrokh Javaheri , Dirk Pevernagie, and AliJavaheri

SECTIONX • Critical Cardiovascular Care

61.Evolution of Cardiac Critical Care

Venu Menon and Penelope Rampersad

62.Circulatory and Cardiogenic Shock

Gregory Serrao, Benjamin Bier, and UmeshGidwani

63.Sudden Cardiac Death and Resuscitation

Sanjiv M. Narayan and James P. Daubert

64.Postoperative and Postprocedural Care in the Cardiac Intensive Care Unit

Venu Menon

SECTIONXI • Adult Congenital Heart Disease

65.Anatomical and Physiological Classification of Adult Congenital Heart Disease

Jasmine Grewal and Alexander R. Opotowsky

66.Shunt Lesions

Ari M. Cedars, Shelby Kutty, and AshishDoshi

67.Right-Sided Lesions

Konstantinos Dimopoulos and Andrew Constantine

68.Left Heart Obstructive Lesions

Jennifer Cohen, David Ezon, Kenan Stern, and Ali N. Zaidi

69.Single Ventricle Post Fontan Palliation: Tricuspid Atresia, Pulmonary Atresia, and Hypoplastic Left Heart Syndrome

Marie-A Chaix and Paul Khairy

70.Complex Cyanotic Congenital Heart Disease: The “Mixing” Lesions

Rafael Alonso-Gonzalez and Danielle Massarella

71.Psychosocial Profiles in Adult Congenital Heart Disease and Transition to Adulthood

Philip Moons

SECTION XII • Special Populations and Topics in Cardiovascular Disease

72.Perioperative Evaluation for Noncardiac Surgery

Daniel Alyesh, Prashant Vaishnava, and Kim A. Eagle

73.Anesthesia and the Patient with Cardiovascular Disease

David L. Reich, Elvera L. Baron, and Joel A. Kaplan

74.Cardiovascular Disease in Patients With Cancer and Cardiovascular Complications of Cancer Therapies

Edward T. H. Yeh

75.Heart Disease in Chronic Kidney Disease

Jared Hooker, Omar Baber, and Usman Baber

76.Rheumatologic Disease and the Cardiovascular System

Emily Carroll and Yousaf Ali

77.Cardiovascular Disease in Patients with HIV

Pravin Manga, Keir McCutcheon, and Nqoba Tsabedse

78. Heart Disease in Pregnancy

Dan G. Halpern, Amy Sarma, Katherine E. Economy, and Anne Marie Valente

79.Traumatic Heart Disease

T. Bruce Ferguson, Jr, Austin Rogers, and Robert Allman

80.Women and Ischemic Heart Disease: An Evolution in Knowledge

Leslee J. Shaw, Viviany R. Taqueti, and Nanette K. Wenger

81.Race, Ethnicity, Disparities, and Diversity: The Intersection With Heart Disease

Clyde W. Yancy

82.Cardiovascular Disease and Ageing: Cellular and Molecular Mechanisms

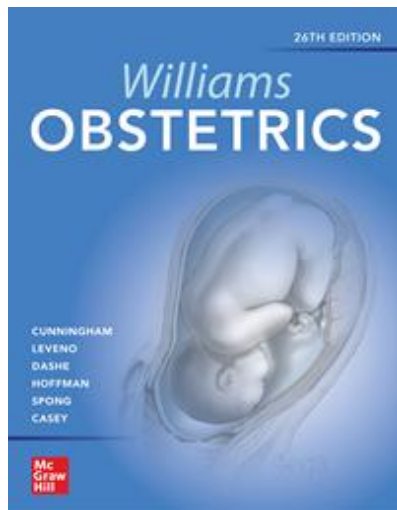
Zoltan Ungvari, Dao-Fu Dai, Bela Merkely, and Anna Csiszar

83. Artificial Intelligence and Cardiovascular Care

John S. Rumsfeld, Bobak J. Mortazavi, and Harlan M. Krumholz

84. Cardiovascular Manifestations of COVID-19

Sean P. Pinney, Gennaro Giustino, and Jeffrey I. Mechanick



Williams Obstetrics 26e (26th Edition)

F. Gary Cunningham, Kenneth J. Leveno, Jodi S. Dashe, Barbara L. Hoffman, Catherine Y. Spong, Brian M. Casey

Summary

The landmark text that has served generations of obstetrician-gynecologists—fully updated with the most current perspectives of the field

Williams Obstetrics has defined the discipline for generations of obstetrician-gynecologists. Written by authors from the nationally renowned University of Texas Southwestern Medical Center and Parkland Hospital, the new edition of this authoritative, evidence-based work maintains its trademark comprehensive coverage and applicability at the bedside, while offering the most current information and insights.

The culmination of a century of clinical thought, *Williams Obstetrics, 26th Edition* delivers expert coverage of obstetrical complications, such as preterm labor, pregnancy-related hypertension, infection, and hemorrhage. It additionally offers foundational content on reproductive anatomy, physiology, and prenatal care. The authors have enhanced this edition with 1,000+ full-color illustrations, plus an increased emphasis on the fast-growing subspecialty of Maternal-Fetal Medicine.

No other text matches the long-established scientific rigor and accessibility of *Williams Obstetrics*. With its state-of-the-art design and review of the newest advances and protocols, this not-be-missed clinical companion brings positive outcomes within reach.

New and updated content includes:

- Increased focus on Maternal-Fetal Medicine
- Greater coverage of hypertension and hemorrhage
- Deeper insights into in-utero complications
- Expanded fetal t section includes cutting-edge fetal imaging, genetics, prenatal diagnosis, and fetal disorders and therapy
- Basic science, physiology of labor, preterm labor updated with contemporaneous publications in the literature
- More obstetrical sonography figures
- Eye-catching illustrations, including updated graphs, sonograms, MRIs, photographs, and photomicrographs

Table Of Contents

TABLE OF CONTENTS:

Section 1. OVERVIEW

1/1. Overview of Obstetrics

Section 2. MATERNAL ANATOMY AND PHYSIOLOGY

2/2. Maternal Anatomy

3/3. Congenital Genitourinary Abnormalities

4/4. Maternal Physiology

Section 3. PLACENTATION, EMBRYOGENESIS, AND FETAL DEVELOPMENT

5/5. Implantation and Placental Development

6/6. Placental Abnormalities

7/7. Embryogenesis and Fetal Morphological Development

Section 4. PRECONCEPTIONAL AND PRENATAL CARE

8/12. Teratology and Medication Exposure

9/8. Preconceptional Counseling

10/9. Prenatal Care

Section 5. FIRST AND SECOND TRIMESTER PREGNANCY LOSS

11/18. First and Second Trimester Pregnancy Loss

12/19. EctopicPregnancy
13/20. GestationalTrophoblastic Disease PRECONCEPTIONALAND PRENATAL CARE

Section 5. THE FETALPATIENT

14/10-11. ObstetricalImaging
15/10-11. Normal andAbnormal Fetal Anatomy
16/13. Genetics
17/14. PrenatalDiagnosis
18/15. FetalDisorders
19/16. Fetal Therapy
20/17. FetalAssessment

Section 7. LABOR

21/21. Physiology ofLabor
22/22. Normal Labor
23/23. AbnormalLabor
24/24. IntrapartumAssessment
25/25. ObstetricalAnalgesia and Anesthesia
26/26. Induction andAugmentation of Labor

Section 8. DELIVERY

27/27. VaginalDelivery
28/28. Breech Delivery
29/29. OperativeVaginal Delivery
30/30. CesareanDelivery and Peripartum Hysterectomy
31/31. Prior CesareanDelivery

Section 9. THENEWBORN

32/32. The Newborn
33/33. Diseases andInjuries of the Term Newborn
34/34. The PretermNewborn
35/35. Stillbirth

Section 10. THEPUERPERIUM

36/36. ThePuerperium
37/37. PuerperalComplications
38/38. Contraception
39/39. Sterilization

Section 11. OBSTETRICAL COMPLICATIONS

40/40. Pathophysiology of Preeclampsia
41/40. ClinicalAspects of Preeclampsia
42/41. PostpartumHemorrhage
43/41. HemorrhagicPlacental Disorders
44/41. Management ofObstetrical Hemorrhage
45/42. Preterm Birth
46/43. PosttermPregnancy
47/44. Fetal-GrowthDisorders
48/45. MultifetalPregnancy

Section 12. MEDICALAND SURGICAL COMPLICATIONS

49/46. GeneralConsiderations and Maternal Evaluation
50/47. Critical Careand Trauma
51/48. Obesity
52/49. CardiovascularDisorders
53/50. ChronicHypertension
54/51. PulmonaryDisorders
55/52. ThromboembolicDisorders
56/53. Renal andUrinary Tract Disorders
57/54. Gastrointestinal Disorders
58/55. Hepatic,Biliary, and Pancreatic Disorders

- 59/56. HematologicalDisorders
- 60/57. DiabetesMellitus
- 61/58. EndocrineDisorders
- 62/59. Connective-TissueDisorders
- 63/60. NeurologicalDisorders
- 64/61. PsychiatricDisorders
- 65/62. DermatologicalDisorders
- 66/63. NeoplasticDisorders
- 67/64. InfectiousDiseases
- 68/65. SexuallyTransmitted Infections



Oxorn Foote Human Labor and Birth, Seventh Edition (7th

Edition)

Glenn David Posner, Amanda Y. Black, Griffith David Jones, Jessica Dy

Summary

Deliver safe, effective obstetric care with the go-to guide for doctors, nurses, and midwives

Updated and revised, *Oxorn Foote Human Labor and Birth* provides comprehensive, authoritative coverage of obstetric care. This popular guide offers proven best practices and step-by-step guidance to obstetric procedures, techniques, and patient management.

Oxorn Foote Human Labor and Birth reviews anatomy and patient examination; details variations of fetal presentation and birthing technique; explains how to manage complications and delivery scenarios, including hemorrhage, fetal concerns, preterm and prolonged labor, and dystocia; and covers preliminary neonatal care. This unparalleled resource is organized into six sections:

- Clinical Anatomy, including the pelvis, bones, joints, perineum, and fetus
- First Stage of Labor, including examination, mechanisms of labor, fetal health surveillance, and abnormal cephalic presentations
- Second Stage of Labor, including operative vaginal delivery and shoulder dystocia
- Third Stage of Labor, including delivery of the placenta, retained placenta, postpartum hemorrhage, episiotomy, and uterine rupture
- Complicated Labor, including cesarean section, obesity in pregnancy, breech presentation, transverse lie, and compound presentation
- Other Issues, including preterm labor, antepartum hemorrhage, maternal complications, intrapartum infections, post-term pregnancy, and obstetric anesthesia and analgesia

Nearly every two-page spread features original four-color images clearly illustrating the techniques described, and key points are bulleted throughout to help you find critical information quickly and easily.

No other book presents so much vital information in such a clearly illustrated manner. *Oxorn Foote Human Labor and Birth* is an essential resource for anyone performing or assisting in childbirth.

McGraw Hill / Medical
9781260019414
1260019411
Pub Date: 9/22/2022
\$124.95 Can.
Discount Code: M
Book

800 Pages
Medical / Gynecology & Obstetrics
MED033000
22.9 cm H | 15.2 cm W

Related Products

Also Available

Williams Obstetrics 24/E
9780071798938
Oxorn Foote Human Labor and Birth, Sixth Edition
9780071740289 \$133.95
Current Diagnosis & Treatment Obstetrics & Gynecology, Eleventh Edition 9780071638562
HUMAN LABOR & BIRTH 5/E
9780838576656

Table Of Contents

Part I. Clinical Anatomy

1. Pelvis: Bones, Joints, and Ligaments
2. The Pelvic Floor
3. Perineum
4. Uterus and Vagina
5. Obstetric Pelvis
6. The Passenger: Fetus
7. Fetopelvic Relationships
8. Engagement, Synclitism, Asynclitism

Part II. First Stage of Labor

9. Examination of the Patient
10. Normal Mechanisms of Labor
11. Clinical Course of Normal Labor
12. Fetal Health Surveillance in Labor

13. Induction of Labor
14. Labor Dystocia
15. Abnormal Cephalic Presentations

Part III. Second Stage of Labor

16. The Second Stage of Labor
17. Operative Vaginal Delivery
18. Shoulder Dystocia

Part IV. Third Stage of Labor

19. Delivery of the Placenta, Retained Placenta, and Placenta Accreta
20. Postpartum Hemorrhage
21. Episiotomy, Lacerations, Uterine Rupture, and Inversion

Part V. Complicated Labor

22. Cesarean Section
23. Trial of Labor After Previous Cesarean Section
24. Obesity in Pregnancy
25. Breech Presentation
26. Transverse Lie
27. Compound Presentation
28. The Umbilical Cord
29. Multiple Pregnancy

Part VI. Other Issues

30. Preterm Labor
31. Antepartum Hemorrhage
32. Maternal Complications in Labor
33. Labor in the Presence of Fetal Complications
34. Intrapartum Infections
35. Postterm Pregnancy
36. Obstetric Anesthesia and Analgesia
37. Intrapartum Imaging
38. The Puerperium
39. The Newborn Infant

Physical Therapist Assistant Examination Review and Test-Taking Skills

Mark Dutton, Janice Lwin, Cassady Bartlett, Melissa Scheider, Annie Burke-Doe

Summary

The insights, skills, and practice you need to ace the Physical Therapy Assistant certification exam

By following the same Physical Therapy Assistant Blue Print that the Board Exam is based on, the lessons and best practices outlined in *PTA Examination Review and Test Taking Skills*, will prepare students for the test and perform at the top of their game on exam day.

This unmatched guide illustrates the relationship between the PTA blueprint and the same topics in the review book, and provides an overview of the essential facts you need to know about each of the 14 topics covered on the exam. *PTA Examination Review and Test Taking Skills* also includes three practice tests, each with the same number of questions as the real exam (150) and provides detailed rationales for both the correct and incorrect answer. In addition, you can find additional practice questions online and get access to a one-hour "Office Hours" Tutor session every other week, as well as AccessPT videos.

PTA Examination Review and Test Taking Skills provides:

- FSBPT Site Information Overview—including exam description and details including duration, number of questions, and when it's offered, as well as test prep advice
- Test-Taking Strategies—including how long to spend on each question, eliminating distractors, and whether or not to skip questions
- Practice Exams—three 150-question tests, complete with rationales for both the correct and incorrect answer
- Appendix—covering such topics as Musculoskeletal Physical Therapy, Pediatric and Geriatric Physical Therapy, and Therapeutic Exercise Foundations

Physical Therapist Assistant
EXAMINATION
REVIEW & TEST-TAKING SKILLS

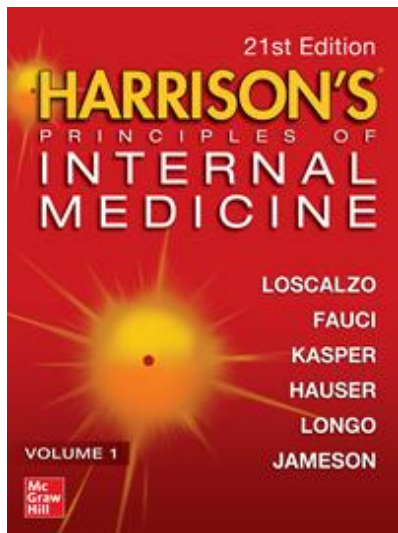


McGraw Hill
Mark Dutton · Melissa Schneider · Janice Lwin
Cassady Bartlett · Annie Burke-Doe

McGraw Hill / Medical
9781264268887
1264268882
Pub Date: 4/15/2022
\$87.95 Can.
Discount Code: M
Paperback

Medical / Public Health
MED078000

27.6 cm H | 21.6 cm W



Harrison's Principles of Internal Medicine, Twenty-First Edition (Vol.1 & Vol.2) (21st Edition)

Joseph Loscalzo, Anthony S. Fauci, Dennis L. Kasper, Stephen Hauser, Dan Longo, J. Larry Jameson

Summary

The Voice of Clinical Reason

Harrison's Principles of Internal Medicine is the world's most trusted clinical medicine text—and a superb resource for learning the art and science of clinical reasoning. Recognized by healthcare professionals worldwide as the leading authority on applied pathophysiology and clinical medicine, *Harrison's Principles of Internal Medicine* provides the informational foundation you need for the best patient care possible. This new edition is fully updated with timely new chapters and essential updates across the spectrum of internal medicine.

Written and edited by the world's top experts in their respective fields, this landmark guide provides comprehensive, accurate, and essential coverage of the pathogenesis, diagnosis, and treatment of disease.

Harrison's is world-renowned as the most authoritative source for:

- Clear, concise schemas that facilitate the generation of differential diagnoses to reason efficiently through complex real world clinical cases
- The physiologic and epidemiologic basis of signs and symptoms, which are covered through a wealth of unsurpassed expert guidance and linked to the disease-specific chapters that follow
- Updated clinical trial results and recommended guidelines
- Excellent and extensive visual support, including radiographs, clinical photos, schematics, and high-quality drawings
- Coverage of both therapeutic approaches and specific treatment regimens
- Practical clinical decision trees and algorithms
- Organ/system-specific sections, with clinically relevant pathophysiology and practical clinical advice on the approach to the patient, strategies towards building a differential diagnosis, outstanding clinical algorithms and diagnostic schema, a wealth of clinical images and diagrams, current clinical guidelines, and general and specific approaches to therapy

Harrison's remains the most trusted resource in a world influenced by endless sources of medical information. The most timely and comprehensive updates from the world's top experts are featured in the 21st edition:

- Current coverage of the diagnosis and treatment of diseases, from COVID to dementia to sepsis to multiple sclerosis to lung cancer
- Updated content that reflects new approved therapeutics and new practice-changing guidelines and evidence summaries
- More than 1000 clinical, pathological, and radiographic photographs, diagnostic and therapeutic decision trees, and clear schematics and diagrams describing pathophysiological processes
- Numerous atlases featuring curated collections of important visual aspects of diagnosis and management
- Updated and time-saving curation and synthesis of established and new medical literature and studies
- Clinically relevant coverage of disease mechanics and pathophysiology, and related therapeutic mechanisms

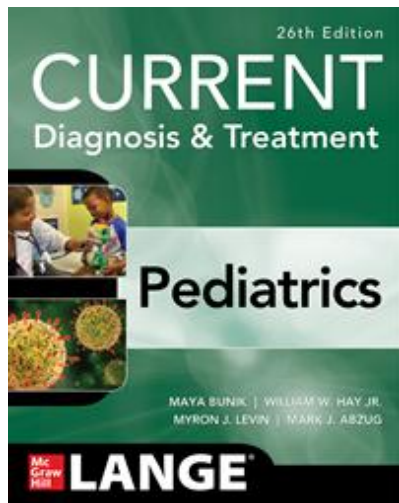
McGraw Hill / Medical
9781264268504
1264268505
Pub Date: 4/15/2022
\$313.95 Can.
Discount Code: M
Mixed Media Product

0 Pages
Medical / Internal Medicine
MED045000

Related Products

Also Available

Harrison's Principles of Internal Medicine, Twenty-First Edition (Vol.1 & Vol.2) 9781264268511



CURRENT Diagnosis & Treatment Pediatrics, Twenty-Sixth Edition (26th Edition)

Maya Bunik, William W. Hay, Myron J. Levin, Mark J. Abzug

Summary

The most practical, up-to-date guide available for accurately diagnosing and effectively treating child patients—from birth to adolescence

The authoritative resource to pediatric medical conditions most often encountered in daily practice, *CURRENT Diagnosis and Treatment Pediatrics* provides the evidence-based information readers need to deliver effective care in every situation.

Packed with 600 photos and illustrations, this evidence-based text offers succinct, accurate overviews of important pediatric health concerns, such as childhood nutrition and eating disorders; substance use; psychiatric disorders; child abuse; oral medicine and dentistry; immunization; and emergencies and injuries. Complete with an invaluable guide to normal laboratory values, it provides detailed descriptions of diseases, as well as diagnostic and therapeutic procedures, and present all information in the time-saving style that makes LANGE CURRENT books so popular: Problem, Essentials of Diagnosis, Clinical Findings, Differential Diagnosis, Treatment, and Prognosis.

NEW to this edition:

- Color insert for dermatology, ophthalmology, infectious disease, and other chapters
- Optimized digital edition for improved search

McGraw Hill / Medical
9781264269983
1264269986
Pub Date: 5/6/2022
\$94.95 Can.
Discount Code: M
Paperback

Medical / Pediatrics
MED069000

23.2 cm H | 18.7 cm W

Related Products

Also Available

CURRENT Diagnosis & Treatment
Pediatrics, Twenty-Sixth Edition

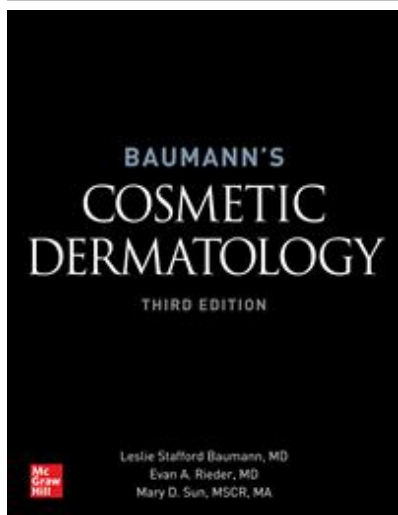
9781264269990

CURRENT Diagnosis and
Treatment Pediatrics,
Twenty-Fifth Edition

9781260457827 \$107.95

CURRENT Diagnosis and
Treatment Pediatrics, Twenty-
Fourth Edition 9781259862908

\$107.95



McGraw Hill / Medical
9780071794190
0071794190
Pub Date: 7/8/2022
\$250.95 Can.
Discount Code: M
Hardcover

624 Pages
Medical / Emergency Medicine
MED026000

27.6 cm H | 21.6 cm W

Baumann's Cosmetic Dermatology 3/E (3rd Edition)

Leslie S. Baumann, Evan A. Rieder, Mary D. Sun

Summary

The bestselling dermatology resource brings you fully up to date on the newest skin care procedures and treatments

Popular for its comprehensive yet engaging style, *Cosmetic Dermatology* covers the entire gamut of dermatology: the anatomy and physiology of skin and skin conditions, such as aging, dry and sensitive skin, and skin diseases, such as acne; skin types—essential information for every dermatologist; specific skin problems; cosmetic agents used for anti-aging, exfoliating, moisturizing, sun protection, and antioxidants; cosmetic procedures, with an emphasis on selected noninvasive procedures for office settings, and including soft tissue augmentation, chemical peel and hair removal, and comparison of cosmetic agents with drug; and skin care, including cutting-edge cosmetic techniques.

Features

- 414 photos and illustrations—more images than ever
- NEW: The latest drugs and topical agents, including retinoids, moisturizing agents, antioxidants, depigmenting agents, vitamins, and herbals
- NEW: The newest laser treatments, pulsed light techniques, varicose veins, and cosmeceuticals

Related Products

Also Available

Baumann's Cosmetic Dermatology 3/E
9780071800907
Color Atlas of Cosmetic Dermatology, Second Edition
9780071635035 \$235.95
McGraw-Hill Specialty Board Review Dermatology: A Pictorial Review, Second Edition
9780071597272
Cosmetic Dermatology: Principles and Practice, Second Edition
9780071490627 \$270.95
Fitzpatrick's Color Atlas and Synopsis of Clinical Dermatology: Sixth Edition 9780071599757
FITZPATRICKS DERMATOLOGY IN GE 9780071466905

Table Of Contents

Section 1: Basic Concepts of Skin Science

1. Basic Science of the Epidermis, *Leslie Baumann and Sogol Saghari*
2. Basic Science of the Dermis, *Leslie Baumann and Sogol Saghari*
3. Fat and the Subcutaneous Layer, *Voraphol Vejjabhinanta, Leslie Baumann, Suzan Obagi, and Anita Singh*
4. Immunology of the Skin, *H. Ray Jalian and Jenny Kim*
5. Hormones and Aging Skin, *Larissa Zaulyanov-Scanlan*
6. Photoaging, *Leslie Baumann and Sogol Saghari*
7. Cigarettes and Aging Skin, *Leslie Baumann and Sogol Saghari*
8. Nutrition and the Skin, *Leslie Baumann*

Section 2: Skin Types

9. The Baumann Skin Typing System, *Leslie Baumann and Edmund Weisberg*
10. Oily Skin, *Mohamed L. Elsaie and Leslie Baumann*
11. Dry Skin, *Leslie Baumann*
12. Sensitive Skin, *Leslie Baumann*
13. Skin Pigmentation and Pigmentation Disorders, *Leslie Baumann and Sogol Saghari*
14. Skin of Color, *Heather Woolery-Lloyd*

Section 3: Specific Skin Problems

15. Acne (Type 1 Sensitive Skin), *Leslie Baumann and Jonette Keri*
16. Rosacea (Type 2 Sensitive Skin), *Sogol Saghari, Jonette Keri, Stuart Shanler, and Leslie Baumann*
17. Burning and Stinging Skin (Type 3 Sensitive Skin), *Leslie Baumann*
18. Contact Dermatitis (Type 4 Sensitive Skin), *Sharon E. Jacob*
19. Wrinkled Skin, *Sogol Saghari and Leslie Baumann*
20. Chemical Peels, *Leslie Baumann and Sogol Saghari*
21. Prevention and Treatment of Bruising, *Susan Schaffer, Sogol Saghari, and Leslie Baumann*

Section 4: Cosmetic Procedures

22. Botulinum Toxin, *Leslie Baumann, Mohamed L. Elsaie, and Lisa Grunebaum*
23. Dermal Fillers, *Leslie Baumann, Marianna Blyumin, and Sogol Saghari*
24. Lasers and Light Devices, *Joely Kaufman*

25. Sclerotherapy, *Larissa Zaulyanov-Scanlan*
26. Facial Scar Revision, *Suzan Obagi and Angela S. Casey*

Section 5: Skin Care

27. Starting a Skin Care Product Line, *Leslie Baumann*
28. Cosmetic and Drug Regulation, *Edmund Weisberg and Leslie Baumann*
29. Sunscreens, *Leslie Baumann, Nidhi Avashia and Mari Paz Castanedo-Tardan*
30. Retinoids, *Leslie Baumann and Sogol Saghari*
31. Cleansing Agents, *Kumar Subramanyan and K.P. Ananth*
32. Moisturizing Agents, *Leslie Baumann*
33. Depigmenting Agents, *Leslie Baumann and Inja Bogdan Allemann*
34. Antioxidants, *Leslie Baumann and Inja Bogdan Allemann*
35. Anti-inflammatory Agents, *Mari Paz Castanedo-Tardan and Leslie Baumann*
36. Fragrance, *Edmund Weisberg and Leslie Baumann*
37. Preservatives, *Edmund Weisberg and Leslie Baumann*

Section 6: Other

38. Bioengineering of the Skin, *Leslie Baumann and Mari Paz Castanedo-Tardan*
39. Scales Used to Classify Skin, *Mari Paz Castanedo-Tardan and Leslie Baumann*
40. The Psychosocial Aspects of Cosmetic Dermatology, *Edmund Weisberg*



Case Files Neurology, Fourth Edition (4th Edition)

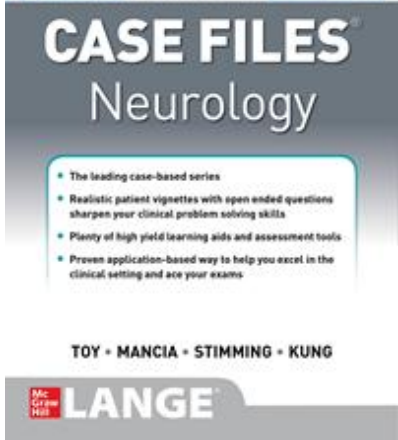
Eugene C. Toy, Pedro Mancias, Erin Furr Stimming, Doris H. Kung

Summary

Real-life cases for success on the neurology clerkship and shelf-exam

Case Files: Neurology presents 50+ real-life cases that illustrate essential concepts in neurology. Each case includes a complete discussion, clinical pearls, references, high-yield presentation of key diagnostic and treatment information, USMLE-style review questions. With this system, students learn in the context of real patients, rather than merely memorize facts. This fourth edition has been thoroughly updated with the most current medical information and therapy and includes new cases on acquired ataxias, status epilepticus, optic neuritis, radiculopathy, and sleep disorders.

- Learn from 50+ high-yield cases, each with board-style questions
- Master key concepts with clinical pearls questions
- Polish your approach to clinical problem solving and patient care
- Maximize your shelf exam score with this proven learning system
- NEW cases on acquired ataxias, status epilepticus, optic neuritis, radiculopathy, and sleep disorders



McGraw Hill / Medical
9781264268801
1264268807
Pub Date: 7/15/2022
\$48.95 Can.
Discount Code: M
Paperback

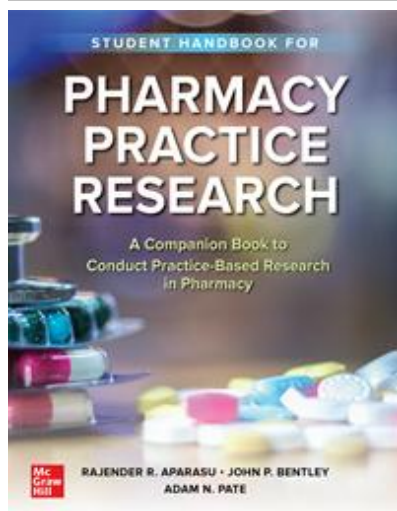
Medical / Clinical Medicine
MED014000

22.9 cm H | 15.2 cm W

Related Products

Also Available

Case Files Neurology, Fourth Edition 9781264268818
Case Files Neurology, Third Edition 9780071848008 \$41.95
Case Files Neurology, Second Edition 9780071761703



Pharmacy Practice Research Handbook

Rajender Aparasu, John Bentley, Adam Pate

Summary

An essential resource for students and residents in pharmacy settings

While there are numerous resources covering basics of drug literature evaluation and evidence-based pharmacy, few books focus on practice-based pharmacy research. This practical guide fills the gap in the available literature. *Handbook for Pharmacy Practice Research* provides a practical and systematic framework for conducting practice-based research by students and residents in pharmacy settings. The book is designed for pharmacy students and residents who undertake a capstone or standalone research project as part of their professional training.

Consistent with ACPE requirements for the PharmD curriculum with coverage of:

- Research design
- Biostatistics
- Pharmacoepidemiology
- An ideal resource for students and residents in pharmacy settings

McGraw Hill / Medical
9781260474251
1260474259
Pub Date: 6/3/2022
\$86.95 Can.
Discount Code: M
Paperback

Medical / Pharmacology
MED071000

22.9 cm H | 15.2 cm W

Related Products

Also Available

Users' Guides to the Medical Literature: A Manual for Evidence-Based Clinical Practice, 3E 9780071790710 \$99.95

Table Of Contents

Part I: Planning for Practice-based Research

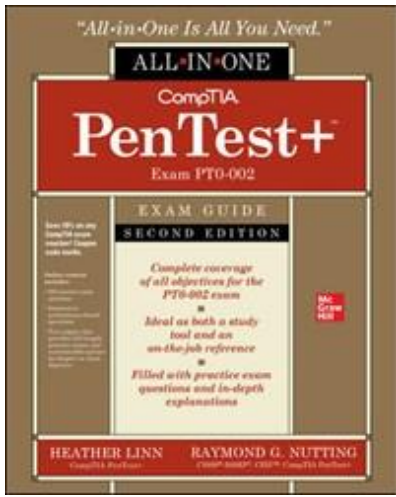
1. Introduction to Practice-based Research
2. Research Mentorship and Authorship
3. Research Infrastructure in Pharmacy Settings
4. Practice-based Research Questions and Hypotheses
5. Research Design and Methodology
6. Research Protocol for Institutional Review Board Review and Other Approvals
7. Data Management and Analysis

Part II: Conducting Practice-based Research

8. Case Reports and Case Series
9. Intervention Research in Pharmacy Settings
10. Implementation Research
11. Survey Research in Pharmacy Settings
12. Patient Reported Outcomes Research
13. Quality Improvement Research in Pharmacy Settings
14. Secondary Data Research in Pharmacy Settings
15. Qualitative Research in Pharmacy Settings
16. Drug Utilization Research in Healthcare
17. Pharmacoepidemiology Research
18. Narrative and Scoping Reviews
19. Systematic Reviews and Meta-Analysis
20. Educational Research

Part III: Presenting Practice-based Research

21. Research Abstracts and Posters
22. Podiums and Oral Presentations
23. Research Manuscripts
24. Peer Review and the Publication Process



CompTIA PenTest+ Certification All-in-One Exam Guide, Second Edition (Exam PT0-002) (2nd Edition)

Heather Linn, Raymond Nutting

Summary

This fully-updated guide delivers complete coverage of every topic on the current version of the CompTIA PenTest+ certification exam.

Take the latest version of the CompTIA PenTest+ certification exam (exam PT0-002) with complete confidence using the hands-on information contained in this up-to-date self-study resource. Readers will get clear instruction and real-world examples from a pair of seasoned computer security experts along with hundreds of accurate practice questions.

CompTIA PenTest+ Certification All-In-One Exam Guide, Second Edition (Exam PT0-002) features exam tips, step-by-step exercises, chapter summaries, and end of chapter practice questions. Special design elements throughout provide real-world insight and call out potentially harmful situations. Fulfilling the promise of the All-in-One series, this comprehensive reference serves both as a study tool AND a valuable on-the-job reference that will serve readers well beyond the exam.

- Provides 100% coverage of all exam objectives for the current CompTIA PenTest+ certification exam
- Includes online access to 200+ practice questions in the TotalTester exam engine
- Contains a 10% off exam voucher coupon, approximately a \$37 value

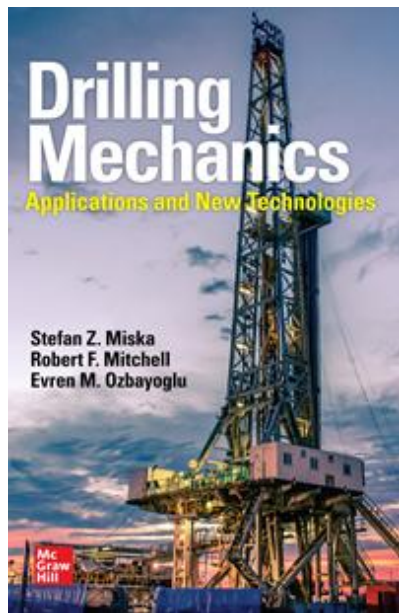
McGraw Hill
 9781264274895
 1264274890
 Pub Date: 4/1/2022
 \$76.95 Can.
 Discount Code: T
 Paperback

Computers / Certification Guides
 COM055000
 23.2 cm H | 18.7 cm W

Related Products

Also Available

- CompTIA PenTest+ Certification All-in-One Exam Guide, Second Edition (Exam PT0-002) 9781264274901
- CompTIA Security+ All-in-One Exam Guide, Sixth Edition (Exam SY0-601) 9781260464009 \$76.95
- CompTIA CySA+ Cybersecurity Analyst Certification All-in-One Exam Guide, Second Edition (Exam CS0-002) 9781260464306 \$76.95
- CompTIA PenTest+ Certification Bundle (Exam PT0-001) 9781260454185 \$96.95
- CompTIA PenTest+ Certification All-in-One Exam Guide (Exam PT0-001) 9781260135947 \$76.95



Drilling Engineering: Advanced Applications and Technology

Stefan Z. Miska, Robert F. Mitchell, Evren Ozbayoglu

Summary

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

Master the principles and practices of modern drilling mechanics

This hands-on guide presents a modern approach to drilling technology with a focus on horizontal drilling of shale plays and offshore wells. The book lays out the fundamentals of drilling engineering and clearly explains all of the latest technological advances in along with cost efficiency and guidelines for successful implementation.

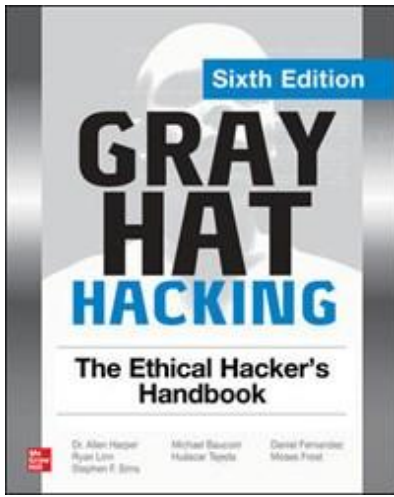
Written by four seasoned educators, *Drilling Mechanics: Applications and New Technologies* covers key topics such as geo-mechanics for drilling applications, well construction fundamentals, wellbore hydraulics, and drilling optimization. You will enhance your knowledge and understanding of drilling operations, improve your designs, and plan for better wells.

- Based on research conducted at the University of Tulsa Drilling Research Projects (TUDRP)
- Includes practice problems and calculations to aid in comprehension and reinforce practical applications
- Written by a team of industry-recognized experts and experienced academics

McGraw Hill
9781259643743
1259643743
Pub Date: 4/29/2022
\$225.95 Can.
Discount Code: I
Paperback

400 Pages
Technology & Engineering
/ Mechanical
TEC009070

22.9 cm H | 15.2 cm W



Gray Hat Hacking: The Ethical Hacker's Handbook, Sixth Edition (6th Edition)

Allen Harper, Ryan Linn, Stephen Sims, Michael Baucom, Huascar Tejada, Daniel Fernandez, Moses Frost

Key Selling Points

- Appeals to a wide range of security professionals, including penetration testers, malware analysts, security analysts, security administrators, incident responders, and intrusion analysts
- Has value for IT stakeholders who must understand today's threats
- There are currently more than 500,000 unfilled cybersecurity jobs in the US as of mid-2020 (CyberSeek)

Summary

Up-to-date strategies for thwarting the latest, most insidious network attacks

This fully updated, industry-standard security resource shows, step by step, how to fortify computer networks by learning and applying effective ethical hacking techniques. Based on curricula developed by the authors at major security conferences and colleges, the book features actionable planning and analysis methods as well as practical steps for identifying and combating both targeted and opportunistic attacks.

Gray Hat Hacking: The Ethical Hacker's Handbook, Sixth Edition clearly explains the enemy's devious weapons, skills, and tactics and offers field-tested remedies, case studies, and testing labs. You will get complete coverage of Internet of Things, mobile, and Cloud security along with penetration testing, malware analysis, and reverse engineering techniques. State-of-the-art malware, ransomware, and system exploits are thoroughly explained.

- Fully revised content includes 7 new chapters covering the latest threats
- Includes proof-of-concept code stored on the GitHub repository
- Authors train attendees at major security conferences, including RSA, Black Hat, Defcon, and Besides

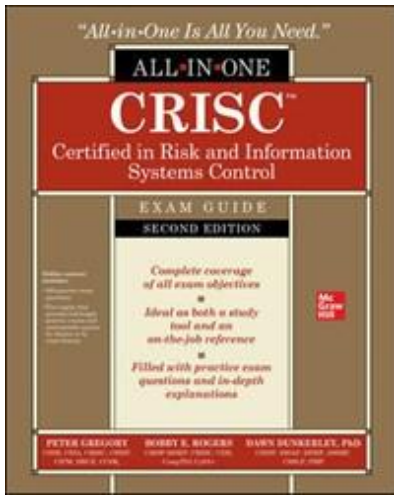
McGraw Hill
9781264268948
1264268947
Pub Date: 3/11/2022
\$76.95 Can.
Discount Code: T
Paperback

Computers / Networking
COM043000
23.2 cm H | 18.7 cm W

Related Products

Also Available

Gray Hat Hacking: The Ethical Hacker's Handbook, Fifth Edition
9781260108415 \$76.95



CRISC Certified in Risk and Information Systems Control All-in-One Exam Guide, Second Edition *(2nd Edition)*

Peter H. Gregory, Bobby E. Rogers, Dawn Dunkerley

Summary

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

A fully updated self-study guide for the industry-standard information technology risk certification, CRISC

Prepare for the 2021 version of the Certified in Risk and Information Systems Control (CRISC) certification exam with this up-to-date exam guide. Written by a team of experts, *CRISC Certified in Risk and Information Systems Control All-in-One Exam Guide, Second Edition* covers all four exam domains and contains hundreds of realistic practice exam questions.

Fulfilling the promise of the All-in-One series, the book serves as a test preparation tool AND an on-the-job reference for risk and compliance professionals. To aid in self-study, each chapter includes Exam Tips that highlight key information about the exam, chapter summaries that reinforce the chapter's salient points, and end-of-chapter questions that are accurate to the content and question format of the real exam.

McGraw Hill
9781260473339
1260473333
Pub Date: 5/6/2022
\$76.95 Can.
Discount Code: T
Hardcover

512 Pages
Computers / Certification Guides
COM055000
23.2 cm H | 18.7 cm W

Related Products

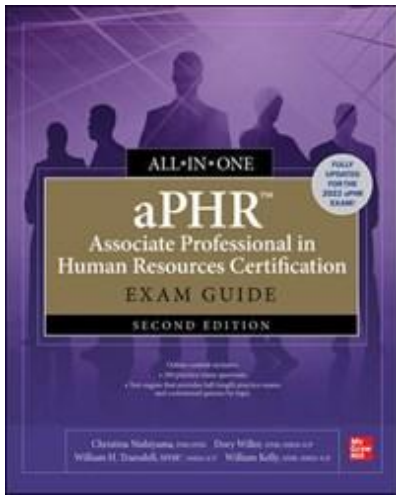
Also Available

CRISC Certified in Risk and Information Systems Control All-in-One Exam Guide, Second Edition 9781260473346

CISM Certified Information Security Manager All-in-One Exam Guide 9781260027037
\$76.95

CRISC Certified in Risk and Information Systems Control All-in-One Exam Guide 9780071847117 \$89.95

- 100% coverage of every topic on the 2021 CRISC certification exam
- Includes hands-on exercises and special elements that both teach and aid in retention
- Online content includes 300 practice exam questions in the Total Tester exam engine



aPHR Associate Professional in Human Resources Certification All-in-One Exam Guide, Second Edition^(2nd Edition)

Christina Nishiyama, Dory Willer, William H. Truesdell, William D. Kelly

Key Selling Points

- The HR Certification Institute (HRCI) is an internationally recognized certifying body for the HR profession
- More than 500,000 professionals have attained an HRCI certification in more than 125 countries around the world
- HRCI is known for its rigorous exams that test for mastery and real-world application of HR policies, practices, and principles

Summary

Pass the 2020 aPHR exam with ease, using this thorough book and online self-assessment tool

Take the Associate Professional in Human Resources (aPHR) exam with complete confidence using this integrated exam preparation system. Written by a team of experts, the book fully explains every topic on the challenging exam. To aid in self-study, each chapter contains a summary that serves as a quick review of salient points as well as practice questions that closely mirror those on the actual test.

Fully updated for the 2022 exam release, the *aPHR Associate Professional in Human Resources Certification All-in-One Exam Guide, Second Edition* provides complete coverage of all aPHR exam objectives, and details important information about HR practices and important laws and regulations. Beyond test preparation, the Exam Guide also serves as an on-the-job reference for HR professionals. Inside, you will find real-world examples, and professional insights for serving as an effective HR business partner.

- Contains complete coverage of all aPHR certification exam objectives
- Written by a team of HR experts
- Online content includes 200 practice exam questions in the customizable Total Tester exam engine

McGraw Hill
9781264286256
1264286252
Pub Date: 4/8/2022
\$64.95 Can.
Discount Code: T
Paperback

Business & Economics / Human
Resources & Personnel
Management
BUS030000

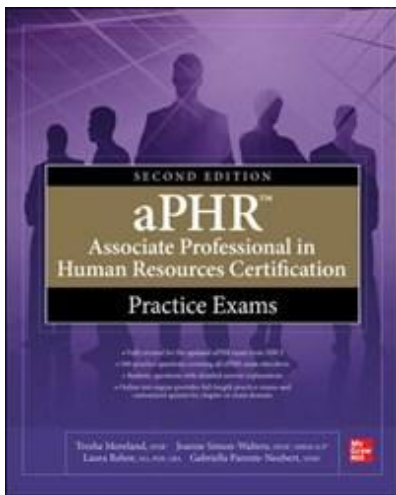
23.2 cm H | 18.7 cm W

Related Products

Also Available

aPHR Associate Professional in
Human Resources Certification
All-in-One Exam Guide, Second
Edition 9781264286263

aPHR Associate Professional in
Human Resources Certification
All-in-One Exam Guide
9781260019483 \$64.95



aPHR Associate Professional in Human Resources Certification Practice Exams, Second Edition *(2nd Edition)*

Tresha Moreland, Joanne Simon-Walters, Laura Rehor, Gabriella Parente-Neubert

Key Selling Points

- Supplements *aPHR Associate Professional in Human Resources Certification All-in-One Exam Guide, Second Edition*
- The median annual wage for HR managers is \$121k as of 5/2020 and employment is projected to grow 6% through 2029, per BLS
- Companies such as AT&T and Boeing require HR employees to obtain HRCI certifications in order to be promoted

Summary

Pass the 2022 aPHR exam with ease using this self-study resource that features 600 in-depth practice questions along with detailed answer explanations

Prepare for the 2022 version of the aPHR exam and become a certified Human Resources professional. This effective self-study resource contains 600 practice questions that simulate those on the live exam in content, style, tone, format, and difficulty.

aPHR Associate Professional in Human Resources Certification Practice Exams, Second Edition begins with a pre-assessment test to pinpoint areas for study and contains enough questions to generate five unique full-length practice exams. You will get in-depth answer explanations for both the correct and incorrect answer choices. All of the questions from the book are also included in the Total Tester Premium test engine, allowing you to customize your practice exams by domain, chapter, and time allowed.

- Practice questions encompass every topic on the 2022 release of the aPHR exam
- Written by a team of HR leaders and experienced authors
- Online content includes all 600 practice questions in the customizable Total Tester Premium exam engine

McGraw Hill
9781264286294
1264286295
Pub Date: 3/11/2022
\$51.95 Can.
Discount Code: T
Paperback

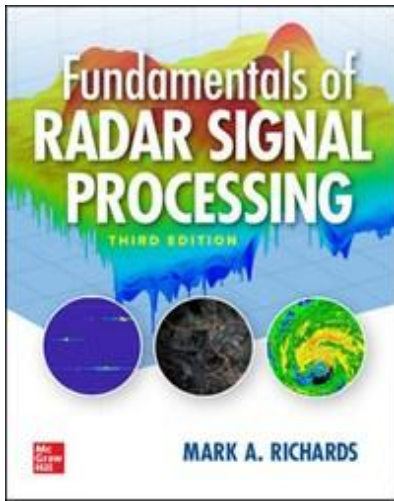
Business & Economics / Training
BUS066000

23.2 cm H | 18.7 cm W

Related Products

Also Available

aPHR Associate Professional in Human Resources Certification Practice Exams 9781264286300
aPHR Associate Professional in Human Resources Certification Practice Exams 9781260026337
\$51.95



Fundamentals of Radar Signal Processing, 3E^(3rd Edition)

Mark A. Richards

Summary

Your cutting-edge introduction to radar signal processing—fully updated for the latest advances

This up-to-date guide provides in-depth coverage of the full breadth of foundational radar signal processing methods of waveform design, Doppler processing, detection, tracking, imaging, and adaptive processing from a digital signal processing perspective. The techniques of linear systems, filtering, sampling, and Fourier analysis are used throughout to provide a unified tutorial approach.

Developed from the author's extensive academic and professional experience, *Fundamentals of Radar Signal Processing, Third Edition* has been revised and updated throughout. Readers will find the solid foundations of earlier editions enhanced with new material on such topics as keystone formatting, detection in spiky clutter, range migration and backprojection imaging, virtual arrays, ground moving target indication, and many more.

- Presents complete coverage of foundational digital radar signal processing techniques
- Integrates linear FMCW techniques of emerging fields such as automotive radar with pulsed methods
- Includes additional homework problems in all chapters
- Comes with an online suite of answer keys, solutions manuals, tutorial MATLAB demos, and technical notes

McGraw Hill
9781260468717
1260468712
Pub Date: 4/1/2022
\$160.95 Can.
Discount Code: I
Hardcover

Technology & Engineering
/ Electrical
TEC007000

23.5 cm H | 18.7 cm W

Related Products

Display

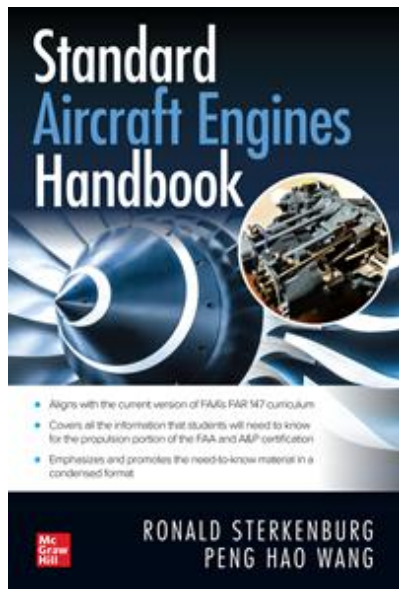
Introduction to Synthetic Aperture Radar: Concepts and Practice 9781260458961 \$127.95

Also Available

Fundamentals of Radar Signal Processing, Second Edition 9780071798327 \$98.95

Radar Handbook, Third Edition 9780071485470 \$257.95

Signal Processing for Wireless Communications 9780071489058 \$187.95



Standard Aircraft Engines Handbook

Ronald Sterkenburg, Peng Hao Wang

Summary

Learn the ins and outs of reciprocating and turbine aircraft engines

This hands-on guide succinctly covers all aspects of the two types of aircraft engines currently in use: reciprocating engines, used on small general aviation aircraft, and turbine engines, used on business jets and commercial aircraft. The book serves as a study guide for candidates preparing for the powerplant portion of the FAA Airframe and Powerplant certificate, and as an on-the-job reference for mechanics and aviation enthusiasts.

Written by experienced professors from the highly-ranked aviation program at Purdue University, *Standard Aircraft Engines Handbook* lays out technical details along with in-depth operational explanations. Relevant FAA regulations and requirements are highlighted throughout.

- Aligns with the current version of FAA's FAR 147 curriculum
- Covers all the information covered in the powerplant portion of the FAA and A&P certification
- Written by a pair of experienced aviation educators

McGraw Hill
9781264259144
126425914X
Pub Date: 3/11/2022
\$38.95 Can.
Discount Code: T
Hardcover

Technology & Engineering
/ Aeronautics & Astronautics
TEC002000

22.9 cm H | 15.2 cm W

Related Products

Also Available

Standard Aircraft Handbook for
Mechanics and Technicians,
Eighth Edition 9781260468922
\$38.95

Aircraft Maintenance & Repair,
Eighth Edition 9781260441055
\$102.95

Aircraft Powerplants, Ninth
Edition 9781259835704 \$102.95

Electrochemical Energy Storage

Slobodan Petrovic

Summary

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

Electrochemical energy storage principles, applications, and best practices

This graduate-level engineering textbook contains comprehensive electrochemical energy storage techniques and explains how to apply them in the exploding market for renewable energy. The technologies explained in the book provide the basis for renewable energy storage in the batteries and fuel cells that are found in everything from cell phones to hybrid vehicles.

Electrochemical Energy Storage: Batteries, Fuel Cells, and Hydrogen Technologies provides a basic overview of electrochemical processes at a practical level and connects them to engineering concepts used in the design of the most popular storage devices. You will get full details on the key energy storage applications—batteries, hydrogen production and storage, and fuel cells—with a focus on design, performance, materials requirements, and potential uses.

- Loaded with problems and case studies that reinforce important concepts
- Covers each energy storage technology, including performance, materials, and applications
- Written by a team of engineers and educators who are battery and fuel cell experts

McGraw Hill
9781260012002
126001200X
Pub Date: 5/6/2022
\$160.95 Can.
Discount Code: I
Hardcover

304 Pages
Technology & Engineering / Power
Resources
TEC031010
23.5 cm H | 18.7 cm W

Related Products

Also Available

Green Electrical Energy Storage:
Science and Finance for Total
Fossil Fuel Substitution
9781259642838 \$154.95
Linden's Handbook of Batteries,
4th Edition 9780071624213



BIONANOTECHNOLOGY: ENGINEERING CONCEPTS and APPLICATIONS

Jie Chen, Yiwei Feng, Scott MacKay

Summary

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

Understand the principles, practices, and applications of bionanotechnology

This hands-on textbook covers all aspects of bionanotechnology from an engineering perspective. The book delves into a wide variety of topics, including material sciences, electromagnetics, general physics, fluid flow, thermodynamics, organic chemistry, biochemistry, and microfabrication.

Developed from an advanced engineering course taught by its authors, *Engineering Concepts in Bionanotechnology* fully explains all of the underlying concepts and shows how that theory can be directly applied in practical applications. You will get examples, problem sets, and real-world case studies that illustrate each concept. The book contains complete discussions on microfluidics, DNA technology, and nanoparticles.

- Combines many different bionanotechnology topics into one resource
- Based on a course developed and taught by the authors at University of Alberta
- Written by a pair of recognized experts and experienced educators

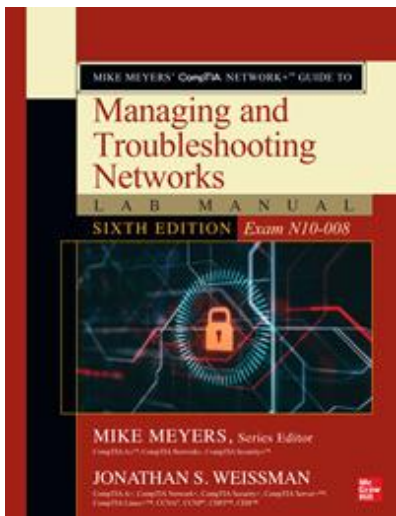
McGraw Hill
9781260464146
1260464148
Pub Date: 4/8/2022
\$109.95 Can.
Discount Code: I
Hardcover

Technology & Engineering
/ Mechanical
TEC009070
25.4 cm H | 20.3 cm W

Related Products

Also Available

Fabrication and Application of
Nanomaterials 9781260132236
\$193.95



Mike Meyers CompTIA Network+ Guide to Managing and Troubleshooting Networks Lab Manual, Sixth Edition (Exam N10-008) (6th Edition)

Jonathan S. Weissman, Mike Meyers

Summary

Practice essential IT skills and prepare for the 2021 version of the CompTIA Network+ exam

This thoroughly revised lab manual challenges you to solve real-world problems by learning to successfully apply the techniques contained in *Mike Meyers' CompTIA Network+ Guide to Managing and Troubleshooting Networks, Sixth Edition*. Clear, measurable lab objectives map directly to every topic on the test, enabling readers to pass the challenging exam with ease.

Mike Meyers' CompTIA Network+ Guide to Managing and Troubleshooting Networks Lab Manual, Sixth Edition (Exam N10-008) contains more than 90 hands-on labs along with materials lists, lab setup details, and step-by-step instructions that require you to think critically. The book features special design elements that teach and reinforce retention. You will Lab Analysis questions and a Key Term Quiz that helps to build vocabulary.

- Contains 90+ hands-on labs with clear objectives and instructions
- Includes a 10% discount voucher coupon for the exam, a \$32 value
- Lab solutions are not printed in the book and are only available to adopting instructors

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

McGraw Hill
9781264274741
1264274742
Pub Date: 1/27/2022
\$70.95 Can.
Discount Code: T
Paperback

Computers / Certification Guides
COM055000

27.6 cm H | 21.3 cm W

Related Products

Also Available

Mike Meyers CompTIA Network+ Guide to Managing and Troubleshooting Networks Lab Manual, Sixth Edition (Exam N10-008) 9781264274734
Principles of Computer Security: CompTIA Security+ and Beyond Lab Manual (Exam SY0-601) 9781260470116 \$76.95

Display

Mike Meyers' CompTIA A+ Guide to Managing and Troubleshooting PCs Lab Manual, Sixth Edition (Exams 220-1001 & 220-1002) 9781260454574 \$70.95
Mike Meyers' CompTIA Network+ Guide to Managing and Troubleshooting Networks Lab Manual, Fifth Edition (Exam N10-007) 9781260121209 \$70.95