

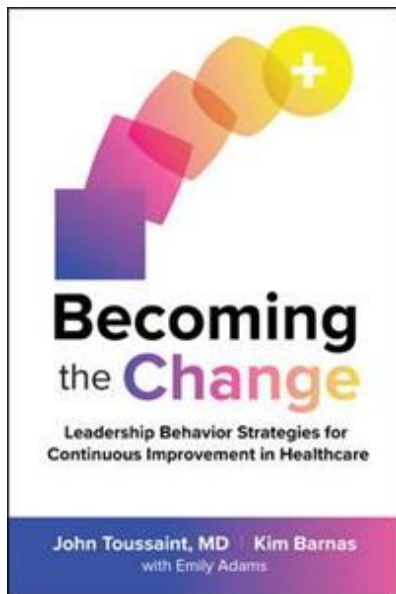


Because learning changes everything.®

The background of the entire page is a photograph of a forest in autumn. The trees are tall and thin, with their leaves turned a vibrant yellow. The ground is covered in a thick layer of fallen yellow leaves. In the bottom left corner, there is a graphic element consisting of a dark purple square with a red square inside it. The text "2020 Fall Frontlist Catalogue" is written in yellow on the red square.

**2020 Fall  
Frontlist  
Catalogue**





## Becoming the Change: Leadership Behavior Strategies for Continuous Improvement in Healthcare

John Toussaint, Kim Barnas

### Key Selling Points

- **Healthcare reform:** It is a topic on the minds of every professional in the field. *Becoming the Change* is a groundbreaking guide to practices that go hand-in-hand with the changing healthcare landscape.
- **Transformational improvement:** One of today's most pressing healthcare issues. Two experts in the field provide a blueprint for putting organizational and cultural practices into effect that can create lasting change.
- **Strategic partnership:** This book is the latest in an ongoing partnership between McGraw-Hill Education and the Lean Enterprise Institute to publish co-branded lean titles.
- **Bestselling author and renowned expert:** John Toussaint is one of the most widely recognized figures in the field of healthcare transformation. His classic bestseller, *On the Mend*, has sold more than 44,000 copies.
- **Case studies:** The authors draw on myriad real-life scenarios from hospitals at the forefront of lean transformation that offer a "tour-of-duty POV" from practitioners at all levels.
- **Guaranteed support:** The pioneering Lean Enterprise Institute will promote the book at its conferences and events, on its website, in newsletters, and through its global "Planet Lean" network to over 200,000 members. Toussaint's non-profit organization, Catalysis, will also promote the book online and to its mailing list of more than 16,000 people.
- **Powerful endorsements:** The authors will obtain endorsements from key leaders in the healthcare, academic, business, and political communities.

### Summary

**Two renowned healthcare transformation experts provide a blueprint for implementing the principles and behaviors that leaders at all levels must embrace in order to create lasting change.**

Healthcare is on the brink of a quality revolution—one that requires deeply personal as well as organizational changes. In *Becoming the Change*, two pioneers in the healthcare transformation movement show readers how to cultivate principle-driven behaviors that can turn the tantalizing possibilities on the healthcare horizon into reality.

Transformational improvement has often been aimed at frontline healthcare workers rather than leaders at all levels, resulting in "islands of excellence" that are unsustainable. Toussaint and Barnas demonstrate how change needs to start at the top—with executives, governing board members, managers, and physicians.

Drawing on a wealth of case studies, they explore how change actually happens, and reveal how healthcare systems led by people who are compassionate, principled, and engaged can undergo profound and lasting transformation.

- **Bestselling author:** John Toussaint's classic bestseller, *On the Mend*, has sold more than 44,000 copies. Kim Barnas' breakthrough book, *Beyond Heroes*, sold more than 20,000 copies.
- **Guaranteed support:** The book will be promoted by Barnas and Toussaint's non-profit organization, Catalysis, and by the pioneering Lean Enterprise Institute, which will actively support it through its website (2 million annual visitors), membership (300,000), and its many conferences and global sales channels
- **Powerful endorsements:** The authors will obtain endorsements from key leaders in the healthcare, academic, business, and political communities.

**John Toussaint, MD (Appleton, WI)**, is the founder and former CEO of Catalysis,

McGraw-Hill Education  
9781260461688  
1260461688  
Pub Date: 9/1/2020  
\$40.95 Can.  
Discount Code: T  
Hardcover

Business & Economics  
BUS000000

22.9 cm H | 15.2 cm W

### Related Products

#### Also Available

Becoming the Change:  
Leadership Behavior Strategies  
for Continuous Improvement in  
Healthcare 9781260461695

Zero Harm: How to Achieve  
Patient and Workforce Safety in  
Healthcare 9781260440928  
\$40.95

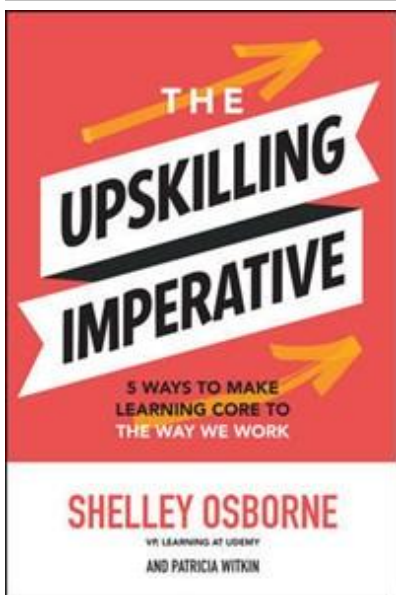
The Antidote to Suffering: How  
Compassionate Connected Care  
Can Improve Safety, Quality, and  
Experience 9781260116557  
\$35.95

Innovation the Cleveland Clinic  
Way: Powering Transformation by  
Putting Ideas to Work  
9781259582950 \$39.95

The Digital Doctor: Hope, Hype,  
and Harm at the Dawn of  
Medicine's Computer Age  
9780071849463 \$35.95

the first mission-driven, non-profit organization to develop educational programs to help improve the healthcare industry. He is the former CEO of ThedaCare, Wisconsin's largest healthcare provider, and the author of the bestselling *On the Mend*.

**Kim Barnas (Green Bay, WI)** is a recognized authority in creating fully integrated leadership in hospitals around the world. She is the current CEO of Catalysis, a former hospital president, and the author of *Beyond Heroes: A Lean Management System for Healthcare*, winner of the Shingo Prize in 2014.



## The Upskilling Imperative: 5 Ways to Make Learning Core to the Way We Work

Shelley Osborne

### Summary

**A guide to building a learning culture that can sustain careers—and companies—for decades, from a top executive at Udemy, the world's largest online education platform.**

Anyone in today's workplace knows that keeping up with the pace of change can feel impossible. In this book, the vice president of learning at Udemy explains how very concept and nature of workplace learning needs to change, too—and shares how every worker and manager can benefit from a new way of thinking that integrates continuous learning into their everyday workflow.

In *The Upskilling Imperative*, Shelley Osborne shows why the old model of front-loading education at higher-ed institutions—and then occasionally herding employees into seminar rooms—is no longer enough. She reveals the five main components of a learning culture and details strategies every organization can implement to build learning as a core competency to drive business performance. Shelley explains how overwhelmed employees can get comfortable with rapid change and how leaders can develop the necessary skills to usher in learning as a transformative force in their organizations.

- A uniquely qualified author: Shelley Osborne leads and executes the learning strategy for Udemy's global workforce and has lent her expertise to customers such as Adidas, Pinterest, and Barclays.
- Real-world examples: *The Upskilling Imperative* includes company case studies and interviews with corporate leaders, learning experts, HR practitioners, and employees.
- Extensive media and business contacts: The author has been featured in *CNBC*, *The Wall Street Journal*, *Entrepreneur*, and other outlets; has led workshops at TED Women, presented at Stanford University, the Human Capital Institute, and more; has connections at such major organizations as IBM, Lyft, and Delta; and can leverage Udemy's large and growing social networks, including more than 6 million followers across Facebook, Twitter, LinkedIn, and Instagram.

**Shelley Osborne, (Edmonton, Alberta, Canada)** with fifteen years of experience in the education and corporate learning and development sectors, is vice president of learning at Udemy. Previously, she served as VP of Learning and Development at Farside HR Solutions. Thousands of learners in over one hundred countries are enrolled in her online courses.

McGraw-Hill Education  
9781260466683  
126046668X  
Pub Date: 8/25/2020  
\$35.95 Can.  
Discount Code: T  
Hardcover

Business & Economics  
BUS000000  
22.9 cm H | 15.2 cm W

### Related Products

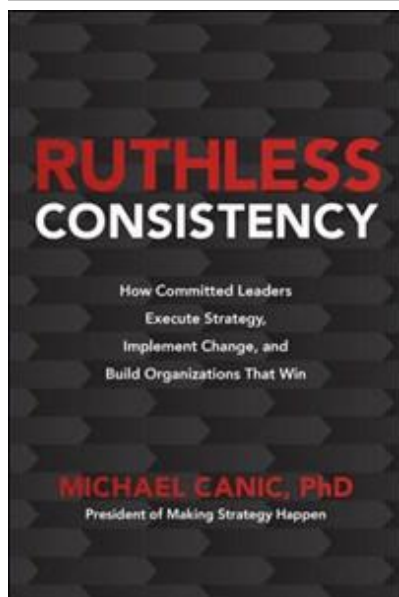
#### Also Available

The Upskilling Imperative: 5 Ways to Make Learning Core to the Way We Work  
9781260466690

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





## Ruthless Consistency: How Committed Leaders Execute Strategy, Implement Change, and Build Organizations That Win

Michael Canic

### Key Selling Points

- **Intuitive yet comprehensive solution to the 70 percent failure rate:** Shows leaders how to develop the right focus, create the right environment, and build the right team—*consistently*—so their organizations succeed and win.
- **Proof of concept:** The book features client case studies, illustrating the effectiveness of the author's model.
- **In-demand speaker:** Canic has delivered more than 600 presentations (including keynotes and workshops) to audiences on four continents. Over 450 of these were exclusively to CEOs, business owners, and key executives through Vistage Worldwide, while the remainder were at association meetings, management conferences, and leadership forums. He delivers 30-50 presentations each year.

### Summary

**When all is said and done, a lot more gets said than done. What is the antidote to this? Ruthless Consistency.**

According to *Harvard Business Review*, “most studies still show a 60-70% failure rate for organizational change projects—a statistic that has stayed constant from the 1970s to the present.” Drawing on his 20+ years of experience as a strategy and execution consultant specializing in midsize companies, Michael Canic helps committed leaders drive the odds in their favor. In *Ruthless Consistency*, he identifies the three surprising reasons most strategic change initiatives fail:

- Leaders unwittingly send mixed messages that demotivate their people and undermine those initiatives.
- Leaders focus on what they do instead of what their people experience.
- Leaders are not as committed as they think they are or need to be.

The book then introduces an intuitive yet comprehensive model for success. Simply put, leaders who develop the right focus, create the right environment, and build the right team—consistently—are leaders whose organizations win. Finally, it details each element of the model and offers ready-to-apply processes, practices, techniques, and tools to make it happen. It's a must-read for every leader who wants to implement change successfully.

- **Fills a gap in the market:** One of the few business books to focus primarily on leaders of mid-market companies, which make up one-third of the U.S. economy.
- **Proven model:** Based on the author's 20+ years of experience as a strategy and execution consultant, this model is used successfully by his many clients.
- **People-centric strategy:** The author's execution strategy focuses on what employees experience as the greatest determinant of the outcome of the change initiative.

**Michael Canic, PhD**, is the president of Making Strategy Happen, which specializes in helping committed leaders of midsize companies turn ambition into strategy, and strategy into reality. Canic originated his strategy model while working as a corporate leader for FedEx, during which time his district became the most recognized in the Americas for service quality. A Certified Speaking Professional, he has delivered more than 600 presentations on ruthless consistency to audiences on four continents, many through Vistage Worldwide which, with over 23,000 members in 20 countries, is the world's largest organization of CEOs, business owners, and key executives.

McGraw-Hill Education  
9781260459814  
1260459810  
Pub Date: 9/1/2020  
\$34.95 Can.  
Discount Code: T  
Hardcover

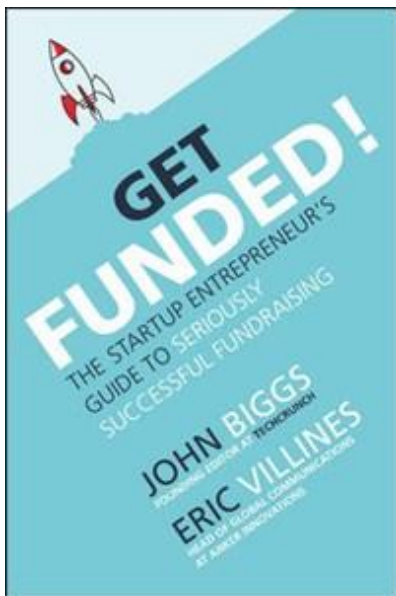
Business & Economics  
/ Leadership  
BUS071000  
22.9 cm H | 15.2 cm W

#### Related Products

##### Also Available

The Execution Factor: The One Skill that Drives Success  
9781260128529 \$35.95

Contagious Culture: Show Up, Set the Tone, and Intentionally Create an Organization that Thrives 9781259584572 \$34.95



## Get Funded!: The Startup Entrepreneur's Guide to Seriously Successful Fundraising

John Biggs, Eric Villines

### Key Selling Points

\* A must-have resource for startup entrepreneurs, marketing teams, and experienced leaders looking to expand their businesses.

\* Features proven entrepreneurial strategies for bootstrapping, building a story that investors respond to, prepping, pitching, and marketing.

\* Also covers the power of mentors, how, why, and when to pitch, and financing from family and friends.

\* Biggs and Villines have decades of experience in entrepreneurial endeavors, firsthand insights into fundraising, and extensive connections among major media outlets and business influencers.

\* A busy speaker and writer, Biggs has an online reach of at least 56 million readers monthly and a 50,000-person newsletter.

### Summary

**From a founding editor at TechCrunch and an award-winning communication strategist comes the most comprehensive guide to the newest fundraising options for today's entrepreneurs.**

For startup entrepreneurs, fundraising in this decade has changed dramatically. There was a time when VCs were rock stars and a single founder with a great idea, a team, and a little drive could raise a few hundred thousand dollars to build a business. But those days are gone. In the aftermath of the Great Recession and the massive tech investment contraction in 2014, it has become harder and harder for founders to raise money.

In *Get Funded!* tech journalist and entrepreneur John Biggs and communication strategist Eric Villines explain the new funding landscape and the exciting tech-driven models available to entrepreneurs—including crowdfunding platforms like GoFundMe, cryptocurrencies like Bitcoin, IEOs (Initial Exchange Offerings), micro-loans, and micro-donations—as well as more traditional, tried-and-true methods.

Beyond a road map to the current world of funding, *Get Funded!* presents proven strategies for pitching, marketing, and bootstrapping. A 360-degree tool with easy-to-follow worksheets and online resources, this book will help entrepreneurs build a sustainable funding strategy that is right for their business and will demonstrate how to flawlessly execute it for success.

Whether you're starting a food truck or a biotech startup, *Get Funded!* has you covered.

- A comprehensive guide to the most current funding options for startup entrepreneurs and anyone else who has ever dreamed of launching a business.

- Covers the newest, cutting-edge funding methods available—crowdfunding, cryptocurrencies, blockchain, IEOs, token sales, grants, micro-loans, and micro-donations—as well as more traditional methods.

- Includes step-by-step worksheets, online resources, and strategic planning tools to help entrepreneurs get started.

**John Biggs** has been at the forefront of the new entrepreneurial revolution since 2004. A programmer by training, he was one of the founding editors of TechCrunch,

McGraw-Hill Education  
9781260459067  
1260459063  
Pub Date: 9/8/2020  
\$35.95 Can.  
Discount Code: T  
Hardcover

Business & Economics  
/ Entrepreneurship  
BUS025000

22.9 cm H | 15.2 cm W

#### Related Products

##### Also Available

Get Funded!: The Startup Entrepreneur's Guide to Seriously Successful Fundraising  
9781260459074

Cryptoassets: The Innovative Investor's Guide to Bitcoin and Beyond  
9781260026672 \$38.95

One Simple Idea, Revised and Expanded Edition: Turn Your Dreams into a Licensing Goldmine While Letting Others Do the Work  
9781259589676 \$30.95

What Every Angel Investor Wants You to Know: An Insider Reveals How to Get Smart Funding for Your Billion Dollar Idea  
9780071800716 \$40.95



where he spent the past 12 years flying coast to coast and around the world to spread a very specific form of entrepreneurial evangelism. He has taught his methods in multiple countries and has spoken and consulted with some of the world's fastest-moving companies. Biggs also ran Gawker's Gizmodo for two years before going on to write 12,000 posts about technology, business, gadgets, and the future. In 2015, he started Freemit, a Bitcoin-based remittance system. He is the multimedia editor at CoinDesk, the world's best source of blockchain news.

**Eric Villines** is the head of global communications at Anker Innovations, a Chinese unicorn company and the world's premiere mobile charging company, founded by former Google senior engineer Steven Yang. An award-winning communications strategist with over 20 years of experience working across various industries, such as entertainment, consumer electronics, professional services, and finance, his work has been recognized with numerous PR and marketing awards, including the PRSA Silver Anvil, Mercury Award, Stevie Award, The Holmes Report SABRE Award, and more.



McGraw-Hill Education  
9781260468120  
1260468127  
Pub Date: 9/8/2020  
\$35.95 Can.  
Discount Code: T  
Hardcover

Business & Economics  
BUS000000

22.9 cm H | 15.2 cm W

#### Related Products

##### Also Available

The Healthcare Mandate: How to Leverage Disruptive Innovation to Heal America's Biggest Industry 9781260468137

The Customer Revolution in Healthcare: Delivering Kinder, Smarter, Affordable Care for All 9781260455571 \$40.95

Zero Harm: How to Achieve Patient and Workforce Safety in Healthcare 9781260440928 \$40.95

## The Healthcare Mandate: How to Leverage Disruptive Innovation to Heal America's Biggest Industry

Nicholas Webb

### Key Selling Points

- **Trends for the future of healthcare:** The entire healthcare ecosystem is looking for answers to the vexing question, "What is the future of healthcare?" The author answers that question by taking disparate and complex trends and bringing them together in the form of a healthcare playbook.
- **A new approach that upends existing practice:** The goal of the healthcare professional goes beyond just treating disease to anticipating it and preventing it, resulting in better health and lower costs.
- **Expert author:** Nicholas Webb works with some of the top healthcare organizations-including Pfizer, Blue Cross, Siemens Healthcare, the American Hospital Association, and the American Academy of Dermatology-to help them lead their market in enterprise strategy, patient experience (PX), and innovation. He has been awarded over 40 patents by the US Patent and Trademark Office, and has invented one of the first wearable technologies and one of the world's smallest medical implants.
- **Promotional plan:** The author and his team will undertake an aggressive campaign utilizing the following: SEO and SEM marketing, PPC Google AdWords, LinkedIn advertising and promotion, content marketing, and social media marketing.

### Summary

**A top healthcare futurist and consultant shows healthcare professionals and stakeholders how to redirect resources and leverage innovation to improve wellness and lower costs.**

The U.S. is the wealthiest nation on earth, but it spends its money and resources pursuing the wrong goal: curing people *after they get sick*. In *The Healthcare Mandate*, Nicholas J. Webb charts a bold new path that puts the focus not on reactionary treatment but on anticipation and prevention. He argues that we can leverage the technology that has resulted from disruptive innovation to fulfill these goals. Emerging digital technologies now make it possible to collect, analyze, and act upon the enormous quantities of health-related data that every individual generates every day. This data often foreshadows disease and can alert the healthcare provider to the existence of a life-threatening condition before there are any outward symptoms, thereby enabling caregivers to pivot from treatment after the fact to anticipation, prevention, and, when necessary, reduced treatment to correct a smaller problem. This approach not only improves health but lowers costs.

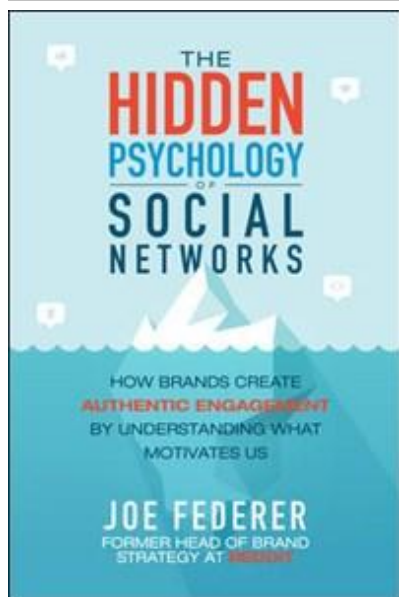
Drawing upon his decades of experience as an industry expert with dozens of healthcare device patents, Webb analyzes the issues and provides insightful, actionable solutions made possible today by new technology.

- **Addresses healthcare leaders responsible for strategy:** In a time of massive disruption healthcare industry executives and leaders are looking for actionable insights on how to build future-ready enterprises. This book provides the framework for new enterprise strategies for organizations within the healthcare ecosystem.
- **In-demand speaker:** Nicholas Webb maintains a heavy schedule addressing corporate, healthcare, and civic groups around the world. He is represented by every major speaking bureau in the world, including the Washington Speakers Bureau, Leading Authorities, and Premier, just to name a few.
- **A global readership:** Webb has built a global audience through direct speaking



engagements, which are recorded and distributed asynchronously to an even larger audience. He is actively developing partnerships in international markets.

**Nicholas J. Webb** is a preeminent healthcare futurist, professional speaker, award-winning inventor of medical devices, and author. He works with some of the top healthcare organizations—including Pfizer, Blue Cross, Siemens Healthcare, the American Hospital Association, and the American Academy of Dermatology—to help them lead their market in enterprise strategy, patient experience (PX), and innovation. He has been awarded over 40 patents by the US Patent and Trademark Office, and has invented one of the first wearable technologies and one of the world's smallest medical implants. He is the founding director and Chief Innovation Officer of the Center for Innovation at Western University of Health Sciences, in Pomona, California, where he also serves as an adjunct professor of innovation.



# The Hidden Psychology of Social Networks: How Brands Create Authentic Engagement by Understanding What Motivates Us

Joe Federer

## Key Selling Points

- **Draws on client work:** The author's clients included Charles Schwab, Google, Amazon, ConAgra, Kimberly-Clark, Whitewave Foods, S.C. Johnson, AB Inbev, Bayer, McDonald's, Toyota, Audi, Red Bull, Ubisoft, Syfy, Huawei, Paramount, Fox, Lionsgate, Pepsi, and Coca-Cola.

- **Busy speaker:** Federer routinely speaks at digital media, marketing, and advertising conferences throughout the US and internationally, including Digital Summit (Chicago), Advertising Week (NYC), GITEX (Dubai), and Social Media Week (London), putting him in direct touch with his primary audience for this book.

- **Media presence:** Federer's work in advertising has made headlines in top publications like *Fast Company*, *AdWeek*, *Ad Age*, and other influential channels. He is also a regular contributor to Muse by Clio.

## Summary

**A thought-provoking new approach to the digital economy and how brands can create authentic engagement by understanding the fundamental motivations behind human psychology from the former Head of Brand Strategy at Reddit**

Leading marketing practitioner and thought leader Joe Federer draws on evolutionary biology, anthropology, and psychology to explain why people act so differently in various online spaces and what they are seeking from participating in each one. With a framework based on Freud's Id, Ego, and Superego model of the human psyche, he demonstrates how different social network structures correspond to different mindsets: platforms like Reddit to the unfiltered Id, Facebook to the managed Ego, and Instagram to the ideal Superego. Understanding these fundamental mindsets of social media users enables marketers to more efficiently and effectively utilize these channels to reach their target audiences.

In *The Hidden Psychology of Social Networks* readers will learn:

- how to create content that drives sharing and word-of-mouth
- how brands can fit natively into different types of social channels
- how to balance branded social presences across different networks
- why authenticity will only grow in importance to consumers

Fascinating and deeply compelling, it is the essential playbook for marketing, PR, and advertising professionals.

- **A practitioner with deep experience:** An industry thought leader, the former Reddit brand strategist has over a decade of ad/marketing experience with clients such as Charles Schwab, Amazon, Toyota, S.C. Johnson, Bud Light, and Coca-Cola.
- **Proof of concept:** The author features specific case studies that illuminate his model and shows what works and what doesn't work.
- **In the bestselling tradition of The Four:** Like the international hit *The Four*, which draws on evolutionary psychology to explain the success of Amazon, Apple, Facebook, and Google.

**Joe Federer** is the former Head of Brand Strategy at Reddit, where he helped reposition the platform's narrative to the larger world of advertising and drove revenue growth of over 10X in its first year in market. Prior to joining Reddit, he worked at top PR and advertising agencies, where his campaigns performed in the top 95th percentile of advertiser studies on Facebook, and led top performing brands through the launch of Pinterest and Instagram ads. With clients as diverse as Charles Schwab, Google, Amazon, McDonald's, Toyota, Audi, S.C. Johnson, Bud Light, and

McGraw-Hill Education  
9781260460223  
1260460223  
Pub Date: 9/15/2020  
\$35.95 Can.  
Discount Code: T  
Hardcover

Business & Economics / Marketing  
BUS043000

22.9 cm H | 15.2 cm W

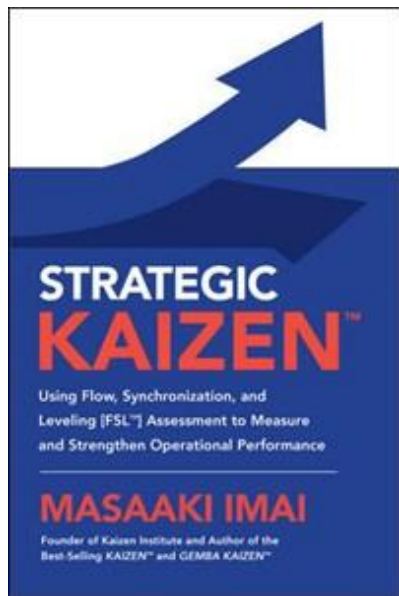
### Related Products

#### Also Available

Legacy in the Making: Building a Long-Term Brand to Stand Out in a Short-Term World  
9781260117561 \$35.95  
Impossible to Ignore: Creating Memorable Content to Influence Decisions 9781259584138  
\$31.95



Coca-Cola, Joe thrives at finding the intersection between what brands stand for and what their social media fans are interested in seeing. He has developed a model for the way social media sites network together, an understanding of the value users derive from each platform, and the way ideas mutate and change as they are shared between different psychological environments.



## Strategic Kaizen: Using Flow, Synchronization, and Leveling Assessment to Measure and Strengthen Operational Performance

Masaaki Imai

### Key Selling Points

- \* *Strategic Kaizen* is the first book to reveal the groundbreaking FSLA—it's a must-have for the Lean practitioners, executives, managers, and C-Suite-level employees seeking measurable improvements.
- \* In today's business world, financial performance is the major for measuring corporate success—an approach that nearly always fails to account for the waste and inefficiency resulting from the over-capacity of production systems; Strategic Kaizen address this critical issue head on.
- \* Imai provides case studies from a wide range of industries around the world to provide a crystal clear illustration of FSLA in action, including how to identify the structure of the ideal production system and the different roles played by shareholders and customers.

### Summary

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

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

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

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

McGraw-Hill Education  
9781260143836  
126014383X  
Pub Date: 9/22/2020  
\$51.95 Can.  
Discount Code: T  
Hardcover

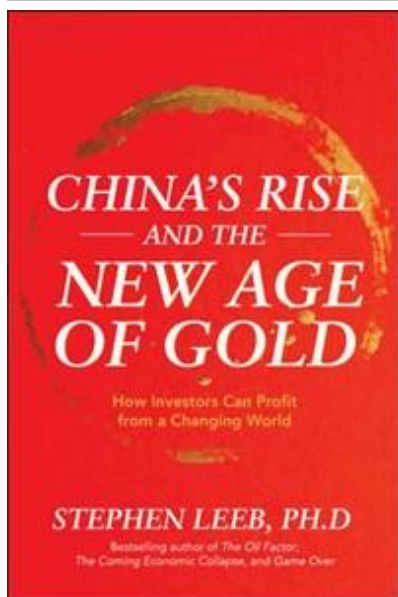
Business & Economics  
/ Production & Operations  
Management  
BUS087000  
22.9 cm H | 15.2 cm W

#### Related Products

##### Also Available

Toyota Kata Culture: Building Organizational Capability and Mindset through Kata Coaching  
9781259860447 \$76.95  
Gemba Kaizen: A Commonsense Approach to a Continuous Improvement Strategy, Second Edition  
9780071790352 \$53.95  
Kaizen: The Key To Japan's Competitive Success  
9780075543329





## China's Rise and the New Age of Gold: How Investors Can Profit from a Changing World

Stephen Leeb

### Summary

**From an expert considered an "oracle" of macroeconomic trends—an accessible, step-by-step guide to profiting from China's rising place in the global economy**

China's growing prominence in the global marketplace offers investors both challenges and enormous opportunities. In *China's Rise and the New Age of Gold*, author Stephen Leeb is the first to predict that by far the biggest opportunity will be in gold, as China's rise precipitates an unprecedented bull market that will propel gold's price to at least \$5,000—and possibly up to \$15,000—an ounce.

Drawing from his knowledge of macro-economic trends and current market conditions, Dr. Stephen Leeb explains that China plans to launch a new monetary system centered on gold that will replace the global dollar-based monetary system. Written in simple, engaging language, the book helps readers understand this complex issue and offers advice on investing in all things gold, from the metal itself to gold mutual funds and ETFs, to individual mining companies. Readers will find the tools needed to profit in the face of China's rising economic position.

### Features:

- Recognized expert: Author has predicted one major trend after another, from the collapse of the dotcom boom to oil topping \$100 in the century's first decade.
- Large author platform: Dr. Stephen Leeb reaches hundreds of thousands of readers through his publications and blogs, including Kings World News, the foremost website for gold investors, which receives 1.3 million hits a month
- Regular media guest and guest speaker: Author is a frequent commentator on Fox Business, CNN, NPR, and CCTV and is frequently featured in Forbes.com and CBSnews.com.

**Stephen Leeb Ph.D., (Chicago)** is a prolific author of best-selling books that present his macro-perspectives on global economic trends. He is frequently quoted in the financial media, including *Investor's Business Daily*, *USA Today*, *The New York Times*, and *The Wall Street Journal*. Additionally, Dr. Leeb is a regular guest on Fox Business News including on Neil Cavuto's popular Boomers segment and has appeared on Bloomberg and CNN. He is founder and Research Director of Leeb Group, an investment management company based in New York. As editor of subscription-based investment publications including the award-winning *The Complete Investor*, he delivers timely, unbiased investment analysis of the financial markets, reaching hundreds of thousands of readers worldwide through his letters, online advisories, and blogs.

McGraw-Hill Education  
9781260441277  
126044127X  
Pub Date: 9/22/2020  
\$39.95 Can.  
Discount Code: T  
Hardcover

Business & Economics  
/ Investments & Securities  
BUS036090

22.9 cm H | 15.2 cm W

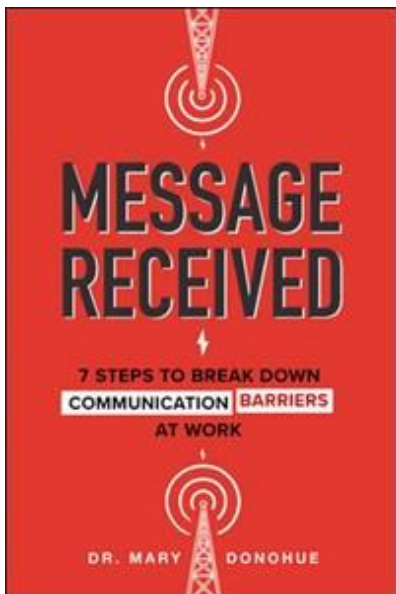
### Related Products

#### Also Available

China's Rise and the New Age of Gold: How Investors Can Profit from a Changing World  
9781260441284

Cryptoassets: The Innovative Investor's Guide to Bitcoin and Beyond  
9781260026672 \$38.95

Understanding Options 2E  
9780071817844 \$26.95



## Message Received: 7 Steps to Break Down Communication Barriers at Work

Mary Donohue

### Key Selling Points

- \* Every active generation—Baby Boomers, GenX, and Millennials—respond differently to different styles of leadership, and effectively leading all them is one of the toughest issues any individual manager faces today. This book provides an actionable plan readers can use to maximize communication within departments and among teams.
- \* According to the author's research, readers who follow her advice create a workplace that is 34% happier, 34% less stressed, and 11% more productive.
- \* The author clearly illustrates her methods and proves their effectiveness through case studies, evolutionary communication science, and evidence-backed research.

### Summary

**From renowned digital psychologist and TEDx speaker with nearly half a million views, an action plan for sparking creativity and innovation among generationally diverse staff in today's technology-driven workplace**

Message Received delivers a seven-step process for effectively communicating with one another in order for the message sent to be the message received. Through Dr. Mary's Generational Anchoring Benchmarks, or GABs, readers will come to realize that our communication barriers stem from each generation having different preferences for receiving and providing information—and equips readers with the necessary tools to effectively communicate across all generations and platforms going forward.

Author Dr. Mary Donohue delivers a solution for motivating and inspiring people through technology to be their best selves. Through extensive research, real-life stories, and applicable advice, Dr. Mary dives into how we can create clear and unambiguous communication so that everyone is heard and understood; how the human brain responds to communication through technology; and much more.

- Donohue's articles for *Huffington Post*, *Harvard Business Review*, Thomson Reuters, *The Globe and Mail*, *Experteer*, and other outlets have been shared a total of 250,000+ times, and she has been featured as a business communications expert by the CBC, The New York Times, Microsoft Teams, *Training Magazine*, and others. She will leverage this platform to promote the book.

- Donohue works closely with Microsoft including being the top-rated speaker at their Global Envision Conference in 2018 and 2019 and the solutions to the problem laid out in this book were licensed in 2018

- Donohue will promote the book at her many speaking engagements. In 2018 alone, she addressed more than 12,000 people. In 2019, she will be speaking at Envision (Microsoft's annual conference), American Airlines Senior Leadership Retreat, Project World, Medtronic, and more.

- The author's most recent TEDx Talk—"How to get along with Boomers, GenXers and Millennials"—has generated 86,000+ views, and her first one generated more than 305,000.

- Microsoft, American Airlines, Kaiser Permanente, TD Bank, and Walmart are just a few of the companies that have used Donohue's methods to positive effect.

McGraw-Hill Education  
9781260456356  
1260456358  
Pub Date: 9/29/2020  
\$33.95 Can.  
Discount Code: T  
Hardcover

Business & Economics / Business  
Communication  
BUS007000

22.9 cm H | 15.2 cm W

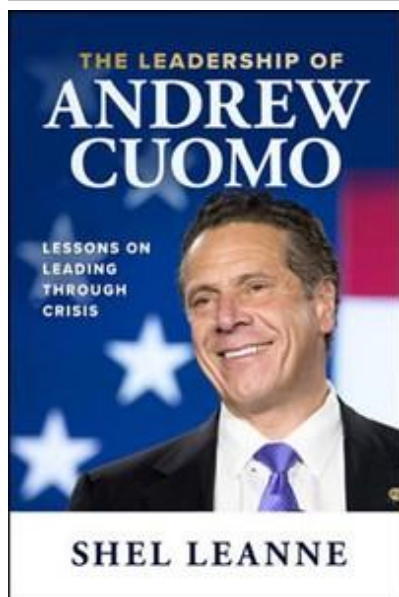
#### Related Products

##### Also Available

Message Received: 7 Steps to Break Down Communication Barriers at Work 9781260456363  
How to Talk to Anyone at Work: 72 Little Tricks for Big Success Communicating on the Job 9781260108439 \$27.95  
Contagious Culture: Show Up, Set the Tone, and Intentionally Create an Organization that Thrives 9781259584572 \$34.95  
Communicate to Influence: How to Inspire Your Audience to Action 9780071839839 \$31.95

**Dr. Mary Donohue (Toronto)** is a digital psychologist who has pioneered research in the field of evolutionary psychology with a focus on team leadership and management through technology. An award-winning CEO, she was named one of the 18 Outstanding Women in Tech and Diversity MBA's top 50 under 50.





## The Leadership of Andrew Cuomo: Lessons on Leading Through Crisis

Shel Leanne

### Key Selling Points

- **Cuomo's ratings are soaring:** The Governor's favorability ratings hit a 7-year high, earning 87 percent of New Yorkers' approval, including 70 percent of Republicans.
- **Author is a veteran leadership coach:** Shel Leanne has coached executives and leaders from Fortune 100 companies, Silicon Valley startups, multinational corporations, and top government and international organizations.
- **A blueprint for action:** Teaches essential lessons in leadership inspired by Cuomo's calm, confident, commanding approach to strategy, communication, and execution.
- **Features insights from top leaders and leadership experts:** Including New England Patriots owner Robert Kraft, BroadReach Healthcare CEO Ernest Darkoh, British Parliament Member Diane Abbot, executives at companies such as Vanguard and the Blackstone Group, consultants from McKinsey and Accenture, and business school professors from Harvard, Stanford, Columbia, and Oxford, among others.

### Summary

**From the bestselling author of *Say It Like Obama* comes a master class in true leadership and crisis management exemplified by Governor Andrew Cuomo.**

When New York became the epicenter of the COVID-19 pandemic in early 2020, Governor Andrew Cuomo stepped up to the plate and showed the kind of leadership our nation needed. In his daily press conferences, Cuomo displayed all of the qualities we look for in our leaders: confidence, competence, calm, and caring. He relied on scientists, medical professionals, and leading experts to get the facts; organized response teams to get things done; and provided strong, informative updates to reassure the public. With his commanding presence and no-nonsense style, he guided us through the storm with surprising humanity, skill, and grace.

In this valuable book, Fortune 100 leadership coach Shel Leanne examines the important lessons every leader can learn from the Governor's superb handling of the crisis, particularly with regard to:

- **Strategy:** how Cuomo listened to the experts to gather data, make decisions, and create a rapid response plan.
- **Communication:** how Cuomo used his public appearances and personal stories to project calm, promote cooperation, and inspire confidence.
- **Execution:** how Cuomo backed up his words with action and purpose, and remained flexible and agile to adjust to an ever-changing situation.

Filled with practical advice as well as powerful insights from other world-class leaders, this book provides a master class in crisis leadership that will help business leaders from all industries rise to meet challenges.

● **Cuomo is trending:** The New York Governor has captivated the nation with his televised press conferences, strong public persona, and proactive response to the crisis.

● **Timing is perfect:** Business leaders and entrepreneurs are looking for hope and guidance during these challenging times, and Cuomo is an exemplary role model.

McGraw-Hill Education  
9781260474909  
1260474909  
Pub Date: 9/29/2020  
\$33.95 Can.  
Discount Code: T  
Hardcover

Business & Economics  
/ Leadership  
BUS071000

22.9 cm H | 15.2 cm W

#### Related Products

##### Also Available

The Leadership of Andrew Cuomo: Lessons on Leading Through Crisis 9781260474916  
Welcome to Management: How to Grow From Top Performer to Excellent Leader 9781260458053  
\$31.95

Say it Like Obama and Win!: The Power of Speaking with Purpose and Vision, Revised and Expanded Third Edition 9780071802703 \$26.95

Leadership the Barack Obama Way: Lessons on Teambuilding and Creating a Winning Culture in Challenging Times 9780071664028

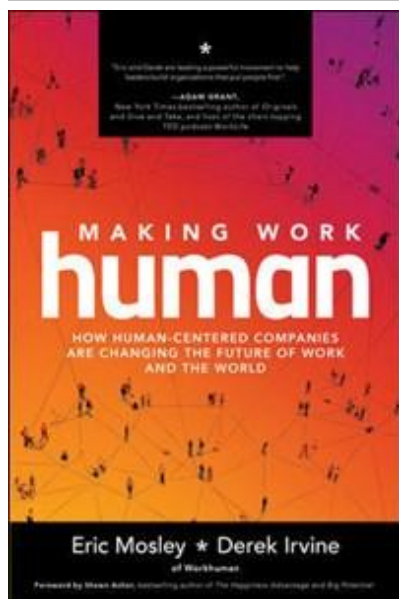
Say It Like Obama and WIN!: The Power of Speaking with Purpose and Vision 9780071713085

Say It Like Obama: The Power of Speaking with Purpose and Vision 9780071615891

The Leadership Secrets of Colin Powell 9780071418614 \$30.95

- Author with a sales track: This is a powerful and equally inspiring follow-up to Leanne's successful title, *Say It Like Obama*.

**Shel Leanne (Temecula, CA)** is president of Regent Crest, an organization that provides leadership and executive coaching to leaders at Fortune 100 companies, Silicon Valley startups, multinational corporations, and top government and international organizations. Her insights and work have been cited or published in outlets such as the *Wall Street Journal*, FastCompany.com, and Businessweek.com. Prior to launching her company, Leanne worked for McKinsey & Company and for Morgan Stanley in New York and London. She served for four years as a full faculty member at Harvard University, where she taught organizational design and served as a member of Harvard's executive education faculty. She is the author of four books, including *Say It Like Obama*.



## Making Work Human: How Human-Centered Companies are Changing the Future of Work and the World

Eric Mosley, Derek Irvine

### Key Selling Points

- The authors are the CEO and VP of Workhuman, the company that has driven the global movement of bringing more humanity to the workplace. The Workhuman conference—which has featured Michelle Obama and other top figures as speakers—has grown exponentially in just a few years to attract thousands of true believers, who happen to be top business leaders.
- Case studies from IBM, Cisco, Merck, LinkedIn, JetBlue, P&G, and other leading companies illustrate the authors' groundbreaking strategies in action.
- Mosley and Irvine address the most important HR and business trends of the day, including how analytics and AI relate to engagement, performance, learning, well-being, and recognition—including a compelling argument of why AI, robotics, and automation make work more human, not less; how to expand equity, diversity, and inclusion initiatives and strategies to include a wider range of backgrounds, life experiences, capacities and capabilities, and more.

### Summary

#### Join the movement to harness the transformative power of people

Eric Mosley and Derek Irvine built Workhuman with a simple premise: that giving and receiving gratitude would improve performance in any business. Today, that premise has become a global movement and community of people, purpose, and passion behind bringing more humanity to the workplace. The Workhuman movement has drawn in customers that include Cisco, JetBlue, LinkedIn, Merck, Intuit, P&G, and more. And their Workhuman Live conference—whose high-profile speaker list includes Michelle Obama, Brené Brown, Adam Grant, Simon Sinek, Shawn Achor, Susan Cain, and more—inspires thousands of attendees every year. Clearly, they've sparked the human revolution.

Their newest book, *Making Work Human*, reveals how the once-unlikely marriage of positive human values and big data analysis now empowers leaders to build the workplace of the future. They show how to build a culture of critical human needs, where people feel valued, respected, and empowered for who they are AND what they do. Basing their strategy on wide-ranging research, ROI analysis, and real-world case studies, the authors show that when a workplace becomes more "human," measurable business results like profit, employee engagement, and low turnover follow. Readers will learn how to create a profound connection between employees and the organization by building a sense of belonging, purpose, meaning, happiness, and energy in every person.

- The authors' annual Workhuman Live conference is now one of the fastest growing HR and business leadership conferences in the world—having grown well into the thousands from its initial conference in 2015 with 400 attendees; they also design and run tailored forums for executives of several Fortune 500 corporations.
- Mosley is a regular contributor to Huffington Post, Forbes, Fast Company, and the Harvard Business Review, and will promote the book through these channels.
- Irvine writes for all major HR publications, including *Workspan*, *HR Magazine*, *HR Executive*, *Talent Management*, and *Workforce Management*.

**Eric Mosley**, CEO and co-founder of Workhuman, helps organizations worldwide create more human-centric workplaces, focusing on employee development, social connections and relationships, and organizational communities and teams. The pioneer of the Workhuman movement, he is one today's most revered business visionaries.

McGraw-Hill Education  
9781260464207  
1260464202  
Pub Date: 10/6/2020  
On Sale Date: 5/5/2020  
\$35.95 Can.  
Discount Code: T  
Hardcover

Business & Economics  
/ Workplace Culture  
BUS097000

22.9 cm H | 15.2 cm W

#### Related Products

##### Also Available

Making Work Human: How Human-Centered Companies are Changing the Future of Work and the World 9781260464214

The Future Workplace Experience: 10 Rules For Mastering Disruption in Recruiting and Engaging Employees 9781259589386 \$38.95

Contagious Culture: Show Up, Set the Tone, and Intentionally Create an Organization that Thrives 9781259584572 \$34.95

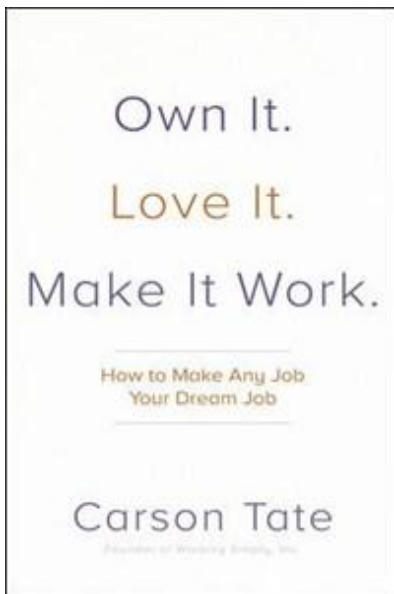
Widgets: The 12 New Rules for Managing Your Employees as if They're Real People 9780071847780 \$37.95

The Power of Thanks: How Social Recognition Empowers Employees and Creates a Best Place to Work 9780071838405 \$33.95

The Crowdsourced Performance Review: How to Use the Power of Social Recognition to Transform Employee Performance 9780071817981 \$44.95



**Derek Irvine**, Vice President, Strategy and Consulting at Workhuman, leads the company's strategy and consulting division, where he helps customers leverage strategies and best practices to elevate employee engagement, increase retention, and improve bottom-line results.



## Own It. Love It. Make It Work.: How to Make Any Job Your Dream Job

CARSON TATE

### Key Selling Points

- **Growing client base:** Carson Tate's company, Working Simply, Inc., has connected with more than 750,000 people in 2017 and 2018 and is on track to serve more than one million clients.
- **Substantial platform:** Tate currently has more than 815,000 followers on LinkedIn, and she was named LinkedIn's Top Voice in Management and Leadership for the third time in 2018. Her email list includes 39,000 subscribers, and she has 66,000 YouTube video views.
- **Renowned author:** Tate's acclaimed book, *Work Simply*, has substantially helped grow her platform and business.
- **Targeted marketing campaign:** Tate and her team will leverage their engaged community of followers through a multi-channel campaign that will include promotion at Working Simply events, robust social media promotion, pre-order incentives, a video series on LinkedIn and Facebook, and Facebook ads.
- **Launch week events:** The book launch will be accompanied by email blasts, podcasts, social media mentions, a release party, reader contests, and various media appearances.

### Summary

#### The perfect job may be the job you already have...

Do you dread Monday mornings, count down the days to the weekend, or think your only option to advance your career, gain recognition, and love your work is to quit your job?

There is another option.

Own It. Love It. Make It Work. reveals why you don't have to rely on your company nor your boss for your professional fulfillment and engagement. Instead, you can take ownership for your career, your life, and your happiness—right now.

Renowned productivity consultant Carson Tate shows you to make your job work for you with proven strategies and tools including how to...

- Be recognized and rewarded for your knowledge, skills, and contributions
- Align your job to your strengths so you can focus on what you love to do and have work-life balance
- Build meaningful, impactful relationships so you can advance your career
- Develop new skills and knowledge so you can grow in your career and increase your value and impact
- Find the meaning and purpose in your work so you know that your work matters

Packed with actionable tools and inspiring, results-driven stories from Carson's consulting work, Own It. Love It. Make It Work. equips you with a complete toolkit so you can make a living and enjoy your life.

**Carson Tate (Charlotte, NC)** is the founder and managing partner of Working Simply, Inc., a productivity consulting and training firm that has served a fast-growing client list, including Delta Airlines, Deloitte, FedEx, Wells Fargo, Chick-fil-A, and Lowe's. She is also the creator of the Productivity Style Assessment®, a professional tool featured in Harvard Business Review's 2017 Guide to Being More Productive.

McGraw-Hill Education  
9781260469790  
1260469794  
Pub Date: 10/6/2020  
\$31.95 Can.  
Discount Code: T  
Hardcover

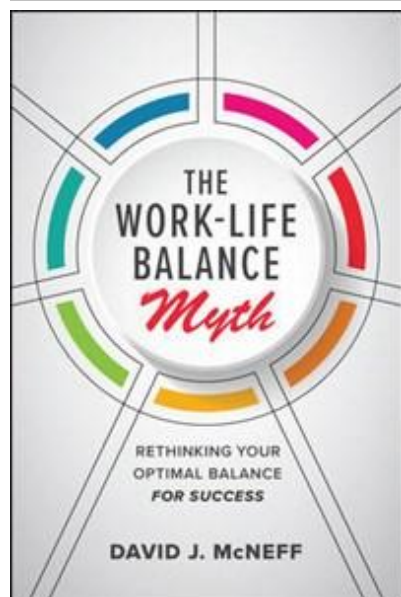
Business & Economics  
BUS000000

22.9 cm H | 15.2 cm W

#### Related Products

##### Also Available

Own It. Love It. Make It Work.:  
How to Make Any Job Your  
Dream Job 9781260469806  
Connect First: 52 Simple Ways to  
Ignite Success, Meaning, and Joy  
at Work 9781260457834 \$33.95  
What Are Your Blind Spots?  
Conquering the 5 Misconceptions  
that Hold Leaders Back  
9781260129236 \$30.95  
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  
Carrots and Sticks Don't Work:  
Build a Culture of Employee  
Engagement with the Principles  
of RESPECT 9780071714013  
\$33.95



McGraw-Hill Education  
9781260468892  
1260468895  
Pub Date: 10/6/2020  
\$33.95 Can.  
Discount Code: T  
Hardcover

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

#### Related Products

##### Also Available

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 \$34.95

## The Work-Life Balance Myth: Rethinking Your Optimal Balance for Success

David McNeff

### Key Selling Points

- **Proven authority:** David J. McNeff is a renowned executive coach whose company, Peak Consulting Group, focuses on behavioral management consulting, sales training, CEO mentoring, and management team-building. He is also a popular keynote speaker for many business events.
- **Targeted articles:** To coincide with the book launch, the author will develop and place "article-excerpts" in publications including *USA Today*, *Fast Company*, *Forbes.com*, *Fortune.com*, and the *Boston Globe*.
- **Online presence:** A website landing page and internet news releases will help promote the book online.
- **Comprehensive media promotion:** Guest appearances on podcasts, radio, TV, online media, and webinars. The author is currently scheduled to appear on HR Power Hour (25K listeners).
- **Amazon Raise-the-Ranking Pre-Order Campaign:** Will generate early sales and buzz for the book.
- **Ongoing eblast campaign:** Will promote the book virally to over 10,000 e-recipients.

### Summary

**In this empowering guide, readers will learn to shed the myth of the "work-life balance" by merging the seven key components that make up their lives to attain harmony and whole-life success**

"Work-life balance" is a phrase touted by companies and a state of being that each of us strive for, yet never seem to reach. In this eye-opening book, David. J. McNeff reveals that "balance" shouldn't be our end goal. Instead, he takes readers through the 7 different "slices" of life to which we devote our time—and explains that by balancing them, readers can attain greater harmony and success in their lives.

Beyond the family and professional realms, there are what McNeff calls the Personal, Physical, Intellectual, Emotional, and Spiritual slices of life. In *The Work-Life Balance Myth*, readers will learn how to attain harmony among all seven slices through a powerful method for assessing how much time each slice requires, and appropriately investing in each to reach their personal full potential. The book distills the essential elements of readers' lives and guides them toward blending them into a seamless whole.

- **Proven authority:** McNeff is a renowned executive coach whose company, Peak Consulting Group, focuses on behavioral management consulting, sales training, CEO mentoring, and management team-building. He is also a popular keynote speaker for many business events.
- **Addresses an important subject:** Finding harmony in all areas of our lives is essential for increasing productivity and well-being in our professional and personal lives.
- **Comprehensive media promotion:** Author will be a guest on podcasts, radio, TV, online media, and webinars. He is currently scheduled to appear on HR Power Hour (25K listeners).

**David J. McNeff (Boston, MA)**, a former college athlete fascinated with peak performance, founded Peak Consulting Group in 1995 to develop executive talent and bolster performance of executive teams for companies all over the world. He is a sought-after speaker for such large keynote events as WorkHuman, and he has written for media outlets including *Forbes*, *Fast Company*, *USA Today*, and more.



## ROI in Marketing: The Design Thinking Approach to Measure, Prove, and Improve the Value of Marketing

Jack Phillips, Frank Q Fu, Patricia Pulliam Philli...

### Key Selling Points

- Introduces an actionable three-part process to improve customer relations and bottom-line results
- Provides an insightful examination of the customer decision making process by examining customer reaction, learning, and actions
- Highly successful and well-regarded author time with proven track record
- Ideal resource for marketing professionals concerned about efficiency and effectiveness of marketing initiatives

### Summary

**The team from the renowned ROI Institute is back—with required reading for every smart marketing professional and CEO**

After publishing seven books with McGraw-Hill, speaking at more than 50 conferences annually, and generating success for more than 4,000 organizations worldwide, the team at ROI Institute presents their newest book, *ROI in Marketing*—a must-read for marketing professionals, executives and CEOs concerned about their marketing efficiency and effectiveness. *ROI in Marketing* introduces the Institute's unique methodology to measure, improve, and demonstrate the value of marketers' projects, events, campaigns and communication initiatives.

Using real data from real cases at real companies in a variety of industries, the methodology has proven effective in "real world" use, and can help marketers at any level understand their challenges and opportunities better. They'll learn more about the critical components of the customer decision making process, how marketing efforts can be adjusted and improved to enhance results that are isolated from other influences effecting the business measures, and how to ensure bottom-line success, including the financial ROI.

- Credible and successful author team: This book has four authors who have written a combined 75 books which have sold almost 1 million copies!
- Active author engagement: Upcoming speaking engagements include American Marketing Association (AMA), Society for Marketing Advances (SMA), Marketing Management Association, Marketing Educators' Association and more—plus the Training Conference and Expo hosted by *Training Magazine*.
- Workshops and certifications in the works: The author team has developed a Marketing ROI Workshop and Certification to offer to readers

**Jack J. Phillips, PhD.,** (Birmingham, AL) is a world-renowned expert on accountability, measurement, and evaluation who provides consulting services for Fortune 500 companies and major global organizations. He is the author or editor of more than 100 books and conducts workshops and presents at conferences throughout the world.

**Frank Q. Fu, Ph.D.,** (St. Louis, MO) is an award-winning associate professor of Marketing at the University of Missouri-St. Louis. He has published dozens of articles in various prestigious journals, and helps American and Chinese companies improve their marketing performance through consulting and advising efforts.

**Patricia Pulliam Phillips, Ph.D.,** (Birmingham, AL) is CEO of ROI Institute, Inc. where she helps organizations implement the ROI Methodology in over 60 countries. She is also the author, coauthor, or editor of over 75 books and dozens of articles on the topic of measurement, evaluation, and ROI.

**Hong Yi, CPT,** (Beijing, China) serves as the president of Beijing Sinotrac Consulting

# ROI IN MARKETING



The Design Thinking Approach  
to Measure, Prove, and Improve  
the Value of Marketing

Jack Phillips, Ph.D.  
Frank Q. Fu, CPT, Ph.D.  
Patricia Pulliam Phillips, CPT, Ph.D.  
and Hong Yi, CPT

ROI INSTITUTE

McGraw-Hill Education  
9781260460421  
1260460428  
Pub Date: 10/27/2020  
\$51.95 Can.  
Discount Code: T  
Hardcover

Business & Economics  
BUS000000

22.9 cm H | 15.2 cm W

#### Related Products

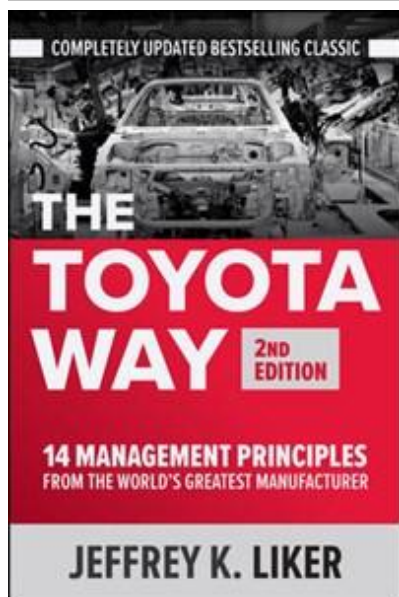
##### Also Available

ROI in Marketing: The Design Thinking Approach to Measure, Prove, and Improve the Value of Marketing 9781260460438

Killing Marketing: How Innovative Businesses Are Turning Marketing Cost Into Profit 9781260026429 \$33.95

The Membership Economy: Find Your Super Users, Master the Forever Transaction, and Build Recurring Revenue 9780071839327 \$33.95

Co. Ltd, is a leading performance improvement consultant in China, and a Certified Performance Technologist (CPT). She has published and translated multiple books in the performance improvement area. Over the years, she has served clients including Chinese and multinational companies, such as IBM, Samsung, Johnson & Johnson, Novo Nordisk, Sinopec, China Unicom, China Telecom, and China Merchants Bank, among others.



## The Toyota Way, Second Edition: 14 Management Principles from the World's Greatest Manufacturer (2nd Edition)

Jeffrey K. Liker

### Key Selling Points

- First published 17 years ago, *The Toyota Way* was instrumental in launching the global process improvement movement across industries and is known throughout the business world as the classic guide to lean thinking
- World-renowned Lean guru Jeffrey Liker brings his best-selling guide up to date, explaining how the Toyota Way goes beyond tools and methods to developing people who can adapt and achieve any business challenge.
- NEW: Completely revised data and updated information about Toyota's approach to competitiveness in the new world of mobility
- NEW: Brings principles to life with examples from Toyota and other manufacturing and service organizations learning from the Toyota Way
- NEW: A fresh approach to leadership models reveals an updated people development system
- NEW: The brain science and skills mastery behind learning to think scientifically
- NEW: Principles of how Toyota uses Hoshin Kanri to align objectives at all levels and marries its famed approach to operational excellence with its business strategy

### Summary

**The best-selling guide to Toyota's legendary business philosophy and production system just got better—updated with important new frameworks and case examples for driving innovation and quality in any business today**

Since its first publication 17 years ago, *The Toyota Way* has been helping business leaders learn how to marry lean tools and methods with developing people to meet their key business challenges. This fully revised edition builds on the original 14 management principles that have made it so popular, and includes new case examples from manufacturing and services. The revised model places scientific thinking at the center and explains how Toyota and other companies develop a fact-based way of solving problems in leaders and members at all levels of the organization. Deep observation and experimenting replace theorizing and assuming. In this book, the author delves below the surface of many lean six-sigma-agile programs to show readers how to align operational excellence with business strategies by developing people who:

- Value challenges to energize improvement with a purpose
- View lean systems as exposing problems for continuous improvement, not solutions to implement
- Lead high-performance teams to achieve seemingly impossible challenges
- Do detailed planning to breakdown complex challenges into smaller problems to solve, then address those problems one by one
- Take a disciplined approach to learning through rapid experimentation and reflection
- Build a culture of excellence built on mutual trust

**Jeffrey K. Liker (Ann Arbor, MI)** is Professor Emeritus of Industrial and Operations Engineering at the University of Michigan and President of Liker Lean Advisors, LLC. His articles and books have won thirteen Shingo Prizes and he was inducted into the Association of Manufacturing Excellence Hall of Fame and the Shingo Academy.

McGraw-Hill Education  
9781260468519  
1260468518  
Pub Date: 10/27/2020  
\$43.95 Can.  
Discount Code: T  
Hardcover

Business & Economics  
/ Investments & Securities  
BUS036000

22.9 cm H | 15.2 cm W

#### Related Products

##### Also Available

Designing the Future: How Ford, Toyota, and other World-Class Organizations Use Lean Product Development to Drive Innovation and Transform Their Business 9781260128789 \$48.95

The Toyota Way to Service Excellence: Lean Transformation in Service Organizations 9781259641107 \$47.95

The Toyota Way to Lean Leadership: Achieving and Sustaining Excellence through Leadership Development 9780071780780 \$45.95

Toyota Kata: Managing People for Improvement, Adaptiveness and Superior Results 9780071635233 \$38.95

The Toyota Way Fieldbook 9780071448932 \$48.95

The Toyota Way 9780071392310 \$36.95



## The Phoenix Encounter Method

Ian Woodward, V. "Paddy" Padmanabhan, Sameer Hasij...

### Key Selling Points

- The business world is in full-on disruption mode everywhere, and only the wisest, most advanced leaders can see their companies through it all. Sure to stir a major buzz in the world of business leadership, this new book from three INSEAD thought leaders and Ram Charan lays out a game-changing method that helps leaders throw themselves into the firestorm of change and turn it to their organization's advantage.
- The authors' method is based on field trials with more than 1,500 executives and four years of research. The method can be used by for profit, nonprofit and public sector leaders - in any industry, anywhere in the world.
- The authors introduce a radically different three-step approach to transforming leadership: 1) Phoenix Attitude, a set of mindsets, habits, and behaviors that allows a leader to embrace disruption as a path to organizational renewal; 2) Proactive Scanning, an intense curiosity on the lookout for new ideas, trends, insights, threats, and opportunities; and 3) Opposite Viewpoint Debates, a form of extreme strategic conversation that requires leaders to engage with diverse viewpoints, sometimes unwelcome ideas, and a wide range of radically different options before setting a strategic agenda. Never more important than in this time of COVID recovery and renewal.

McGraw-Hill Education  
9781264257638  
1264257635  
Pub Date: 10/27/2020  
\$35.95 Can.  
Discount Code: T  
Hardcover

Business & Economics  
/ Leadership  
BUS071000  
22.9 cm H | 15.2 cm W

#### Related Products

##### Also Available

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  
Leadership in the Era of Economic Uncertainty: Managing in a Downturn  
9780071626163 \$25.95

### Summary

**A "dream team" of INSEAD professors join with mega-bestselling author Ram Charan to present a radical new leadership strategy that will potentially transform business as we know it.**

In *The Phoenix Encounter Method*, three top thought leaders from INSEAD along with business leadership guru Ram Charan establish new rules for succeeding in today's unpredictable, fast-changing world of business. This dream team showcases a groundbreaking method that facilitates new ways of seeing, thinking, and acting—equipping leaders to grasp "firestorm disruption" as a path to organizational renewal. At the heart of this method is a sense of urgency and a willingness to walk through fire; at its soul, the method compels leaders to imagine destroying their current organization and rise "Phoenix-like" from the ashes.

- Charan is one of the best-known and most-respected leadership experts in business, whose books have sold millions worldwide; Three of Charan's books were Wall Street Journal bestsellers, and one of his books spent more than 150 weeks on the New York Times bestseller list.
- Global experts in their fields, Woodward, Hasija, and Padmanabhan teach at INSEAD, the "Business School for the World" which has teaching and research alliances including Wharton, Kellogg and John Hopkins
- The authors will tap into INSEAD's huge network to promote the book—344,00 LinkedIn followers, 110,000 alumni, 13,000 business executives—plus Twitter and other social media platforms

**Ian C. Woodward (Sydney/Singapore)** is Professor of Management Practice and Director of their flagship Advanced Management Program, INSEAD.

**V. "Paddy" Padmanabhan (Mumbai/Singapore)** is Unilever Chaired Professor of Marketing and Academic Director, Emerging Markets Institute, INSEAD.

**Sameer Hasija (New Delhi/Singapore)** is Professor and Area Chair of Technology and Operations Management, INSEAD.

**Ram Charan (Dallas, Texas)** is a world-renowned business guru who has spent the past 35 years working with many of the leading CEOs and companies of our time. His work has appeared in *Harvard Business Review*, *Fortune*, *BusinessWeek*, *Time*, *Chief Executive*, and *USA TODAY*.



## Create, Share, and Save Money Using Open-Source Projects

Joshua M. Pearce

### Summary

#### Live a more sustainable and economical life using open-source technology

Aimed at beginning hobbyists and makers, this engaging guide explains many ways to save money by making use of free, open-source technologies on everything from music, books, maps and videos to photographs, art, clothing, and cooking. The book shows the potential of at-home manufacturing, recycling projects—even how to score free big-ticket items, including housing and electricity. All the projects have big money saving in mind, but also big fun!

Written by a leader in the field of open-source technology, *Create, Share, and Save Money Using Open-Source Projects* lays out the many ways in which a common person can employ these resources on a small scale to live a more economical and sustainable lifestyle. Readers will get DIY projects that demonstrate making and sharing woodworking, electronics, mapping, 3D printing and much more.

- An easy to understand introduction to concepts of free and open-source sharing
- Includes numerous examples of technologies and the open-source communities that support them
- Puts makers and families in a position to save substantial amounts of money

**Dr. Joshua M. Pearce (Houghton, MI)** is the Witte Professor, cross-appointed, in the Department of Materials Science and Engineering and the Department of Electrical and Computer Engineering at the Michigan Technological University. He is the author of *Open-Source Lab: How to Build Your Own Hardware and Reduce Research Costs*.

McGraw-Hill Education TAB  
9781260461763  
1260461769  
Pub Date: 10/30/2020  
\$31.95 Can.  
Discount Code: T  
Paperback

Technology & Engineering  
/ Electronics  
TEC008000

27.6 cm H | 21.6 cm W

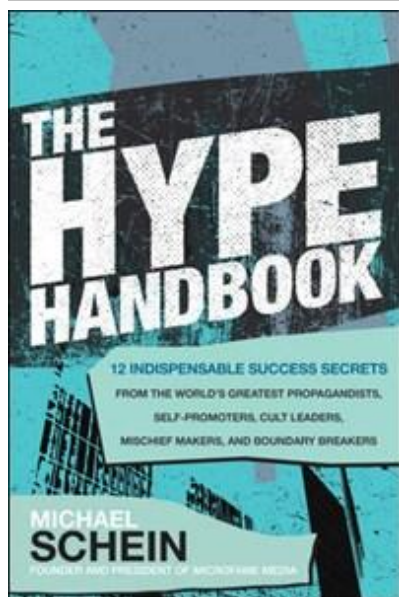
#### Related Products

##### Also Available

20 Makey Makey Projects for the  
Evil Genius 9781259860461  
\$31.95

The Big Book of Makerspace  
Projects: Inspiring Makers to  
Experiment, Create, and Learn  
9781259644252 \$25.95

Practical Electronics for  
Inventors, Fourth Edition  
9781259587542 \$51.95



McGraw-Hill Education  
9781260470130  
126047013X  
Pub Date: 11/3/2020  
\$35.95 Can.  
Discount Code: T  
Hardcover

Business & Economics / Personal  
Success  
BUS107000

22.9 cm H | 15.2 cm W

#### Related Products

##### Also Available

The Hype Handbook: 12  
Indispensable Success Secrets  
From the World's Greatest  
Propagandists, Self-Promoters,  
Cult Leaders, Mischief Makers,  
and Boundary Breakers  
9781260470147

Impossible to Ignore: Creating  
Memorable Content to Influence  
Decisions 9781259584138  
\$31.95

Content Inc.: How Entrepreneurs  
Use Content to Build Massive  
Audiences and Create Radically  
Successful Businesses  
9781259589652 \$30.95

## The Hype Handbook: 12 Indispensable Success Secrets From the World's Greatest Propagandists, Self-Promoters, Cult Leaders, Mischief Makers, and Boundary Breakers

Michael Schein

### Key Selling Points

- Our culture has never been so saturated with hype. Unfortunately, it's more often used for malign purposes than good. *The Hype Handbook* looks at hype as an amoral-not immoral-tool, showing how to use hype for legitimate purposes.
- Schein distills 12 fundamental strategies from an intensive study of the world's most effective boundary breakers and mischief-makers into a blueprint that readers can use to bring into existence the reality they desire most.
- *The Hype Handbook* combines stories from the world's most effective hype artists-like American propagandist Edward Bernays, Alice Cooper manager Shep Gordon, celebrity preacher Aimee Semple Mc Pherson, Spartan Race founder Joe De Sena, and digital guru Gary Vaynerchuk-with the latest research in psychology, sociology, neuroscience.

### Summary

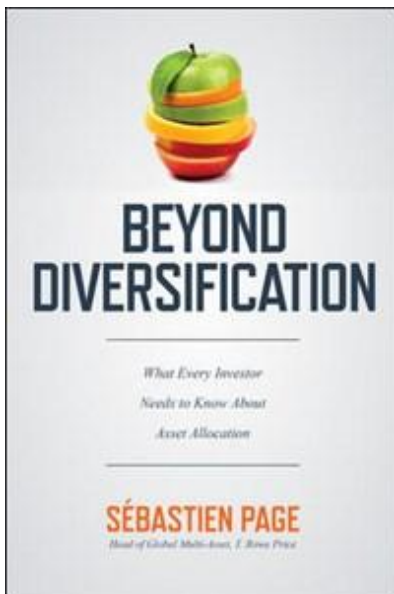
#### From a master of marketing and sales, ingenious strategies and tips for leveraging shameless propaganda for personal and social good

It's a hard, cold reality that grifters and self-promoters throughout history understand human behavior better than most of us. That's why they're so good at hype. Now, marketing guru Michael Schein shows how to leverage their skills and talents—only for good things like legitimate personal and organizational success. *The Hype Handbook* breaks the concept of hype down into a simple set of strategies, skills, and techniques. It provides a template readers can use to develop a powerful hype campaign regardless of their temperament, budget, background, or level of natural ability. Each chapter focuses on a principle of hype distilled from the promoters and persuaders the author has spent years studying and interacting with.

- A high-in-demand marketing guru, Schein has served a wide variety of top companies, including The Medici Group, eBay, LinkedIn, United Methodist Publishing House, Equifax, Citrix, Urban Mobility Summit, University of California Irvine, and University of Pennsylvania.
- Schein has written for *Forbes, Inc., Psychology Today, Huffington Post,* and *Fortune* about marketing, storytelling, and hype; his article about Harold von Braunhut, the creator of Amazing Sea-Monkeys, was an Inc. Top 10 Most Viewed Article.
- The author will promote the book using the full weight of his agency, email list, social media following, connections to top podcasters and media figures, as well as his own talents as a hype artist.

**Michael Schein** is the founder and president of MicroFame Media, a marketing agency that specializes in turning consultants, entrepreneurs, and executives into celebrities by using the hype concepts detailed in this book.





McGraw-Hill Education  
9781260474879  
1260474879  
Pub Date: 11/10/2020  
\$38.95 Can.  
Discount Code: T  
Hardcover

Business & Economics  
/ Investments & Securities  
BUS036070

22.9 cm H | 15.2 cm W

#### Related Products

##### Also Available

Financial Shenanigans, Fourth Edition: How to Detect Accounting Gimmicks and Fraud in Financial Reports 9781260117264 \$51.95  
Cryptoassets: The Innovative Investor's Guide to Bitcoin and Beyond 9781260026672 \$38.95  
The Intelligent Asset Allocator: How to Build Your Portfolio to Maximize Returns and Minimize Risk 9781260026641 \$27.95  
Winning the Loser's Game, Seventh Edition: Timeless Strategies for Successful Investing 9781259838040 \$43.95  
Asset Allocation: Balancing Financial Risk, Fifth Edition 9780071804189 \$98.95  
All About Asset Allocation, Second Edition 9780071700788 \$29.95  
The Intelligent Asset Allocator: How to Build Your Portfolio to Maximize Returns and Minimize Risk 9780071362368 \$47.95

## Beyond Diversification: What Every Investor Needs to Know About Asset Allocation

Sébastien Page

### Key Selling Points

- Asset allocation is clearly the most important decision an investor can make—studies have unequivocally shown that some 90% of a portfolio's investment return is dependent upon asset allocation.
- *Beyond Diversification* combines the rigor of academic research with real-life professional asset management.
- Page doesn't take a "silver bullet" approach—instead, he covers the entire scope of asset allocation to help readers fully understand the topic and, therefore, make the best decisions for building an effective strategy to achieve their investing goals.
- The book is organized in a way that makes this complex topic easy to understand; it's broken into three clear sections: Part I discusses the desired return forecasting; Part II covers risk forecasting; Part III calibrates the asset mix that balances the risks and returns.
- Page writes with the knowledge of an academic and the experience of a long-time practitioner—providing clear and precise descriptions of how asset allocation works and when it might fail, illustrated through analogies and stories from his experience at T. Rowe Price.

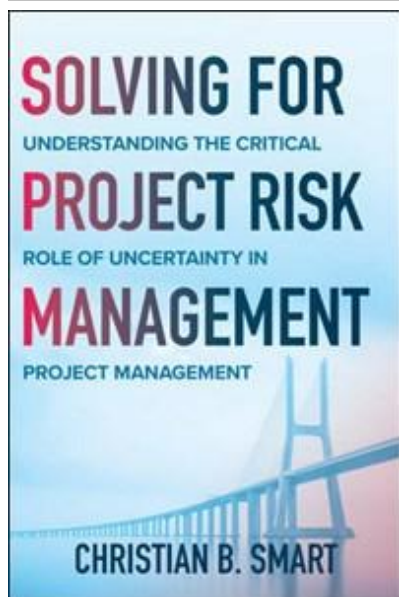
### Summary

**A top expert from T. Rowe Price combines the latest research with his deep investing experience to help any investor build a customized allocation strategy**

*Beyond Diversification* explains the how's and why's of asset allocation—the single most influential decision affecting investment returns. It breaks the concept down into the three components that play a decisive role in what that asset allocation should be: return forecasting, risk forecasting, and portfolio construction (i.e., the actual asset allocation itself). The author breaks the book down into neatly divided parts that cover the desired return investors seek; investors' risk tolerance; the stock-bond mix that balances the risks and returns; and portfolio construction, from tactical to strategic considerations. *Beyond Diversification* helps readers make the best decisions when it comes finding the most effective asset allocation that works for them.

- T. Rowe Price will promote the book through various channels.
- Page will promote the book during his regular appearances on Bloomberg TV and on a popular asset allocation webcast, and at his many speaking engagements.
- The author has won multiple awards from many of the top investing journals, including *Journal of Portfolio Management* and *Financial Analysts Journal*.

**Sébastien Page (Baltimore, MD)** is the head of Global Multi-Asset at T. Rowe Price, where he oversees a team with over \$350 billion in assets under management. He is a member of the company's Asset Allocation Committee, which is responsible for tactical investment decisions across asset allocation portfolios, and its Management Committee. Prior to joining the T. Rowe Price, Page was an executive vice president at PIMCO.



## Solving for Project Risk Management: Understanding the Critical Role of Uncertainty in Project Management

Christian Smart

### Key Selling Points

**Addresses a persistent problem across industries:** Even when a quantitative approach to risk management is taken, the process is fraught with obstacles, including uncertainty and ignorance of actual risk levels, peoples' inherent biases that cause them to underestimate risk, and disconnection of staff and teams involved in the process. This groundbreaking guide addresses these and other issues faced by serious risk managers.

**Suitable for a wide range of readers:** Combining detail and expertise with an engaging writing style, *Solving for Project Risk Management* is ideal for practitioners and business leaders without technical knowledge of the topic.

**Hands-on solutions to practical problems:** Smart lays out the problems readers face and explains how to solve them for positive outcomes, including how to use uncertainty to make better decisions, and employs narrative and personal experience to illustrate key concepts.

### Summary

**From a leading risk analyst on NASA and DoD projects—a thorough yet engaging guide to dramatically reducing financial risk on any project, in any industry**

Whatever the size or complexity of a project, the failure to manage it with diligence and know-how can—and often does—lead to devastating consequences for an organization. For project managers, business analysts, and senior decision makers in both the public and private sectors, *Solving for Project Risk Management* explains why standard cost and schedule management practices are sub-par and offers practical guidance on how to fix them. With heavy emphasis on understanding the role of uncertainty, this comprehensive guide provides everything readers need to ensure project success by conducting risk management the right way.

- Vice President for Professional Development for the prestigious International Cost Estimating and Analysis Association (ICEAA), Smart has worked on nuclear propulsion and hypersonic weapon systems for the likes of NASA and the Department of Defense.
- Smart reaches thousands of project management professionals annually through presentations at major industry events, which he will leverage to promote the book.
- he author's software and consulting company, Galorath, Inc., exhibits at several conferences every year and maintains an extensive customer and client base, to whom Smart will directly market the book.

**Christian B. Smart (Murfreesboro, TN)** is the Chief Data Scientist with Galorath Federal, a leading international supplier of parametric cost models and data analytics consulting services. He supports NASA and the Department of Defense in the application of analytics for cutting-edge programs, including nuclear propulsion and hypersonic weapon systems. Smart led the development of a quantitative cost risk analysis capability for the NASA/Air Force Cost Model, conducted joint cost and schedule risk analysis for NASA, and participated in the development of a probabilistic risk analysis for the Space Shuttle.

McGraw-Hill Education  
9781260473834  
126047383X  
Pub Date: 11/23/2020  
\$76.95 Can.  
Discount Code: T  
Hardcover

Business & Economics / Project Management  
BUS101000

22.9 cm H | 15.2 cm W

#### Related Products

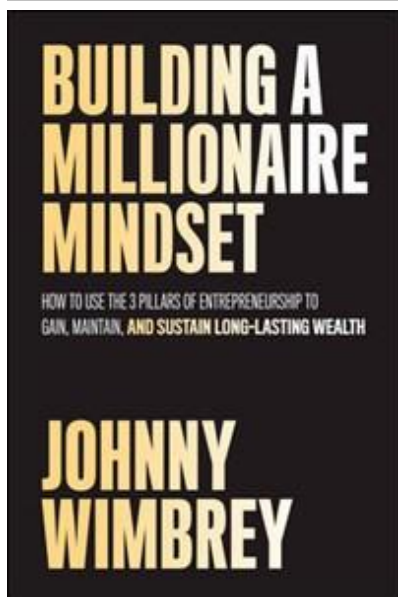
##### Also Available

Solving for Project Risk Management: Understanding the Critical Role of Uncertainty in Project Management  
9781260473841

The Handbook of Program Management: How to Facilitate Project Success with Optimal Program Management, Second Edition 9780071837859 \$68.95

The Product Manager's Desk Reference 2E 9780071824507 \$124.95

Project Planning, Scheduling, and Control: The Ultimate Hands-On Guide to Bringing Projects in On Time and On Budget , Fifth Edition 9780071746526 \$74.95



McGraw-Hill Education  
9781260475074  
1260475077  
Pub Date: 12/1/2020  
\$31.95 Can.  
Discount Code: T  
Hardcover

Business & Economics  
/ Entrepreneurship  
BUS025000

22.9 cm H | 15.2 cm W

#### Related Products

##### Also Available

Building a Business with a Beat: Leadership Lessons from Jazzercise—An Empire Built on Passion, Purpose, and Heart 9781260441307 \$31.95  
Fail More: Embrace, Learn, and Adapt to Failure As a Way to Success 9781260441512 \$35.95  
Unlearn: Let Go of Past Success to Achieve Extraordinary Results 9781260143010 \$35.95

## Building A Millionaire Mindset: How to Use the 3 Pillars of Entrepreneurship to Gain, Maintain, and Sustain Long-Lasting Wealth

Johnny Wimbrely

### Key Selling Points

- With more than 627,000 startups launched in the U.S. every year, small businesses account for 99.9 percent of all businesses in this country. *Building a Millionaire Mindset* is an inspiring, actionable guide that applies to virtually any entrepreneur—either just starting out or already running a business.
- Drawn from his personal success story that has inspired millions, Wimbrely shows how to conquer the greatest obstacles to success by applying the mindset he used to completely turn his life around.
- *Building a Millionaire Mindset* avoids overwhelming readers by providing a "building block" approach to entrepreneurial success: Each chapter provides a task that readers must complete before moving on.
- Wimbrely builds his approach around three pillars that readers can draw upon throughout their journey: 1) Faith in their ability to succeed; 2) Commitment to all the tasks required to achieve success; and 3) Value in their ideas, presence at the table, and potential.

### Summary

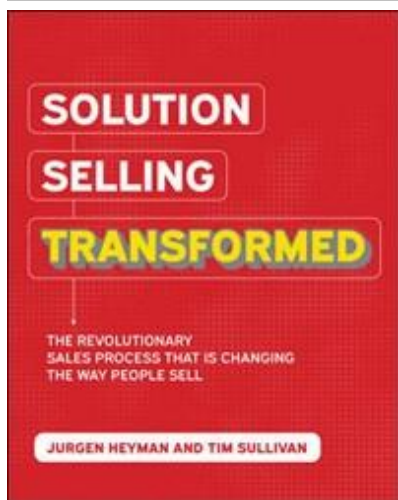
**The extraordinary life and business journey of entrepreneurial phenom Johnny Wimbrely—with actionable lessons and approaches anyone can use to become a first-generation millionaire**

Johnny Wimbrely transformed himself from a teenage felon into a multi-millionaire, creating global businesses that's worth over nine-figures. Now, in *Building a Millionaire Mindset*, he provides the knowledge, tools, insights, and mindset readers need to exceed their business dreams.

Wimbrely shares his life story to help budding entrepreneurs build a personal path to success. Readers learn how simple adjustments to their current thinking can transform their business today and every day. Lessons include: Inspect What You Expect, Be Responsive Versus Reactive, and Execute Versus Excuse. Wimbrely will promote the book through numerous large platforms, including:

- The Steve Harvey Show, with which he has an ongoing relationship and which has 20 million viewers and reaches millions of others through social media; he will join Harvey on a multi-city speaking tour
- Fox News, E! News, The Today Show, and ABC News programs, where he makes frequent appearances
- Bishop T.D. Jakes, who has 6 million followers, and other influencers with whom he works
- Personal speaking engagements, which have reached 140,000+ people over the past three years
- Business and social media platform that reaches 700,000+ potential customers

**Johnny Wimbrely** is a speaker, author, trainer, and motivator who works with sales teams, high-profile athletes, politicians, and other influencers around the world. After leaving behind a world of drugs and crime at 18, he launched three companies—Wimbrely Training Systems, Wimbrely Global, and Royal Success Club International—and now heads high-level leaders and a sales team of thousands in more than 50 countries, overseeing an active customer database of half a million families.



## Solution Selling Transformed: The Revolutionary Sales Process That is Changing the Way People Sell *(3rd Edition)*

Jurgen Heyman, Timothy T. Sullivan

### Key Selling Points

- When *The New Solution Selling* was published, it rewrote the rules of selling and became an influential bestseller, selling 100,000+ copies.
- *The New Solution Selling, Revised Edition* heavily updated with seven new chapters, is sure to cause a major buzz throughout the sales industry.
- Over the past 15 years, advances in technology and customer savviness have made it difficult for sales professionals to succeed; this new edition provides everything readers need to adapt to and align with modern buyers and use the latest tools and technologies to build a solid strategy and close more sales.

### Summary

**The classic sales guide that rewrote the rules of selling has been revised to address radical changes in technology and buyers' needs and expectations**

With seven brand new chapters, updates throughout, case studies, success stories, and new tools and methods, *The New Solution Selling, Revised Edition* describes the latest generation of the proven Solution Selling® methodology, enabling any sales professional to thrive in business today.

Readers learn how to navigate some of the most significant changes in the sales industry today, including increasingly higher expectations of buyers for meaningful value in every interaction, a dramatic increase in the number of people involved in organizational buying decisions, and the rapidly growing importance in sales' contribution to the customer experience as a competitive differentiator.

- Heyman and Sullivan are the top executives at SPI, the renowned firm that trains 30,000+ sales professionals annually and serves 650+ clients, including Philips, Bain Capital, Comcast, Deloitte, Bristol-Meyers Squibb Johnson & Johnson, Merck, Baxter, Emerson, and Microsoft.
- SPI is routinely recognized as one of the world's leading sales training firms; recent awards include Selling Power's Top 20 Sales Training Companies, Sales Tech Award Winner, Training Industry's Top Training Company, and Training Industry's Top 20 Company.
- The authors have spoken at more than a dozen events over the past year, including the Showpad Customer Conference, the IRC Sales Book Club, and the Salesman.org podcast
- The authors will promote the book to all of their clients, at all of their events, and through all their digital platforms, including their database of 100,000+ contacts.

**Jurgen Heyman** is CEO of SPI. He started his career at Alcatel, and held management positions at CTG, Frango, and Econocom, where he successfully implemented the Solution Selling® methodology. Heyman is a regularly invited guest speaker in Business School programs and provides coaching for technology startups.

**Timothy T. Sullivan** is SPI's Corporate Vice President of Business Development, where he architects sales performance improvement solutions for clients. He previously worked at Siebel Systems, OnTarget, Culpepper and Associates, and Dun & Bradstreet Software in various sales, operations and marketing capacities.

McGraw-Hill Education  
9781260468618  
1260468615  
Pub Date: 12/1/2020  
\$44.95 Can.  
Discount Code: T  
Hardcover

Business & Economics / Sales & Selling  
BUS058000  
23.5 cm H | 18.7 cm W

#### Related Products

##### Also Available

Solution Selling Transformed:  
The Revolutionary Sales Process  
That is Changing the Way People  
Sell 9781260468632

Value-Added Selling, Fourth  
Edition: How to Sell More  
Profitably, Confidently, and  
Professionally by Competing on  
Value—Not Price 9781260134735  
\$44.95

The Three Value Conversations:  
How to Create, Elevate, and  
Capture Customer Value at Every  
Stage of the Long-Lead Sale  
9780071849715 \$39.95

The Solution-Centric Organization  
9780072262643 \$47.95

The Solution Selling Fieldbook  
9780071456074 \$53.95

The New Solution Selling  
9780071435390 \$39.95



## Stronger Through Adversity

Joseph Michelli

### Key Selling Points

- Mere days after COVID-19 disrupted the business world, Michelli asked senior leaders at major companies about their specific challenges they were facing and how they were attacking them—getting real-time insights into the greatest business crisis in generations.
- *Stronger Through Adversity* provides leadership tools applicable for crisis and beyond based on original interviews with leaders of GE Healthcare, Target, Google, Microsoft, Coca-Cola, Feeding America, United Way, Yale University and the University of Arizona.
- In addition to actionable advice for leading through and beyond crises, readers get inspirational stories about how the featured leaders triaged problems unlike any they had ever encountered, pivoted their focus and actions on daily basis, and managed their teams and businesses in the most extreme conditions.

### Summary

***New York Times* bestselling author Joseph Michelli reveals how extraordinary leaders navigated their teams and companies through through the greatest business crisis in modern history, for long-lasting success**

*Stronger through Adversity* provides valuable insights from 130+ top global business leaders on all aspects of surviving and thriving through COVID-19, including crisis management, keeping employees and customers safe, maintaining a culture of engagement, rapidly innovating, and more. Business guru Michelli tapped into the experience of leaders working in a broad array of industries—including public safety agencies, for-profit, nonprofit, and membership organizations—to provide actionable leadership tools for a wide range of readers.

- A portion of profits will be donated to Direct Relief in support frontline healthcare workers.
- Michelli's books have appeared on *Wall Street Journal*, *USA Today*, *Publishers Weekly*, *Nielson Bookscan*, and *New York Times* bestseller lists.
- The author will promote the book on multiple channels, including 20,000 people through his newsletter, Twitter, and LinkedIn; his speaking engagements that reach 120,000 people annually; and his many business clients, including Pandora, Renewal by Andersen, Nationwide, Mercedes-Benz, International Dairy Queen, One Medical, and Godiva.

**Joseph A. Michelli, Ph.D., C.S.P., (St. Petersburg, FL)** is an internationally sought-after speaker, author, and organizational consultant who shares his knowledge of exceptional business practices in ways that help companies develop joyful and productive workplaces, with a focus on the total customer experience. His insights encourage leaders and frontline workers to grow and invest passionately in all aspects of their lives.

McGraw-Hill Education  
9781264257393  
1264257392  
Pub Date: 12/1/2020  
\$31.95 Can.  
Discount Code: T  
Hardcover

Business & Economics  
/ Leadership  
BUS071000  
22.9 cm H | 15.2 cm W

#### Related Products

##### Also Available

Contagious You: Unlock Your Power to Influence, Lead, and Create the Impact You Want 9781260454109 \$35.95

The Airbnb Way: 5 Leadership Lessons for Igniting Growth through Loyalty, Community, and Belonging 9781260455441 \$35.95

Driven to Delight: Delivering World-Class Customer Experience the Mercedes-Benz Way 9780071806305 \$33.95

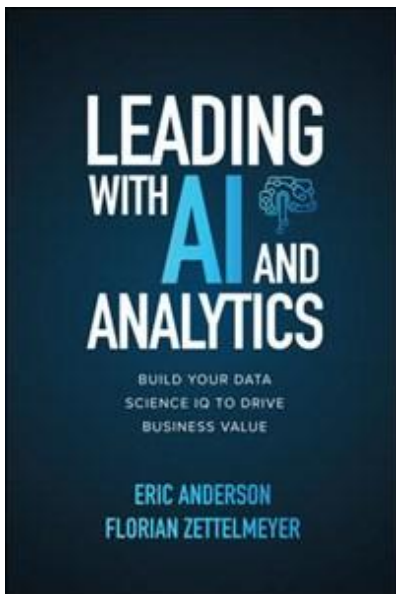
Leading the Starbucks Way: 5 Principles for Connecting with Your Customers, Your Products and Your People 9780071801256 \$34.95

The Zappos Experience: 5 Principles to Inspire, Engage, and WOW 9780071749589 \$40.95

Prescription for Excellence: Leadership Lessons for Creating a World Class Customer Experience from UCLA Health System 9780071773546 \$38.95

The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company 9780071548335 \$35.95

The Starbucks Experience: 5 Principles for Turning Ordinary Into Extraordinary 9780071477840 \$34.95



## Leading with AI and Analytics: Building Better Data Science IQ to Drive Maximum Value

Eric Anderson, Florian Zettelmeyer

### Summary

**From the experts at Kellogg School of Management—an indispensable primer for leaders seeking to seize the competitive edge using the newest data and AI tools and strategies**

Written for anyone in a leadership or management role—from C-level to unit/team leaders to rising talent—*Leading with AI and Analytics* helps readers make and drive real, measurable changes that benefit their business. Using illustrative case studies, it provides the knowledge and insight leaders need to make effective decisions, create a game plan for using analytics and AI in strategic ways, and boost the performance their organization. This comprehensive, easy-to-understand guide takes readers through the process of developing a mastery of this all-important subject, leading and scaling analytics and AI throughout their organization, and improving decision-making and performance at every level

- Professors at Kellogg School of management, Anderson and Zettelmeyer known across academic and business arenas as go-to experts in data analytics.

- The authors' have written for or been interviewed at experts in *Harvard Business Review*, *The New York Times*, *Forbes*, *Chicago Tribune*, *The Wall Street Journal*, and many other publications.

- They have taught or consulted with leaders at Accenture, Blue Cross, Cisco, Coca Cola, EDP, GE, Honeywell, and Microsoft, to name just a few.

**Eric Anderson (Evanston, IL) and Florian Zettelmeyer (Evanston, IL)** are tenured professors at Northwestern University's Kellogg School of Management. They are known across academic and business arenas as go-to experts in data analytics.

McGraw-Hill Education  
9781260459142  
1260459144  
Pub Date: 12/8/2020  
\$38.95 Can.  
Discount Code: T  
Hardcover

Business & Economics  
BUS000000

22.9 cm H | 15.2 cm W

### Related Products

#### Also Available

Data Driven: Harnessing Data and AI to Reinvent Customer Engagement 9781260441536 \$35.95

The New Age of Innovation: Driving Co-created Value Through Global Networks 9781260031164 \$25.95

The Membership Economy: Find Your Super Users, Master the Forever Transaction, and Build Recurring Revenue 9780071839327 \$33.95

# Culture Renovation: 18 Leadership Actions to Build an Unshakeable Company

Kevin Oakes, Brené Brown

## Key Selling Points

- Foreword written by five time *New York Times* bestselling author and one of the most-loved TED talk presenters in the world, Dr. Brené Brown.
- The National Association of Corporate Directors (NACD) has advised boards to evaluate culture much more rigorously, and corporate boards are applying significant pressure on management to provide more details about the company's culture. This book provides the practical, realistic methods business leaders need to meet this urgent challenge.
- Unlike other books on this topic, *Culture Renovation* isn't about rebuilding from the ground up—which eats up resources and almost always ends in failure. Oakes's "renovation" approach keeps what works and improves what needs to be improved, all while maintaining the corporate values at the heart of organizational success.
- The author's approach is based on a major new study of thousands of companies that have attempted culture-change initiatives, and highlights several companies who have succeeded at this.
- Practical insights and examples from T-Mobile, F5, Microsoft, Ford, 3M, Zumiez, and other cutting-edge companies clearly illustrate how to successfully renovate a corporate culture.

## Summary

**From the CEO of the world's leading HR research firm comes a proven blueprint for seizing the competitive edge with smart, well-managed culture "renovation"**

*Culture Renovation* explains why efforts to transform corporate culture nearly always fail and identifies 18 proven leadership actions for turning any culture into a driver for long-term success. It's all about keeping what works—and changing what needs to be changed—much like renovating a home.

The author delivers tangible, tactical insights drawn from a robust data set and informed by CEOs and HR leaders at the world's top companies. Readers get everything they need to plan, build, and maintain a successful culture renovation. Specific actions include identifying influencers and blockers; measuring, monitoring, and reporting progress; clearly communicating that change is coming; ferreting out skeptics early in the process; providing training on desired behaviors; and making onboarding about relationships, not red tape.

- Oakes is CEO and co-founder of i4cp, the leading producer of human-capital research in the world, whose clients include Amazon, 3M, Warner Brothers, Citi, Walmart, Cigna, and Microsoft, among hundreds of others.
- i4cp will promote the book directly to its network of 50,000+ HR and business professionals and at several events, including its annual conference which is the #1 rated conference in HR.
- The author will market the book at his speaking events, which average at least one per week and address leadership teams at companies like Citi, Fidelity, Microsoft, HPE, Toyota, Visa, and Lockheed.
- Oakes was the Chairman of the American Society of Training & Development (ASTD) and will leverage his relationships at the organization to promote the book.

**Kevin Oakes (South Deerfield, MA)**, CEO and co-founder of i4cp, has been a

McGraw-Hill Education  
9781260464368  
1260464369  
Pub Date: 12/15/2020  
\$38.95 Can.  
Discount Code: T  
Hardcover

Business & Economics  
BUS000000  
22.9 cm H | 15.2 cm W

### Related Products

#### Also Available

Great Mondays: How to Design a Company Culture Employees Love 9781260132342 \$35.95

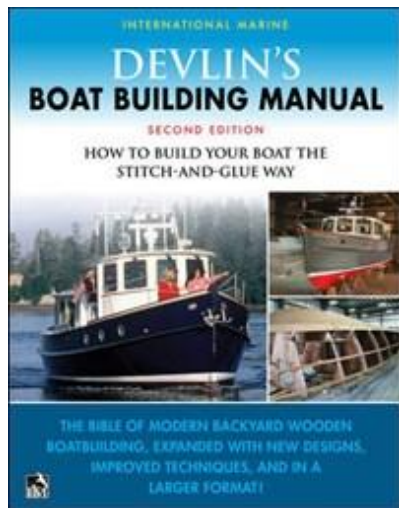
Unlearn: Let Go of Past Success to Achieve Extraordinary Results 9781260143010 \$35.95

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

The Future Workplace Experience: 10 Rules For Mastering Disruption in Recruiting and Engaging Employees 9781259589386 \$38.95

pioneer in the human capital field for the last 25 years, and is an international keynote speaker on culture, talent management, leadership, innovation, diversity, metrics, and strategic learning in organizations. He founded and served as President of SumTotal Systems, one of the largest providers of talent and learning solutions in the world, a company originally founded by Microsoft co-founder Paul Allen.





## Devlin's Boat Building Manual: How to Build Your Boat the Stitch-and-Glue Way, Second Edition *(2nd Edition)*

Samual Devlin

### Summary

***From the father of the stitch-and-glue method—the updated, enlarged, and expanded bible of modern backyard wooden boat building***

In this much-anticipated Second Edition of the cutting-edge book on boat building, pioneer Sam Devlin provides plans and expert advice for applying his highly developed, easy-to-use stitch-and-glue technique to a wide variety of boats ranging in size from 7 to 55 feet. This new and expanded edition of *Devlin's Boat Building Manual* features 200 photographs, including an entirely new section that follows the complete boat building process from start to finish.

Boat building enthusiasts will enjoy seeing the stitch-and-glue method applied to larger vessels, and DIY hobbyists interested in building their first boat will find more instruction than in the previous edition. This updated edition also features, a revised painting section, coverage on the latest epoxies and resins and how to work with them, and an expanded design section showing the broad range of sizes and types of boats now buildable with this technique.

- The author is a renowned pioneer, with fans the world over, who is the inventor of this boat building method
- The book's larger trim size and increased page count showcase photographs of the author's elegant designs as well as the how-to steps to build them
- Boat builders who have built smaller boats (kayaks and canoes) with this method will be interested in applying the same techniques to such larger, more versatile boats as powerboats and sailboats

**Sam Devlin (Olympia, Washington)** is owner of Devlin Designing Boatbuilders and has designed and built boats for more than 35 years.

International Marine/Ragged  
Mountain Press  
9781260467673  
1260467678  
Pub Date: 9/11/2020  
\$57.95 Can.  
Discount Code: T  
Book

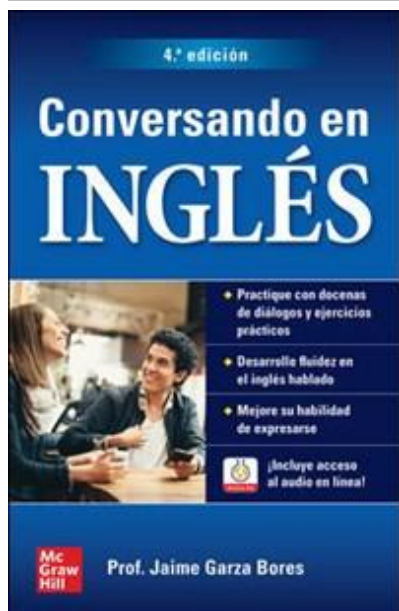
Sports & Recreation / Boating  
SPO005000

25.4 cm H | 20.3 cm W

#### Related Products

##### Also Available

Devlin's Boatbuilding: How to Build Any Boat the Stitch-and-Glue Way 9780071579902 \$30.95



## Conversando en inglés, cuarta edición

Jaime Garza Bores

### Key Selling Points

- This proven program helps develop fluency in English—without unnecessarily tedious explanations
- At-a-glance diagrams and vocabulary presented phonetically and grouped by topic offers efficient, more logical learning
- Dialogues based on everyday situations and practical exercises reinforce grammar and vocabulary
- A final comprehensive exam and answer key helps readers check their progress
- Guide is enhanced with extensive streaming audio recordings via the unique McGraw-Hill Language Lab app

### Summary

#### A proven program to help Spanish students quickly learn to converse in English—now enhanced with extensive streaming audio recordings

Conversando en inglés is a proven program that helps Spanish learners learn to develop fluency in English more easily and efficiently. Instead of long and tedious explanations of English grammar, students are presented with at-a-glance diagrams, new vocabulary presented phonetically and grouped by topic, and dialogues based on everyday situations.

Bolstered by practical exercises that help reinforce grammar, usage and vocabulary, *Conversando en inglés* helps students learn to converse using essential English conversational building blocks, including: Wish, Do, Does, Don't, Doesn't, Want to, Am, Is, Are, To Be, Am, Is, Are, Ing, Was, Were, To Be, Was, and more.

The Premium 4th Edition is supported by extensive recordings of all dialogues and conversational models in the book, available as streaming audio via the unique McGraw-Hill Language Lab app.

#### Features:

- A proven program to help readers develop fluency in English—without unnecessarily tedious explanations
- At-a-glance diagrams and vocabulary presented phonetically and grouped by topic offers efficient, more logical learning
- Dialogues based on everyday situations and practical exercises reinforce grammar and vocabulary
- A final comprehensive exam and answer key helps readers check their progress
- Enhanced with extensive streaming audio recordings via the unique McGraw-Hill Language Lab app

**Jaime Garza Bores, (Mexico City, Mexico)** is an experienced author of ESL titles for native Spanish speakers.

McGraw-Hill Education  
9781260467567  
1260467562  
Pub Date: 9/4/2020  
\$18.95 Can.  
Discount Code: T  
Book

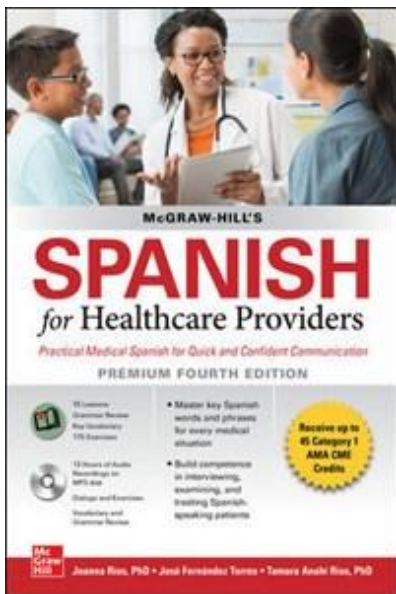
Foreign Language Study / English  
As A Second Language  
FOR007000

21.3 cm H | 14 cm W

#### Related Products

##### Also Available

Perfect Phrases for ESL:  
Conversation Skills, Second  
Edition 9781260010701 \$17.95  
Practice Makes Perfect: English  
Conversation, Premium Second  
Edition 9781259643279 \$20.95  
Conversando en inglés, Third  
Edition 9780071744751 \$17.95



## McGraw-Hill's Spanish for Healthcare Providers (with MP3 Disk), Premium Fourth Edition (4th Edition)

Joanna Rios

### Summary

**The most comprehensive medical Spanish language guide with audio on the market—now updated and enhanced with even more specialized medical vocabulary.**

*McGraw-Hill's Spanish for Healthcare Professionals* helps medical professionals communicate effectively with Spanish-speaking patients and improve the quality of the medical care they receive. Each chapter of this bestselling book-and-disk program features vocabulary, key phrases, dialogues based on common medical situations, and exercises that reinforce understanding and build confidence. No prior knowledge of Spanish is necessary.

Topics include: chief complaint; giving instructions; common symptoms; qualifying and quantifying pain; emergency room; Illnesses and medical history; neurological exam; giving directions; tests for blood, urine, sputum, skin; well-baby visit; emergency room visit; abdominal pain; trip to the dentist's office; STDs; prenatal instructions; patient with high blood pressure; patient with diabetes; monthly breast self-examination; myocardial infarction; cross-cultural communication; and much more.

Features:

- MP3 disk with more than 13 hours of recordings of dialogs, exercises, and vocabulary from throughout the book
- New sections on: bipolar disorder; behavioral health problems with children; ADHD, disability; pulmonary and respiratory information
- New bilingual questionnaires on: women's health; oral health; sleep; CAGE alcohol and drugs

**Joanna Ríos, José Fernández Torres, and Tamara Ríos** have been teaching medical Spanish for more than 30 years. Their workshops are accredited by the American Medical Association, the American College of Emergency Physicians, the American Association of Family Physicians, and the American Academy of Nurse Practitioners.

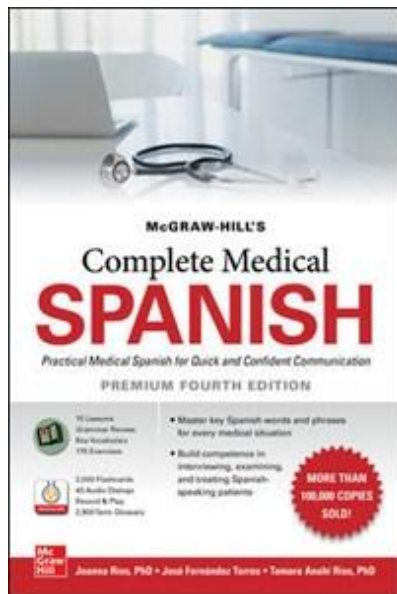
McGraw-Hill Education  
9781260467888  
1260467880  
Pub Date: 10/23/2020  
\$76.95 Can.  
Discount Code: T  
Mixed Media Product

Foreign Language Study / Spanish  
FOR026000

#### Related Products

##### Also Available

Complete Spanish Step-by-Step  
9781259643415 \$31.95  
McGraw-Hill Education Spanish  
for Healthcare Providers,  
Premium 3rd Edition  
9780071842174 \$74.95



## McGraw-Hill's Complete Medical Spanish, Premium Fourth Edition (4th Edition)

Joanna Rios

### Summary

**The most comprehensive Spanish medical language guide available—now updated and enhanced with more streaming audio of dialogues and specialized medical vocabulary**

*McGraw-Hill's Complete Medical Spanish* is the most comprehensive guide available for medical practitioners wishing to speak directly with Spanish-speaking patients—to interview, conduct exams, and provide follow-up instructions—and requires no prior knowledge of the Spanish language.

Each chapter of this bestselling program features vocabulary, key phrases, dialogues based on common medical situations, and exercises that reinforce understanding and build confidence. Upon completion, readers will be able to address: chief complaints; giving instructions; common symptoms; qualifying and quantifying pain; emergency room issues; illnesses and medical history; neurological exams; tests for blood, urine, sputum, and skin; prenatal instructions and well-baby visits; emergency-room visits; abdominal pain; trips to the dentist's office; STDs; high blood pressure; diabetes; monthly breast self-examinations; myocardial infarction; cross-cultural communication, and much more.

Proven to be effective in building language proficiency for a wide range of medical situations, this guide is ideal for medical professionals wishing to increase patient comfort and provide optimal care.

- Sets of flashcards for all the vocabulary lists in the book
- More than 2,000 terms
- Audio recordings of all the monologues and dialogues from the book, with hundreds of essential phrases and expressions
- New sections on: bipolar disorder; behavioral health problems with children; ADHD, disability; pulmonary and respiratory information
- New bilingual questionnaires on: women's health; oral health; sleep; CAGE alcohol and drugs

**Joanna Ríos, José Fernández Torres, and Tamara Ríos (Tucson, AZ)** have been teaching medical Spanish for more than 30 years. Their workshops are accredited by the American Medical Association, the American College of Emergency Physicians, the American Association of Family Physicians, and the American Academy of Nurse Practitioners.

McGraw-Hill Education  
9781260467895  
1260467899  
Pub Date: 10/23/2020  
\$31.95 Can.  
Discount Code: T  
Book

Foreign Language Study / Spanish  
FOR026000

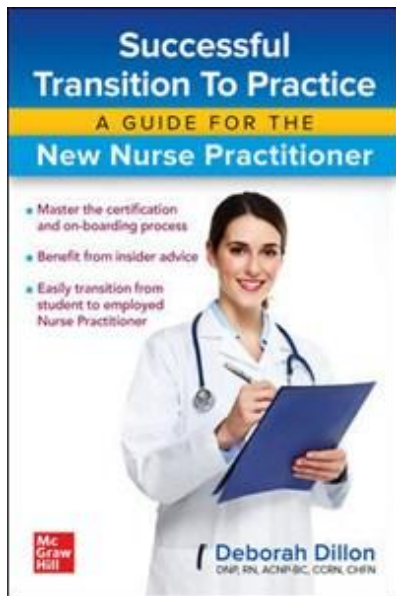
22.9 cm H | 15.2 cm W

#### Related Products

##### Also Available

Complete Spanish Step-by-Step,  
Premium Second Edition  
9781260463132 \$31.95  
McGraw-Hill Education Complete  
Medical Spanish 9780071841887  
\$27.95





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

Deborah Dillon

### Summary

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

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

McGraw-Hill Education / Medical  
9781260452372  
1260452379  
Pub Date: 3/19/2021  
\$51.95 Can.  
Discount Code: T  
Paperback

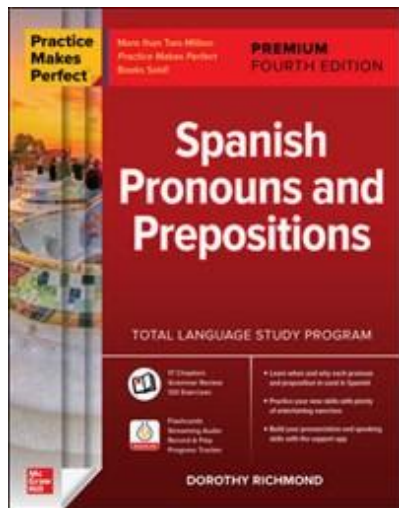
Medical / Nursing  
MED058180

17.8 cm H | 11.4 cm W

#### Related Products

##### Also Available

The Ultimate Guide to Getting  
Into Physician Assistant School,  
Fourth Edition 9781259859847  
\$51.95



## Practice Makes Perfect: Spanish Pronouns and Prepositions, Premium Fourth Edition *(4th Edition)*

Dorothy Richmond

### Summary

**The most comprehensive review of Spanish pronouns and prepositions—two of the trickier elements of grammar for those looking to master the language**

For more than a decade, this has been the go-to workbook for study and mastery of pronouns and prepositions of the Spanish language—written by an expert with a uniquely clear way of explaining when and why a particular pronoun or preposition should be used (not simply the correct forms).

Now updated with new examples and exercises, this essential guide is enhanced with audio recordings of the answers, accessible online and via app. It covers pronouns of every kind—including subject, interrogative, possessive, demonstrative, adjective, relative, and direct and indirect pronouns—as well as pronouns as objects of prepositions, numbers as pronouns, reflective object pronouns, reciprocal pronouns, se and the passive voice, and prepositions and related terms.

With extensive app content that includes flashcards and an auto-fill glossary, students are able to practice until perfect, bolstering their ability to read, speak and understand even the most complex Spanish pronoun and preposition usage.

McGraw-Hill Education  
9781260467543  
1260467546  
Pub Date: 11/27/2020  
\$20.95 Can.  
Discount Code: T  
Book

Foreign Language Study  
FOR000000  
27.6 cm H | 21.6 cm W

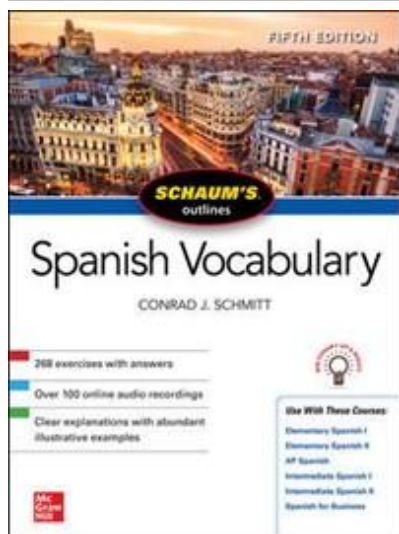
### Related Products

#### Also Available

Practice Makes Perfect: Spanish Verb Tenses, Premium Fourth Edition 9781260452457 \$20.95  
Practice Makes Perfect: Complete Spanish Grammar, Premium Third Edition 9781259584190 \$20.95  
Practice Makes Perfect Spanish Pronouns and Prepositions, Premium 3rd Edition 9781259586323 \$18.95

- The most comprehensive review of pronouns and prepositions in Spanish
- Clear explanations of all aspects of Spanish pronoun and preposition usage
- New and updated example sentences and exercises
- Streaming audio recordings via app of the answers to more than 100 exercises to improve pronunciation skills
- Extensive additional app content, including flashcards and auto-fill glossary for quick look-up

**Dorothy Richmond (Eden Prairie, MN)** is an experienced teacher of Spanish and successful author of Spanish language-learning grammar books.



## Schaum's Outline of Spanish Vocabulary, Fifth Edition (5th Edition)

Conrad J. Schmitt

### Key Selling Points

- 268 exercises with answers to help students test their vocabulary
- Successful series: Over 8,000 copies in the previous edition
- Built-in audience: Hundreds of thousands of students enroll in Spanish language courses annually
- Access to the new Schaum's app and website, with online audio records to help boost Spanish conversational mastery
- Suitable for both classroom use and individual study; ideal as a review workbook, companion to a basic text, and reference source
- New series cover design, thoroughly updated to meet the emphasis in current courses

### Summary

#### The latest edition of a classic Schaum's bestseller—supported by access to Schaum's improved app and website!

This perennially popular review guide has gotten even better, reflecting the most modern usages and topics in Spanish language study. With expanded coverage of special verb forms and uses unique to Latin America and necessary updates that reflect the latest developments in the language as spoken today, it's a must-have tool for hundreds of thousands of students—in high school, college, and the professional sphere.

Improvements in *Schaum's Outline of Spanish Vocabulary, Fifth Edition* also include more complete explanations, new examples and modern illustrations to replace illustrations of dated electronics, as well as access to the new Schaum's app and website.

- Built-in audience: Hundreds of thousands of high school and college students are enrolled in Spanish language courses, plus professionals looking for a trusted reference
- New to this edition: The New Schaum's app and website!
- Also new to this edition: Additional vocabulary and its uses in different places
- Outline format facilitates quick and easy review Spanish vocabulary
- Over 268 exercises with answers to help students test their mastery of Spanish vocabulary
- Online audio recordings
- Hundreds of example sentences with explanations of vocabulary concepts
- Clear presentations of everyday words and phrases, including phrases useful for traveling or living in Spanish-speaking regions
- Sections that expand vocabulary of basic text
- Needed updates reflect the latest developments in the Spanish language and will appeal to students in search of a reliable study tool, as well as professionals looking for a trusted reference
- Clear, concise format that complements any course in Spanish vocabulary
- Appropriate for the following courses: Elementary Spanish I, Elementary Spanish II, AP Spanish, Intermediate Spanish I, Intermediate Spanish II, Spanish for Business, and Spanish Conversation
- Supports these major texts: *Puntos de Partida: An Invitation to Spanish, 10th Edition*; *Dos mundos: En breve: Comunicacion y Comunidad, 4th Edition*; and *Punto y aparte: Spanish in Review, Moving Toward Fluency, 5th Edition*

McGraw-Hill Education  
9781260462807  
1260462803  
Pub Date: 9/25/2020  
\$26.95 Can.  
Discount Code: T  
Paperback

Social Science  
SOC000000

27.6 cm H | 20.6 cm W

#### Related Products

##### Also Available

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

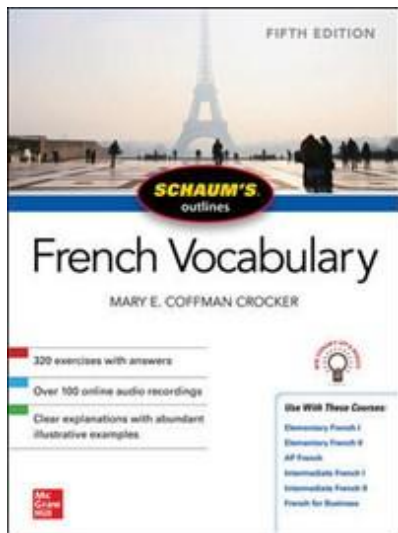
Practice Makes Perfect: Spanish Vocabulary, Third Edition  
9781260026221 \$20.95

Complete Spanish Step-by-Step  
9781259643415 \$31.95

Easy Spanish Step-By-Step  
9780071463386 \$13.95

**Conrad J. Schmitt (Palm Beach Gardens, FL)** is former Editor-in-Chief of Foreign

Languages, ESL, and bilingual publishing with McGraw-Hill. He has taught Spanish at Montclair State College, Montclair, New Jersey; French at Upsala College, East Orange, New Jersey, and methods at the Graduate School of Education, Rutgers University, New Brunswick, New Jersey. Schmitt also served as Coordinator of Foreign Languages for the Hackensack, New Jersey, Public Schools. He is the author of more than 100 texts published by McGraw-Hill.



## Schaum's Outline of French Vocabulary, Fifth Edition (5th Edition)

Mary Coffman Crocker

### Key Selling Points

- 320 exercises with answers to help students test their vocabulary
- Successful series: Over 7,000 copies in the previous edition
- Built-in audience: Hundreds of thousands of students enroll in French language courses annually
- Access to the new Schaum's app and website, with online audio records to help boost French conversational mastery
- Suitable for both classroom use and individual study; ideal as a review workbook, companion to a basic text, and reference source
- New series cover design, thoroughly updated to meet the emphasis in current courses

### Summary

**The latest edition of a classic Schaum's bestseller—supported by access to Schaum's improved app and website!**

This perennially popular review guide has gotten even better, reflecting the most modern usages and topics in French language study. With an emphasis on conversational French and necessary updates that reflect the latest developments in the language as spoken today, it's a must-have tool for hundreds of thousands of students—in high school, college, and the professional sphere.

Improvements in *Schaum's Outline of French Vocabulary, Fifth Edition* include more complete grammatical explanations, new examples, more updated content, and modern illustrations to replace illustrations of dated electronics—in addition to access to the new Schaum's app and website.

- Built-in audience: Hundreds of thousands of high school and college students are enrolled in French language courses, also ideal for professionals looking for a trusted reference
- New: New Schaum's app and website
- New: Section on social media, updated references for computer terms, additional vocabulary terms, and updates to the food and shopping sections
- Outline format facilitates quick and easy review French vocabulary
- Over 320 exercises with answers to help students test their mastery of French vocabulary
- Online audio recordings
- Hundreds of example sentences with explanations of vocabulary concepts
- Clear presentations of everyday words and phrases, including phrases useful for traveling or living in French-speaking regions
- French-English and English-French glossaries
- Clear, concise format that complements any course in French vocabulary
- Appropriate for the following courses: Elementary French I, Elementary French II, AP French, Intermediate French I, Intermediate French II, French for Business, and French Conversation

**Mary E. Coffman Crocker (Toronto, Canada)** is a French editor and consultant in Toronto, Ontario. She was previously Senior Editor, French as a Second Language, Copp Clark Pitman, Toronto, Ontario; Directrice des Editions, Langues secondes, Centre Educatif et Culturel, Montreal, Quebec, and Sponsoring Editor, Foreign Language Department, McGraw-Hill, New York, New York. She is also the author of a biography in *Who's Who of American Women, Ninth Edition*.

McGraw-Hill Education  
9781260462821  
126046282X  
Pub Date: 10/23/2020  
\$26.95 Can.  
Discount Code: T  
Book

Social Science  
SOC000000

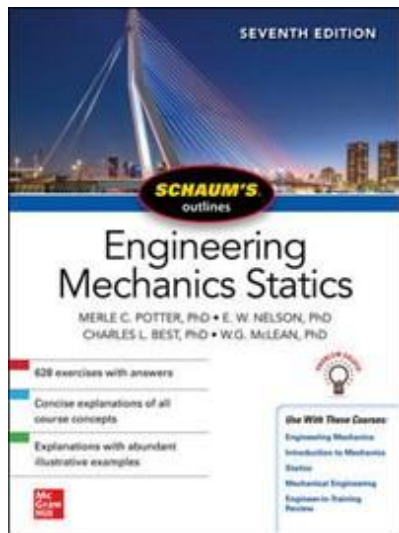
27.6 cm H | 21.6 cm W

#### Related Products

##### Also Available

Schaum's Outline of French Grammar, Seventh Edition  
9781260120950 \$25.95  
Complete French with Two Audio CDs: A Teach Yourself Guide  
9780071663779





McGraw-Hill Education  
9781260462883  
1260462889  
Pub Date: 10/23/2020  
\$31.95 Can.  
Discount Code: T  
Paperback

Technology & Engineering  
/ Engineering  
TEC009000

27.6 cm H | 20.6 cm W

#### Related Products

##### Also Available

Schaum's Outline of Strength of Materials, Seventh Edition  
9781260456547 \$29.95  
Schaum's Outline of Signals and Systems, Fourth Edition  
9781260454246 \$31.95  
Schaum's Outline of Signals and Systems, 3rd Edition  
9780071829465  
Schaum's Outline of Strength of Materials, 6th Edition  
9780071830805  
Schaum's Outline of Engineering Mechanics Dynamics  
9780071713603 \$29.95  
Schaum's Outline of Engineering Mechanics: Statics  
9780071632379 \$27.95

## Schaum's Outline of Engineering Mechanics: Statics, Seventh Edition (7th Edition)

Merle C. Potter, E. W. Nelson, Charles L. Best, Wi...

### Key Selling Points

- Built-in audience: Thousands of college students enroll in the statics course, which is required for all engineering majors
- Complete, in-depth review that supports the two major textbooks for this course
- Appropriate for use in multiple courses: Engineering Mechanics; Intro to Mechanics; Statics; Mechanical Engineering; and Engineer-in-Training Review
- New series cover design, thoroughly updated to meet the emphasis in current courses
- Split into 2 titles to match the current curriculum, scope and sequence.
- Includes exercises, 628 fully solved problems and a final practice exam

### Summary

**A classic Schaum's bestseller—now updated to meet the latest engineering curriculum and supported by access to Schaum's improved app and website!**

Now in its seventh edition, *Schaum's Outline of Engineering Mechanics: Statics* is perennial bestseller for the thousands of college students enrolled in statics, a course required for all engineering majors.

And the new edition is even better—thoroughly updated and split into two titles to match the current engineering curriculum, latest course scope and sequence.

With an outline format that facilitates quick and easy review and hundreds of examples with clear explanations, *Schaum's Outline of Engineering Mechanics: Statics, Seventh Edition* supports the bestselling textbooks and is ideal for students enrolled in Engineering Mechanics; Introduction to Mechanics; Statics; Mechanical Engineering; and Engineer-in-Training Review. Coverage includes the laws of friction, rolling resistance, the centroid of a continuous quantity and more, and includes 628 fully solved problems and a final practice exam.

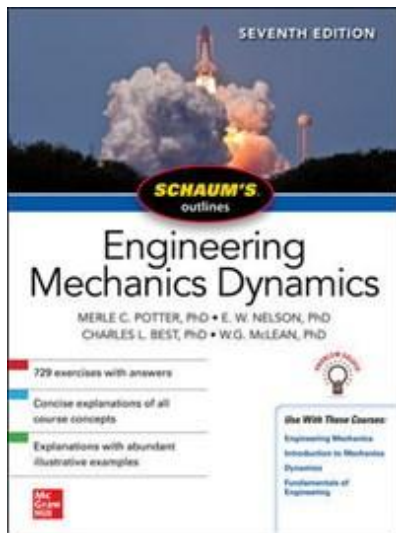
- Ideal review for the thousands of college students enrolled in this required course for all engineering majors
- New to this edition: The New Schaum's App and website!
- Clear, concise explanations of all statics concepts
- 628 fully solved problems to reinforce knowledge
- 1 final practice exam
- 25 problem-solving videos
- Outline format facilitates quick and easy review of statics and a concise guide to the standard college course in statics
- Hundreds of examples with explanations of statics concepts
- Exercises to help students test their mastery of statics
- Extra practice on topics such as orthogonal triad of unit vectors, resultant of distributed force system, noncoplanar force systems, slope of the Shear diagram, and slope of the Moment diagram
- Appropriate for courses in Engineering Mechanics; Introduction to Mechanics; Statics; Mechanical Engineering; Engineer-in-Training Review
- Supports these bestselling textbooks: *Engineering Mechanics: Statics, 14th Edition*, (Hibbeler); and *Vector Mechanics for Engineers: Statics, 12th Edition* (McGraw-Hill)

**E.W. Nelson** graduated from New York University with a B.S.M.E. and an M.AdM.E. He taught Mechanical Engineering at Lafayette College and later joined the engineering organization of the Western Electric Company (now Lucent Technologies). Retired from Western Electric, he is currently a Fellow of the American Society of Mechanical Engineers.

**Charles L. Best** is Emeritus Professor of Engineering at Lafayette College. He holds a B.S. in M.E. from Princeton, an M.S. in Mathematics from Brooklyn Polytechnic Institute, and a Ph.D. in Applied Mathematics from Virginia Polytechnic Institute. He is coauthor of two books on engineering mechanics and coauthor of another book on FORTRAN programming for engineering students.

**W.G. McLean** is Emeritus Director of Engineering at Lafayette College. He holds a B.S. E.E. from Lafayette College, a Sc.M. from Brown University, and an honorary Eng.D. from Lafayette College. Professor McLean is the coauthor of two books on engineering mechanics, is past president of the Pennsylvania Society of Professional Engineers, and is active in the codes and standards committees of the American Society of Mechanical Engineers.

**Merle Potter** received his B.S. in Mechanical Engineering and M.S. in Engineering Mechanics from Michigan Technological University. He obtained an M.S. in Aerospace Engineering and a Ph.D. in Engineering Mechanics from the University of Michigan. He is professor emeritus of Mechanical Engineering at Michigan State University.



## Schaum's Outline of Engineering Mechanics Dynamics, Seventh Edition (7th Edition)

Merle C. Potter, E. W. Nelson, Charles L. Best, W....

### Key Selling Points

- Built-in audience: Thousands of college students enroll in the dynamics course, which is required for all engineering majors
- Complete, in-depth review that supports the two major textbooks for this course
- Appropriate for use in multiple courses: Engineering Mechanics; Intro to Mechanics; Dynamics; and Fundamentals of Engineering
- New series cover design, thoroughly updated to meet the emphasis in current courses
- Split into 2 titles to match the current curriculum, scope and sequence.
- Includes exercises, 729 fully solved problems and a final practice exam

### Summary

**A classic Schaum's bestseller—now updated to meet the latest engineering curriculum and supported by access to Schaum's improved app and website!**

Now in its seventh edition, *Schaum's Outline of Engineering Mechanics: Dynamics* is perennial bestseller for the thousands of college students enrolled in dynamics, a course required for all engineering majors.

And the new edition is even better—thoroughly updated and split into two titles to match the current engineering curriculum, latest course scope and sequence.

With an outline format that facilitates quick and easy review and hundreds of examples with clear explanations, *Schaum's Outline of Engineering Mechanics: Dynamics, Seventh Edition* supports the bestselling textbooks and is ideal for students enrolled in Engineering Mechanics; Introduction to Mechanics; Dynamics; and Fundamentals of Engineering. Coverage includes rectilinear motion, curvilinear motion, rectangular components, tangential and normal components, and more, and includes 729 fully solved problems and a final practice exam.

- Ideal review for the thousands of college students enrolled in this required course for all engineering majors
- New to this edition: The New Schaum's App and website!
- Clear, concise explanations of all dynamics concepts
- 729 fully solved problems to reinforce knowledge
- 1 final practice exam
- 20 problem-solving videos
- Outline format facilitates quick and easy review of dynamics and a concise guide to the standard college course in dynamics
- Hundreds of examples with explanations of dynamics concepts
- Exercises to help students test their mastery of dynamics
- Extra practice on topics such as rectilinear motion, curvilinear motion, rectangular components, tangential and normal components, and radial and transverse components
- Coverage also includes acceleration, D'Alembert's Principle, plane of a rigid body, rotation, instantaneous axis of rotation, and Coriolis' Acceleration.
- Appropriate for courses in Engineering Mechanics; Introduction to Mechanics; Dynamics; and Fundamentals of Engineering
- Supports these bestselling textbooks: *Engineering Mechanics: Dynamics, 12th Edition* (Hibbeler), *Vector Mechanics for Engineers: Statics and Dynamics, 12th Edition* (McGraw-Hill)

**E.W. Nelson** graduated from New York University with a B.S.M.E. and an M.AdM.E. He taught Mechanical Engineering at Lafayette College and later joined the engineering organization of the Western Electric Company (now Lucent Technologies).

McGraw-Hill Education  
9781260462869  
1260462862  
Pub Date: 10/23/2020  
\$29.95 Can.  
Discount Code: T  
Paperback

Technology & Engineering  
/ Engineering  
TEC009000  
27.6 cm H | 20.6 cm W

#### Related Products

##### Also Available

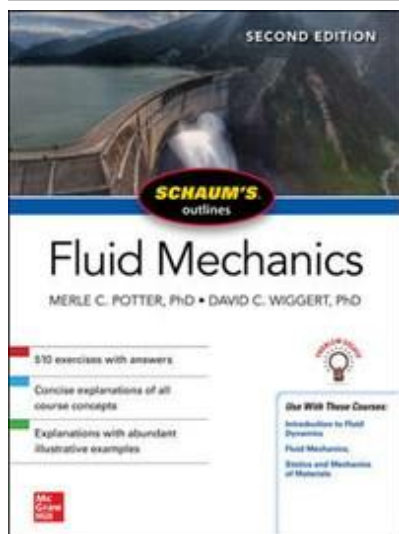
- Schaum's Outline of Strength of Materials, Seventh Edition  
9781260456547 \$29.95
- Schaum's Outline of Signals and Systems, Fourth Edition  
9781260454246 \$31.95
- Schaum's Outline of Signals and Systems, 3rd Edition  
9780071829465
- Schaum's Outline of Strength of Materials, 6th Edition  
9780071830805
- Schaum's Outline of Engineering Mechanics: Statics  
9780071632379 \$27.95

Retired from Western Electric, he is currently a Fellow of the American Society of Mechanical Engineers.

**Charles L. Best** is Emeritus Professor of Engineering at Lafayette College. He holds a B.S. in M.E. from Princeton, an M.S. in Mathematics from Brooklyn Polytechnic Institute, and a Ph.D. in Applied Mathematics from Virginia Polytechnic Institute. He is coauthor of two books on engineering mechanics and coauthor of another book on FORTRAN programming for engineering students.

**W.G. McLean** is Emeritus Director of Engineering at Lafayette College. He holds a B.S. E.E. from Lafayette College, a Sc.M. from Brown University, and an honorary Eng.D. from Lafayette College. Professor McLean is the coauthor of two books on engineering mechanics, is past president of the Pennsylvania Society of Professional Engineers, and is active in the codes and standards committees of the American Society of Mechanical Engineers.

**Merle Potter** received his B.S. in Mechanical Engineering and M.S. in Engineering Mechanics from Michigan Technological University. He obtained an M.S. in Aerospace Engineering and a Ph.D. in Engineering Mechanics from the University of Michigan. He is professor emeritus of Mechanical Engineering at Michigan State University.



McGraw-Hill Education  
9781260462845  
1260462846  
Pub Date: 10/23/2020  
\$31.95 Can.  
Discount Code: T  
Paperback

Study Aids / Graduate School  
Guides  
STU015000

27.6 cm H | 20.6 cm W

#### Related Products

##### Also Available

Schaum's Outline of  
Thermodynamics for Engineers,  
Fourth Edition 9781260456523  
\$29.95

Schaum's Outline of Fluid  
Mechanics and Hydraulics, 4th  
Edition 9780071831451 \$33.95

Schaum's Outline of Fluid  
Dynamics 9780070311183  
\$34.95

## Schaum's Outline of Fluid Mechanics, Second Edition (2nd Edition)

Merle C. Potter, David C. Wiggert

### Key Selling Points

- Built-in audience: Covers a core undergraduate course in fluid mechanics required of nearly all engineering students. Ideal for beginning students in engineering courses and second- or third-year students in engineering programs, including civil, mechanical, aeronautical and general engineers. (This new outline largely replaces Giles' Fluid Mechanics and Hydraulics, a graduate-level text with little application to the larger undergraduate market.)
- Outline format facilitates quick and easy review of the topic and a concise guide to the standard college course in fluid mechanics
- Includes extensive practice for exam preparation, including 510 fully solved problems to reinforce knowledge, 2 practical exams, 2 final practice exams, and 2 final practice exams
- Appropriate for use in multiple courses: Fluid Dynamics; Fluid Mechanics; Statics and Mechanics of Materials
- New series cover design, thoroughly updated to meet the emphasis in current courses

### Summary

**A classic Schaum's bestseller—thoroughly updated to meet the emphasis in current courses**

*Schaum's Outline of Fluid Mechanics, Second Edition* is a must-have study guide for any student of fluid mechanics, and anyone studying for the Fundamentals of Engineering Exam—taken by all qualifying engineers. With a precise, solved-problem guide to topics studied in university courses, it includes statements of pertinent definitions, principles, and theory, along with supporting illustrations. Theoretical sections are followed by graded sets of solved and supplementary problems, illustrating and amplifying the theory.

With an outline format that facilitates quick and easy review of fluid mechanics, *Schaum's Outline of Fluid Mechanics, Second Edition* supports the bestselling textbooks and is ideal for students enrolled in Introduction to Fluid Dynamics; Fluid Mechanics; and Statics and Mechanics of Materials. Coverage includes explanation of transient problems with moving control volumes, 54 Fundamentals of Engineering questions for the engineering qualifying exam and more, and includes 510 fully solved problems, 2 practice exams and 2 final practice exams.

- Clear, concise explanations of all fluid mechanics concepts
- 510 fully solved problems to reinforce knowledge
- 2 practice exams (one multiple choice and one partial credit) after each of the first 9 chapters
- 2 final practice exams
- 54 Fundamentals of Engineering questions for the engineering qualifying exam
- Practice problems include multiple choice types like those found on the Fundamentals of Engineering Exam
- Solved problems include questions matched to the Fundamentals of Engineering Exam
- Study test geared to the current syllabus
- Explanation of transient problems with moving control volumes
- Focus on control volume analysis like current undergraduate course
- Outline format facilitates quick and easy review of fluid mechanics and a concise guide to the standard college course in fluid mechanics
- Appropriate for the following course: Introduction to Fluid Dynamics; Fluid Mechanics; Statics and Mechanics of Materials



•Supports these major texts: *Fundamentals of Fluid Mechanics* (Munson); *Introduction to Fluid Mechanics* (Fox); *Fluid Mechanics* (White); and *The Mechanics of Fluids* (Potter)

**Merle Potter (Okemos, MI)** received his B.S. in Mechanical Engineering and M.S. in Engineering Mechanics from Michigan Technological University. He obtained an M.S. in Aerospace Engineering and a Ph.D. in Engineering Mechanics from the University of Michigan. He is professor emeritus of Mechanical Engineering at Michigan State University.

**David C. Wiggert, Ph.D., (East Lansing MI)** is Professor Emeritus of Civil Engineering at Michigan State University.



## McGraw-Hill Education TEAS Review, Third Edition<sup>(3rd Edition)</sup>

Cara Cantarella, Wendy Hanks

### Key Selling Points

- **New:** Completely updated to match changes in the recently revised test
- Built-in audience: There are more than 250,000 nursing school applicants each year
- A full-length TEAS practice test
- 600 review questions to help students measure their progress

### Summary

#### Essential review for the TEAS—fully updated to match changes to the revised test

Administered each year to more than 250,000 nursing-school applicants, the Test of Essential Academic Skills (TEAS) is required for admission to many nursing schools, and scoring well is essential to getting into a top program. This book provides essential review and practice specifically geared towards this test and is fully updated to match changes to the newly revised exam.

With more than 600 review questions and a full-length practice test, TEAS Review helps bolster test-day confidence, with complete coverage of all four core subjects, strategies for success, and an answer key with detailed explanations for every review question—so readers will score their best on test day.

This study guide features:

- Complete coverage of the exam's four core subjects: Reading, Mathematics, Science, and English and Language Usage
- A full-length TEAS practice test
- 600 review questions to help students measure their progress
- Strategies for interpreting and evaluating different types of source materials in the Reading section
- A thorough review of the math concepts essential to the TEAS
- Extensive practice questions on scientific reasoning, life science, and physical science, and the human body
- Techniques for success on questions involving grammar and word meaning, spelling and punctuation, and sentence structure
- An answer key with detailed explanations for every review question

**Cara Cantarella** is an experienced author of test preparation materials geared toward graduate and professional school candidates.

**Wendy Hanks** has written and co-authored many test prep books, including *McGraw Hill's Nursing School Entrance Exams*.

McGraw-Hill Education  
9781260462395  
1260462390  
Pub Date: 9/25/2020  
\$38.95 Can.  
Discount Code: T  
Book

Medical / Nursing  
MED058210

27.6 cm H | 21.6 cm W

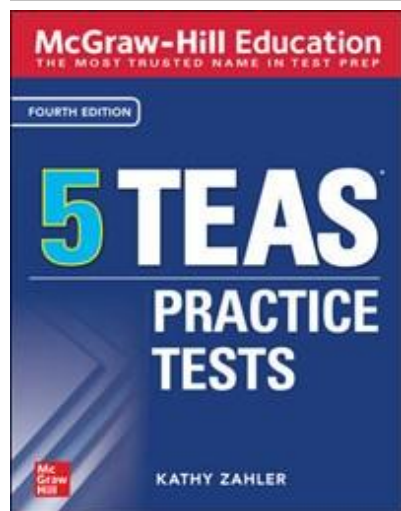
#### Related Products

##### Also Available

McGraw-Hill Education TEAS  
Review, Third Edition  
9781260462401

McGraw-Hill Education TEAS  
Review, Second Edition  
9781260009996 \$38.95

McGraw-Hill Education 5 TEAS  
Practice Tests, Third Edition  
9781259863448 \$35.95



## McGraw-Hill Education 5 TEAS Practice Tests, Fourth Edition (4th Edition)

Kathy A. Zahler

### Key Selling Points

- **NEW:** Updated to match the recently revised exam
- A total of 6 full-length practice exams
- More than 600 review questions

### 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.**

### Five full-length sample tests provide intensive practice for the TEAS—fully updated to match changes to the revised test

The Test of Essential Academic Skills (TEAS) is required by many nursing schools for admission, and doing well can mean entrance into the nation's top programs. With this book, nursing school applicants receive intensive practice by taking tests that simulate the real exam in content, question format, and level of difficulty.

Five full-length sample tests cover the exam's core subject areas: Reading, Mathematics, Science, and English and Language Usage. Written by a test-prep expert and updated to match the latest exam, this guide offers test-taking strategies and intensive TEAS practice to help students boost their scores.

- The most up-to-date changes to the test
- 5 full-length sample tests that simulate the TEAS exam in content, format, and level of difficulty
- Complete coverage of all TEAS sections: Reading, Mathematics, Science, and English and Language Usage
- Thorough explanations for every question
- Expert tips and strategies to help students on test day

**Kathy Zahler (Wassaic, NY)** is a widely published test prep writer and the author of McGraw Hill's HESI A2 Review and 4 HESI A2 Practice Tests.

McGraw-Hill Education  
9781260462951  
1260462951  
Pub Date: 9/25/2020  
\$35.95 Can.  
Discount Code: T  
Book

Medical / Nursing  
MED058210

27.6 cm H | 21.6 cm W

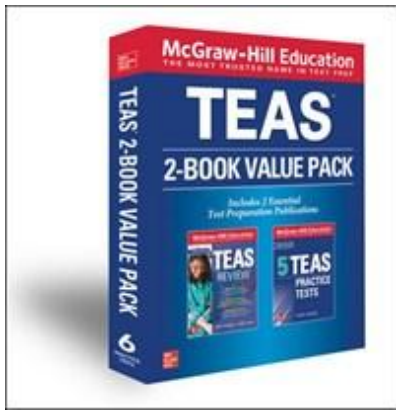
#### Related Products

##### Also Available

McGraw-Hill Education 5 TEAS  
Practice Tests, Fourth Edition  
9781260462968

McGraw-Hill Education TEAS  
Review, Second Edition  
9781260009996 \$38.95

McGraw-Hill Education 5 TEAS  
Practice Tests, Third Edition  
9781259863448 \$35.95



## McGraw-Hill Education TEAS 2-Book Value Pack, Third Edition *(3rd Edition)*

Cara Cantarella, Wendy Hanks

### Summary

**Two essential study guides for the TEAS—in one money-saving package!**

The Test of Essential Academic Skills (TEAS) is required for admission to many nursing schools, and scoring well is essential to get into a top program. For nursing school applicants, thorough study and test prep is the key to boosting exam-day confidence. Comprised of two must-have review books—*TEAS Review, Third Edition* and *5 TEAS Practice Tests, Fourth Edition*—this value pack delivers everything students need for the most thorough and effective exam preparation possible.

McGraw-Hill Education  
9781260463378  
1260463370  
Pub Date: 10/30/2020  
\$66.95 Can.  
Discount Code: T  
Mixed Media Product

Medical / Nursing  
MED058210

### Related Products

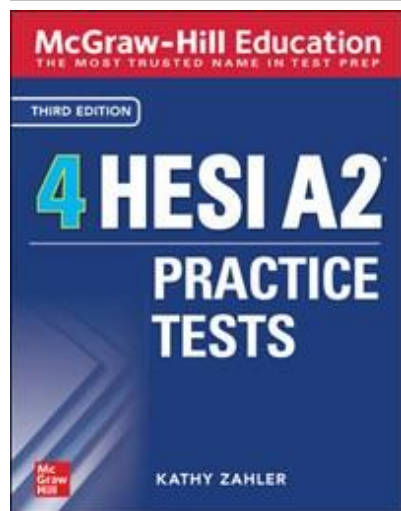
#### Also Available

McGraw-Hill Education TEAS  
2-Book Value Pack, Second  
Edition 9781260010091 \$66.95  
McGraw-Hill Education TEAS  
Review, Second Edition  
9781260009996 \$38.95  
McGraw-Hill Education 5 TEAS  
Practice Tests, Third Edition  
9781259863448 \$35.95

### Features:

- NEW: Updated to match the recently revised exam
- 6 full-length practice tests
- Complete coverage of the exam's four core subjects: Reading, Mathematics, Science, and English and Language Usage
- 600 review questions that will boost test-taking confidence
- Strategies for tackling tricky and complex subjects
- Clear examples that clarify complicated subject matter
- Answer keys with thorough explanations for each question

**Kathy Zahler (Wassaic, NY)** is a widely published test prep writer and the author of McGraw-Hill's *HESI A2 Review* and *4 HESI A2 Practice Tests*.



## McGraw-Hill Education 4 HESI A2 Practice Tests, Third Edition (3rd Edition)

Kathy A. Zahler

### Key Selling Points

- **New:** An extra full-length sample exam brings the total number of tests in this book up to four
- Built-in audience: There are more than 250,000 nursing school applicants each year.
- 1,200-plus practice questions with thorough explanations for every question

### 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.**

### Intensive practice for the HESI A2—now including 4 full-length sample tests

The HESI Admission Assessment (HESI A2) is required for admission by many nursing schools. This new edition offers four full-length practice tests, with answers and complete explanations for every question. The tests simulate the actual exam in content, question format, and level of difficulty. Students get intensive practice with HESI A2-style questions across the test's core subjects: English Language, Basic Math Skills, Biology, Chemistry, Anatomy and Physiology, and Physics.

Features include:

- 4 full-length sample tests that match the actual HESI A2 exam in content, format, and level of difficulty
- 1,200-plus practice questions with thorough explanations for every question
- Complete coverage of every section of the exam: English Language, Basic Math Skills, Biology, Chemistry, Anatomy and Physiology, and Physics
- The most up-to-date testing information available
- Expert tips and strategies to help students on test day

**Kathy Zahler (Wassaic, NY)** is a widely published test prep writer and author of *McGraw Hill's HESI A2 Review*.

McGraw-Hill Education  
9781260462210  
1260462218  
Pub Date: 9/25/2020  
\$35.95 Can.  
Discount Code: T  
Paperback

Medical / Nursing  
MED058210

27.6 cm H | 21.6 cm W

#### Related Products

##### Also Available

McGraw-Hill Education 4 HESI A2  
Practice Tests, Third Edition  
9781260462227  
McGraw-Hill Education HESI A2  
Review 9781260026405 \$35.95  
McGraw-Hill Education 3 HESI A2  
Practice Tests, Second Edition  
9781260019902 \$35.95





## McGraw-Hill Education HESI A2 Review, Second Edition (2nd Edition)

Kathy A. Zahler

### Key Selling Points

- **New:** 400-plus review questions to ensure mastery of key concepts
- Built-in audience: There are more than 250,000 nursing school applicants each year.
- A full-length HESI A2 practice test

### 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 rigorous study guide for the HESI A2—updated with 400+ review questions

The HESI Admission Assessment (HESI A2) is required for admission to many nursing schools, and scoring well is essential to getting into a top program. This book provides a comprehensive review of the major skills tested on the exam. Students will find information on registering for the test, how scores are used, and practical strategies for preparing for test day.

*HESI A2 Review* provides comprehensive coverage of the subjects covered by the test: English Language, Basic Math Skills, Biology, Chemistry, Anatomy and Physiology, and Physics. Review questions allow students to test their mastery of the material, and a full-length practice test allows them to recreate actual testing conditions.

### Features

- Complete coverage of the exam's core subjects: English Language, Basic Math Skills, Biology, Chemistry, Anatomy and Physiology, and Physics
- 400-plus review questions to ensure mastery of key concepts
- Full-length HESI A2 practice test
- Strategies for interpreting different kinds of passages in the Reading section
- Thorough review of essential math concepts
- Techniques for success on grammar questions, including troublesome word pairs and tricky spelling
- Answer key with clear explanations for every question

**Kathy Zahler (Wassaic, NY)** is a widely published test prep writer and author of *McGraw Hill's 4 HESI A2 Practice Tests*.

McGraw-Hill Education  
9781260462357  
1260462358  
Pub Date: 9/25/2020  
\$35.95 Can.  
Discount Code: T  
Book

Medical / Nursing  
MED058210

27.6 cm H | 21.6 cm W

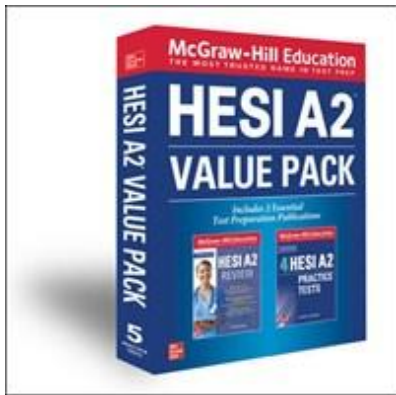
### Related Products

#### Also Available

McGraw-Hill Education HESI A2  
Review, Second Edition  
9781260462364

McGraw-Hill Education HESI A2  
Review 9781260026405 \$35.95

McGraw-Hill Education 3 HESI A2  
Practice Tests, Second Edition  
9781260019902 \$35.95



## McGraw-Hill Education HESI A2 Value Pack, Second Edition (2nd Edition)

Kathy A. Zahler

### Key Selling Points

- **New (*HESI A2 Review*):** 400-plus review questions to ensure mastery of key concepts
- **New (*4 HESI A2 Practice Tests*):** An extra full-length sample exam brings the total number of tests in this book up to four
- A total of 5 full-length practice exams
- More than 1,200 practice questions

### Summary

#### Everything Students Need to Excel on the HESI A2 Exam in One Money-Saving Package

Administered year-round, the HESI Admission Assessment (HESI A2) is required for admission to many nursing schools, and scoring well is essential to get into a top program. For nursing school applicants, thorough study and test prep is the key to boosting exam-day confidence. Comprised of two must-have review books—*HESI A2 Review, Second Edition* and *4 HESI A2 Practice Tests, Third Edition*—this value pack delivers everything students need for the most thorough and effective exam preparation possible.

#### Features:

- **New (*HESI A2 Review*):** 400-plus review questions to ensure mastery of key concepts
- **New (*4 HESI A2 Practice Tests*):** An extra full-length sample exam brings the total number of tests in this book up to four
- A total of 5 full-length practice exams
- The most up-to-date information on test format and scoring
- Thorough coverage of the fundamental concepts tested on the exam
- More than 1,200 review questions to reinforce learning
- Clear examples that clarify complicated subject matter
- Expert test-taking tips and strategies

**Kathy A. Zahler (Freeville, NY)** is an experienced test-prep writer and is the author of 5 TEAS Practice Tests.

McGraw-Hill Education  
9781260463385  
1260463389  
Pub Date: 10/30/2020  
\$51.95 Can.  
Discount Code: T  
Mixed Media Product

Medical / Nursing  
MED058210

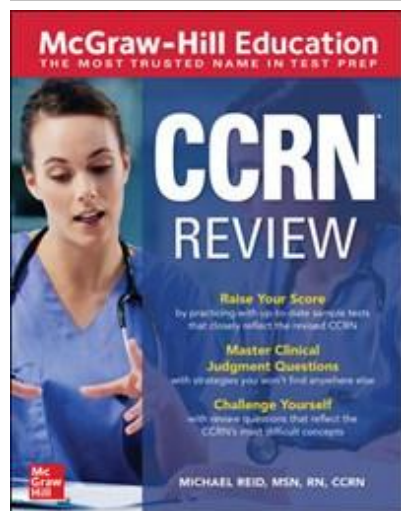
#### Related Products

##### Also Available

McGraw-Hill Education HESI A2  
Value Pack 9781260117424  
\$51.95

McGraw-Hill Education HESI A2  
Review 9781260026405 \$35.95

McGraw-Hill Education 3 HESI A2  
Practice Tests, Second Edition  
9781260019902 \$35.95



## McGraw-Hill Education CCRN Review

Kristy Malacos

### Key Selling Points

- 500 up-to-date review questions target the most important question types
- 4 full-length practice tests reflect the most recent version of the exam
- Strategies for answering tough questions are based on real-world scenarios

### Summary

#### The most up-to-date study guide for CCRN board certification

Administered year-round to a growing pool of 80,000 students, the CCRN is a board certification sought by nurses who want to work in critical care settings. With core test areas including Clinical Judgment and Professional Caring & Ethical Practice, the CCRN exam also includes multisystem knowledge, including cardiovascular, pulmonary and renal systems.

Organized to help students make the most of their study time, *CCRN Review* is the most up-to-date study guide available, with hundreds of review questions and four full-length practice tests. Students will find strategies for handling questions based on real-world patient scenarios, help with essential math concepts, and extensive tips for performing their best on exam day.

### Features

- 4 full-length practice tests that reflect the most recent version of the exam
- 500 review questions targeting the most important question types
- Complete coverage of the exam's two core subjects: Clinical Judgment and Professional Caring & Ethical Practice
- Strategies for answering questions based on real-world patient scenarios
- Thorough review of essential math concepts essential to the CCRN exam
- Techniques for success on Professional Caring & Ethical Practice questions
- Shortcuts to help students save time and minimize mistakes
- Tools to help students approach specific question types in the most effective way

**Michael Reid**, RN, MSN, CCRN, is a Critical Care Registered Nurse in the Surgical Trauma Intensive Care Unit at Advocate Health—Illinois Masonic Medical Center in Chicago.

McGraw-Hill Education  
9781260464481  
1260464482  
Pub Date: 12/25/2020  
\$35.95 Can.  
Discount Code: T  
Book

Medical / Nursing  
MED058030

27.6 cm H | 21.6 cm W

### Related Products

#### Also Available

AACN Essentials of Critical Care Nursing, Fourth Edition  
9781260116755 \$102.95  
Critical Care Nursing Certification: Preparation, Review, and Practice Exams, Seventh Edition 9780071826761 \$101.95



## McGraw-Hill Education PTCE Review

Kristy Malacos

### Key Selling Points

- 4 full-length practice tests reflect the most recent version of the PTCE
- 250 up-to-date review questions target the test's most important question types
- Provides key strategies for mastering dosage calculations and questions on drug interactions

### Summary

**This PTCE study guide is a must-have for future pharmacy technicians**

Pharmacy technicians are required to pass the *Pharmacy Technician Certification Exam*. *PTCE Review* provides them the crucial review and practice necessary to pass this test, covering all fundamental concepts tested on the exam. It offers strategies for success on questions involving essential math concepts, dosage calculations, drug interactions, and more. With 250 review questions and four full-length practice tests, this book is the indispensable study guide for students wanting to pass the exam with confidence.

### Features

- 4 full-length practice tests that reflect the most recent version of the exam
- 250 up-to-date review questions that target the test's most important question types
- Complete coverage of each of the exam's main subject areas: Pharmacology for Technicians, Pharmacy Law and Regulations, Sterile and Non-Sterile Compounding, Medication Safety, Pharmacy Quality Assurance, Medication Order Entry and Fill Process, Pharmacy Inventory Management, Pharmacy Billing and Reimbursement, and Pharmacy Information System Usage and Application
- Strategies for mastering dosage calculations
- A thorough review of the math concepts essential to the PTCE
- Extensive practice questions on drug interactions
- Techniques for success on questions involving measurement conversions

**Kristy Malacos** is Pharmacy Administrator and Purchasing Director at Magruder Hospital

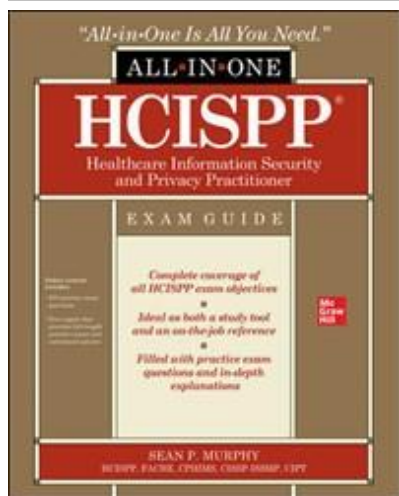
McGraw-Hill Education  
9781260470055  
1260470059  
Pub Date: 12/25/2020  
\$31.95 Can.  
Discount Code: T  
Book

Medical / Pharmacy  
MED072000  
27.6 cm H | 21.6 cm W

#### Related Products

##### Also Available

Pharmacy Technician Exam  
Certification and Review  
9780071826891 \$53.95  
Mastering Pharmacy Technician  
Math: A Certification Review  
9780071829687 \$76.95



## HCISPP HealthCare Information Security and Privacy Practitioner All-in-One Exam Guide

Sean P. Murphy

### Summary

**This self-study guide delivers complete coverage of every topic on the 2019 version of the HCISPP exam**

Prepare for the latest release of the HealthCare Information Security and Privacy Practitioner (HCISPP) exam using the detailed information contained in this effective resource. The book features learning objectives at the beginning of each chapter as well as exam tips, practice questions, and in-depth explanations. Designed to help readers pass the rigorous exam with ease, the guide also serves as an ideal on-the-job reference.

Written by a healthcare information security and privacy expert, *HCISPP® HealthCare Information Security and Privacy Practitioner All-in-One Exam Guide* provides candidates with a full-spectrum overview of the diversity in healthcare organizations, technology, data, regulatory and compliance, risk management, and much more. The book aligns with the 2019 HCISPP Common Body of Knowledge (CBK) developed by the International Information Systems Security Certification Consortium (ISC)2.

- Offers 100% coverage of every objective for the September 2019 release of the HCISPP exam
- Includes online access to 250 practice exam questions in the Total Tester exam engine
- Practice questions match the format, content, and tone of the actual exam

**Sean P. Murphy**, HCISPP, FACHE, CPHIMS, CISSP-ISSMP, CIPT, (Seattle, WA) is a healthcare information security expert with more than 20 years of experience in highly-regulated, security-focused organizations. He has served in senior CIO and CISO positions in the military service and private sector at all levels of healthcare organizations and financial services.

McGraw-Hill Education  
9781260460063  
1260460061  
Pub Date: 9/11/2020  
\$89.95 Can.  
Discount Code: T  
Paperback

Computers / Certification Guides  
COM055000

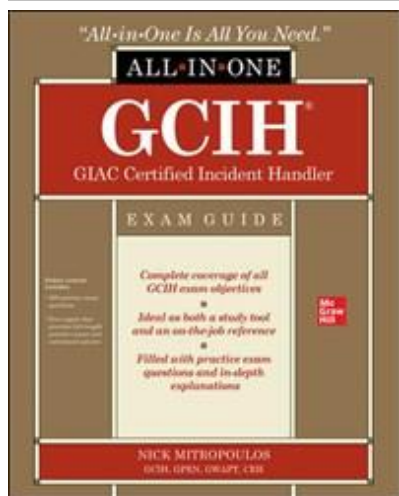
23.2 cm H | 18.7 cm W

#### Related Products

##### Also Available

HCISPP HealthCare Information Security and Privacy Practitioner All-in-One Exam Guide  
9781260460070  
CISSP All-in-One Exam Guide, Eighth Edition 9781260142655 \$89.95  
Healthcare Information Technology Exam Guide for CHTS and CAHIMS Certifications 9781259836978 \$89.95  
Healthcare Information Security and Privacy 9780071831796 \$68.95





## GCIH GIAC Certified Incident Handler All-in-One Exam Guide

Nick Mitropoulos

### Summary

**This self-study guide delivers complete coverage of every topic on the GIAC Certified Incident Handler exam**

Prepare for the current version of the GIAC Certified Incident Handler exam using the detailed information contained in this effective exam preparation resource. The book lays out the latest techniques for detecting, responding to, and resolving security incidents. Designed to help readers prepare for the rigorous exam with ease, the guide also serves as an ideal on-the-job reference.

Written by an expert in the field, *GCIH GIAC Certified Incident Handler All-in-One Exam Guide* lays out the advanced security incident handling skills covered on the test. Readers will get realistic attack examples that demonstrate threats faced commonly in cyber security. To aid in self-study, each chapter includes exam tips that highlight key exam information, a chapter summary that serves as a quick review of the chapter's salient points, and end-of-chapter questions that simulate those on the live exam.

- Offers 100% coverage of every objective for the GIAC Certified Incident Handler exam
- Includes online access to 300 practice exam questions in the Total Tester exam engine
- Written by a seasoned cyber security professional and experienced author

**Nick Mitropoulos, GCIH, GPEN, GISF (London, UK)**, is the CEO of Scarlet Dragonfly. He has more than 12 years of experience in security training, cyber security, incident handling, vulnerability management, security operations, threat intelligence, and data loss prevention. Nick holds more than 25 security certifications and is the author of *SSCP Practice Exams*.

McGraw-Hill Education  
9781260461626  
1260461629  
Pub Date: 8/21/2020  
\$76.95 Can.  
Discount Code: T  
Paperback

Computers / Certification Guides  
COM055000

23.2 cm H | 18.7 cm W

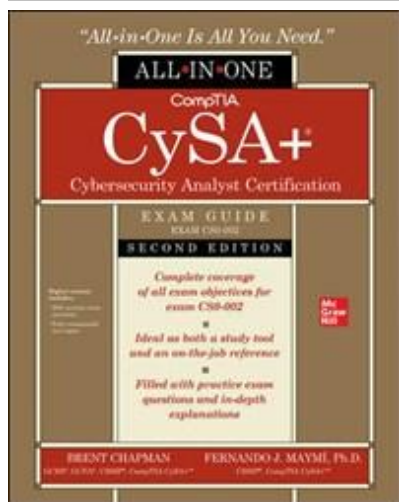
#### Related Products

##### Also Available

GCIH GIAC Certified Incident Handler All-in-One Exam Guide  
9781260461633

CEH Certified Ethical Hacker All-in-One Exam Guide, Fourth Edition 9781260454550 \$64.95

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



## CompTIA CySA+ Cybersecurity Analyst Certification All-in-One Exam Guide, Second Edition (Exam CS0-002) (2nd Edition)

Brent Chapman, Fernando Maymi

### Summary

**Prepare for the CompTIA CySA+ certification exam with this fully updated self-study resource**

Pass the current version of the CompTIA Cybersecurity Analyst+ certification exam and obtain a valuable security credential using the comprehensive information contained in this up-to-date self-study guide. Readers will find step-by-step exercises, exam tips and notes, end-of-chapter reviews, and practice questions that match those on the live test in content, format, and feel.

An integrated study system based on proven pedagogy, *CompTIA CySA+ Cybersecurity Analyst Certification All-in-One Exam Guide (Exam CS0-002), Second Edition* offers complete coverage of every objective for the challenging exam. Inside, readers will get detailed explanations of threat and vulnerability management, cyber-incident response, security architectures, and more. Designed to help candidates pass exam CS0-002 with ease, this definitive guide also serves as an essential on-the-job reference.

- Online content includes 170 accurate practice questions and additional performance-based questions in the Total Tester exam engine
- Includes a 10% off exam voucher coupon, a \$35 value
- Written by a pair of information security experts and experienced authors

**Brent Chapman**, GCIH, GCFA, CISSP, CySA+ (Cedar Park, TX), is a recognized cybersecurity expert who previously served as an instructor and researcher at the United States Military Academy at West Point and project manager at the Defense Innovation Unit, Experimental. He is the co-author of the first edition of *CompTIA CySA+ Cybersecurity Analyst Certification All-in-One Exam Guide*.

**Fernando J. Maymí, Ph.D.**, CISSP (Laurel, MD), is a security practitioner with over 25 years of experience. He is currently the lead scientist at Soar Technology, Inc. and was previously the Deputy Director of the Army Cyber Institute in West Point. He is the author of over a dozen publications, the co-author of *CISSP All-in-One Exam Guide, Seventh Edition*, and holds three patents.

McGraw-Hill Education  
9781260464306  
126046430X  
Pub Date: 11/27/2020  
\$76.95 Can.  
Discount Code: T  
Paperback

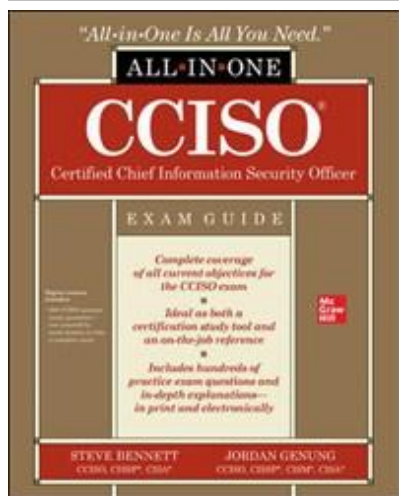
Computers / Certification Guides  
COM055000

23.2 cm H | 18.7 cm W

#### Related Products

##### Also Available

CompTIA CySA+ Cybersecurity Analyst Certification All-in-One Exam Guide (Exam CS0-001)  
9781260011814 \$76.95



## CCISO Certified Chief Information Security Officer All-in-One Exam Guide

Steve Bennett, Jordan Genung

### Summary

#### 100% coverage of every objective for the EC-Council's Certified Chief Information Security Officer exam

Take the challenging CCISO exam with confidence using the comprehensive information contained in this effective study guide.

*CCISO Certified Chief Information Security Officer All-in-One Exam Guide* provides 100% coverage of all five CCISO domains. Each domain is presented with information mapped to the 2019 exam requirements as defined by the CCISO governing body, the EC-Council. For each domain, the information presented includes: historical and background information; technical information explaining the core concepts; peripheral information intended to support a broader understating of the domain; stories, discussions, anecdotes, and examples providing real-world context to the information.

- Online content includes 300 practice questions in the customizable Total Tester exam engine
- Covers all exam objectives in the 2019 EC-Council CCISO Blueprint
- Written by information security experts

McGraw-Hill Education  
9781260463927  
1260463923  
Pub Date: 11/27/2020  
\$89.95 Can.  
Discount Code: T  
Paperback

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

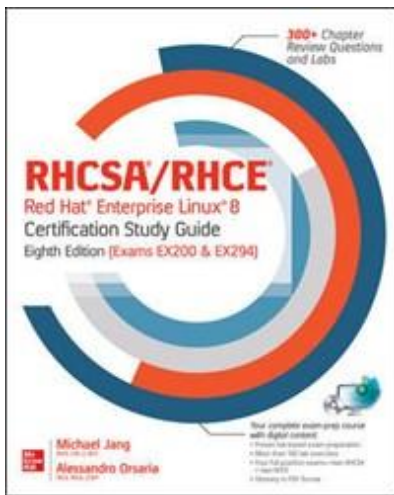
#### Related Products

##### Also Available

CEH Certified Ethical Hacker All-in-One Exam Guide, Fourth Edition 9781260454550 \$64.95  
CISM Certified Information Security Manager All-in-One Exam Guide 9781260027037 \$76.95

**Steve Bennett (Crownsville, MD)**, CCISO, CISSP, CISA, has over 40 years of experience in information technology specializing in information security. He has served as an information security engineer and consultant for organizations in nearly every major business sector as well as federal, state, and local government agencies. He has created courseware and taught classes covering diverse topics including information security, social engineering, auditing, systems administration, network monitoring and fiber optic communications.

**Jordan Genung (Albany, NY)**, CCISO, CCISP, CISM, CISA serves as an Information Security Officer and security advisor for public and private sector organizations. His experience includes security consulting for Fortune 100 companies and government agencies, building information security programs, and developing information security curriculum. Jordan holds a degree in Computer Science and Information Security from the University of Texas at San Antonio, an NSA and DHS National Center of Academic Excellence in Cyber Operations, Cyber Defense, and Research.



## RHCSA/RHCE Red Hat Enterprise Linux 8 Certification Study Guide, 8th Edition (Exams EX200 & EX294) *(8th*

*Edition)*

Michael Jang, Alessandro Orsaria

### 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.**

**Take the latest editions of the challenging RHCSA and RHCE certification exams with confidence**

This comprehensive self-study guide clearly explains what candidates need to know—and gets them fully prepared—for the RHCSA and RHCE certification exams. Written by a pair of Linux certification experts and experienced authors, this new edition has been thoroughly revised for Red Hat Enterprise Linux 8 and provides complete coverage of all exam objectives.

*RHCSA/RHCE Red Hat Enterprise Linux 8 Certification Study Guide, Eighth Edition (Exams EX200 & EX294)* is an integrated study system based on proven pedagogy. Each chapter includes step-by-step exercises, special “Exam Watch” and “On the Job” sidebars, “Two-Minute Drills,” self-tests, and hands-on lab questions. The companion website contains searchable glossaries, downloadable virtual machine files, four complete lab-based practice exams (two for each exam), and 100+ lab-based exercises with answers and explanations.

- Features 100+ lab-based exercises with answers and in-depth explanations
- Online content includes four complete lab-based practice exams—two for RHCSA and two for RHCE
- Written by a pair of Linux certification experts

**Michael Jang**, RHCE, LPIC-2, UCP, LCP, Linux+, MCP is currently a Senior Technical Writer for ForgeRock. He has written numerous books on Linux certification, including LPIC-1 in Depth, Mike Meyers’ Linux+ Certification Passport, and Sair GNU/Linux Installation and Configuration Exam Cram. He is also the author of RHCSA/RHCE Red Hat Linux Certification Practice Exams with Virtual Machines.

**Alessandro Orsaria**, RHCE, RHCA, CCIE x 2, is an IT professional with more than 15 years of experience in the industry. He has authored articles for technical Linux magazines and is currently employed by a global equity hedge fund as an IT Infrastructure Architect.

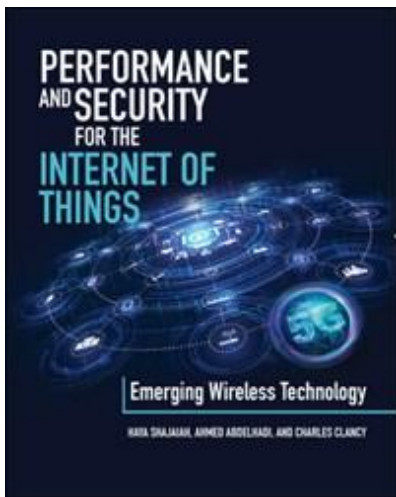
McGraw-Hill Education  
9781260462074  
1260462072  
Pub Date: 12/4/2020  
\$76.95 Can.  
Discount Code: T  
Paperback

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

#### Related Products

##### Also Available

RHCSA/RHCE Red Hat Linux Certification Study Guide, Seventh Edition (Exams EX200 & EX300) 9780071841962 \$76.95



## Performance and Security for the Internet of Things: Emerging Wireless Technologies

Haya Shajaiah, Ahmed Abdelhadi, Charles Clancy

### Summary

#### A concise guide to 5G communications systems security for the Internet of Things

This hands-on guide shows, step by step, how to apply a mathematical approach to tackle security challenges and overall performance issues in 5G-based IoT communications. The methods, optimization problems, mathematical solutions, algorithms, and programming codes presented in the book can be applied directly or extended as countermeasures for different IoT vulnerabilities.

*5G Spectrum Sharing: Optimizing Security and Performance for the Internet of Things* offers precise explanations of the catastrophic new security threats alongside detailed preemptive countermeasures. Readers will explore the vulnerabilities in spectrum sharing systems, smart grid communications, and machine-to-machine communications as well as uplink/downlink communication for IoT applications.

- Contains detailed solutions for tackling communications security threats
- Includes MATLAB codes for all algorithms
- Written by a team of recognized communications experts and academics

**Haya Shajaiah, Ph.D.**, is currently a visiting researcher at the department of ECE in Virginia Tech. She is an adjunct assistant professor at George Washington University and was awarded an Intelligence Community Postdoctoral Research Fellowship by the Oak Ridge Institute for Science and Education.

**Ahmed Abdelhadi, Ph.D.**, is an assistant professor at the University of Houston. Before joining UH, he was a Research Assistant Professor at Virginia Tech. He is the author of *Cellular Communications Systems in Congested Environments*.

**Charles Clancy, Ph.D.**, is the executive director of Virginia Tech's Hume Center for National Security and Technology and is the Bradley Professor of Electrical and Computer Engineering.

McGraw-Hill Education  
9781260460353  
1260460355  
Pub Date: 10/23/2020  
\$88.95 Can.  
Discount Code: I  
Hardcover

Technology & Engineering  
/ Electrical  
TEC007000

23.5 cm H | 18.7 cm W

#### Related Products

##### Also Available

Practical Antenna Handbook 5/e  
9780071639583 \$59.95

Antenna Engineering Handbook,  
Fourth Edition 9780071475747





## Google Cloud Certified Associate Cloud Engineer All-in-One Exam Guide

Jack Hyman

### Summary

**This study guide offers 100% coverage of every objective for the Google Cloud Certified Associate Cloud Engineer exam**

Take the challenging Google Cloud Certified Associate Cloud Engineer exam with confidence using the comprehensive information contained in this effective self-study guide. The book serves as an introduction to Google Cloud Platform (GCP) and shows candidates how to pass the test. Beyond exam preparation, the guide also serves as a valuable on-the-job reference.

Written by a recognized expert in the field, *Google Cloud Certified Associate Cloud Engineer All-In-One Exam Guide* is based on proven pedagogy and features special elements that teach and reinforce practical skills. The book contains accurate practice questions and detailed explanations. Readers will discover how to plan, set up, and configure GCP; ensure effective operation; and administer access and security.

- Covers every topic on the exam—demonstrated through exercises, sample exams, and practice use cases
- Provides online access to TotalTester customizable exam engine with additional practice questions
- Written by a cloud computing expert, educator, and experienced author

**Jack A. Hyman, Ph.D., GCP Associate (Atlanta, GA)**, is a security, cloud computing, data science, blockchain, and usability engineering author, consultant, educator, and speaker. He has authored, contributed, and reviewed many peer-reviewed articles, book chapters, and books for publications, including the IEEE, ACM, Elsevier, and Sage.

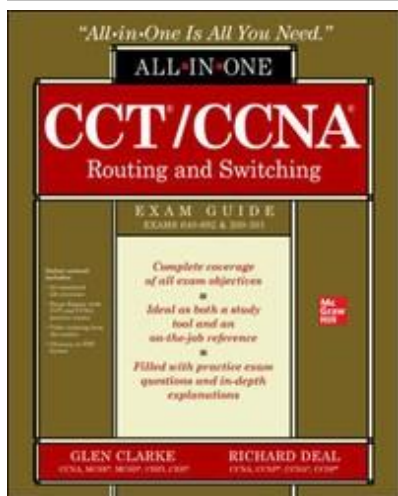
McGraw-Hill Education  
9781260473452  
1260473457  
Pub Date: 11/6/2020  
\$64.95 Can.  
Discount Code: T  
Paperback

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

#### Related Products

##### Also Available

AWS Certified Solutions Architect  
Associate All-in-One Exam Guide  
(Exam SAA-C01)  
9781260108279 \$64.95



## CCT/CCNA Routing and Switching All-in-One Exam Guide (Exams 100-490 & 200-301)

Glen E. Clarke, Richard Deal

### Summary

**This fully updated exam guide covers every topic on the current versions of Cisco's CCT and CCNA exams**

Written by two leading Cisco networking experts, this comprehensive guide offers authoritative test preparation and an integrated network lab simulator and exam engine that facilitate in mastering the material covered on the difficult exam. Readers can take the latest version of the Cisco Certified Technician (CCT) and the Cisco Certified Network Administrator (CCNA) exams with confidence using the detailed information contained in this highly effective self-study system.

*CCT/CCNA Routing & Switching All-in-One Exam Guide (Exams 640-692 & 200-301)* covers all exam objectives and features 200+ accurate practice questions. Readers will get "Notes," "Tips," and "Caution" sidebars that highlight salient points as well as chapter-ending practice questions that aid in exam prep. All questions mirror those on the live test in tone, format, and content. Beyond fully preparing candidates for the challenging exam, the book also serves as a valuable on-the-job reference for IT professionals.

- Features 100% coverage of every objective for the 2020 version of the CCT and CCNA certification exams
- Online content includes test engine with 200+ practice questions, 20+ video training clips, and free networking utilities
- Written by a pair of Cisco networking experts and training experts

**Glen E. Clarke (Nova Scotia)**, CCNA, MCSE, MCSA, CEH, CHFI, CISSO, CompTIA Security+, CompTIA Pentest+, is an independent technical trainer and consultant. He is the author of a number of For Dummies certification titles, covering topics such as A+ and Windows certification and is the author of the *CompTIA Security+ Certification Study Guide* from McGraw-Hill.

**Richard Deal (Oviedo, FL)**, CCNA, CCNP, CCDA, CCDP, is a networking professional and certified Cisco instructor and has been a Cisco certification test writer. He owns a consulting company, The Deal Group, which provides network consulting and training services nationwide and currently consults for HP.

McGraw-Hill Education  
9781260469776  
1260469778  
Pub Date: 10/23/2020  
\$64.95 Can.  
Discount Code: T  
Hardcover

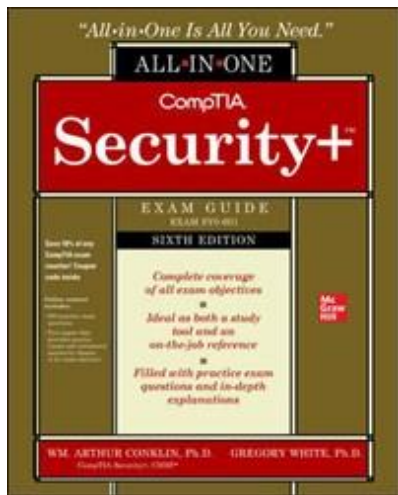
Computers / Certification Guides  
COM055000

23.2 cm H | 18.7 cm W

#### Related Products

##### Also Available

CompTIA Network+ Certification All-in-One Exam Guide, Seventh Edition (Exam N10-007)  
9781260122381 \$76.95  
CCNA Cisco Certified Network Associate Routing and Switching Study Guide (Exams 200-120, ICND1, & ICND2), with Boson NetSim Limited Edition  
9780071832083



## CompTIA Security+ Certification All-in-One Exam Guide, Sixth Edition (Exam SY0-601) (6th Edition)

Wm. Arthur Conklin, Greg White, Dwayne Williams, R...

### 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.**

**This fully updated exam guide covers every topic on the current version of the CompTIA Security+ exam**

Take the latest version of the CompTIA Security+ exam with complete confidence using the detailed information contained in this highly effective self-study system. Written by a team of leading information security experts, this authoritative guide addresses the skills required for securing a network and managing risk and enables readers to become CompTIA certified.

*CompTIA Security+ All-in-One Exam Guide, Sixth Edition (Exam SY0-601)* covers all exam domains and features 200 accurate practice questions. To aid in study, the book features learning objectives at the beginning of each chapter, exam tips, practice exam questions, and in-depth explanations. All questions mirror those on the live exam in tone, format, and content. Beyond fully preparing candidates for the challenging exam, the book also serves as a valuable on-the-job reference for IT professionals.

- Provides 100% coverage of every objective on exam SY0-601
- Online content includes performance-based question simulations and 200 multiple-choice practice questions
- Written by a pair of experienced IT security educators

**Wm. Arthur Conklin (Houston, TX)**, CompTIA Security+, CISSP, is an assistant professor in the Department of Information and Logistics Technology at the University of Houston.

**Gregory White (San Antonio, TX)**, CompTIA Security+, CISSP, is an associate professor in the Department of Computer Science at the University of Texas at San Antonio.

McGraw-Hill Education  
9781260464009  
1260464008  
Pub Date: 11/22/2020  
\$76.95 Can.  
Discount Code: T  
Book

Computers / Certification Guides  
COM055000

23.2 cm H | 18.7 cm W

### Related Products

#### Also Available

CompTIA Security+ All-in-One Exam Guide, Fifth Edition (Exam SY0-501) 9781260019322 \$76.95

CompTIA Security+ Certification Bundle, Third Edition (Exam SY0-501) 9781260116380 \$89.95

Mike Meyers' CompTIA Security+ Certification Guide, Second Edition (Exam SY0-501) 9781260026375 \$43.95

Mike Meyers' CompTIA Security+ Certification Passport, Fifth Edition (Exam SY0-501) 9781260026566 \$44.95

CompTIA Security+ Certification Study Guide, Third Edition (Exam SY0-501) 9781260026054 \$64.95

CompTIA Security+ Certification Practice Exams, Third Edition (Exam SY0-501) 9781260026900 \$38.95

# CompTIA CySA+ Cybersecurity Analyst Certification Practice Exams (Exam CS0-002) *(2nd Edition)*

Kelly Sparks

## Summary

**Prepare for the latest version of the CompTIA CySA+ Cybersecurity Analyst Certification exam using the practice questions contained in this self-study guide**

Packed with hundreds of accurate practice exam questions and in-depth answer explanations, this effective study guide contains valuable information to use in preparation for the new release of CompTIA's challenging CySA+ Cybersecurity Analyst Certification exam. Between the book and bonus online content, candidates will get more than 500 practice questions that closely match those on the actual exam in content, format, and feel.

Written by a seasoned information security professional, *CompTIA CySA+ Cybersecurity Analyst Certification Practice Exams (Exam CS0-002)* includes knowledge, scenario, and performance-based questions. The book serves as the perfect companion to *CompTIA CySA+ Cybersecurity Analyst Certification All-in-One Exam Guide, Second Edition*

McGraw-Hill Education  
9781260473636  
1260473635  
Pub Date: 11/27/2020  
\$51.95 Can.  
Discount Code: T  
Paperback

Computers / Certification Guides  
COM055000

23.2 cm H | 18.7 cm W

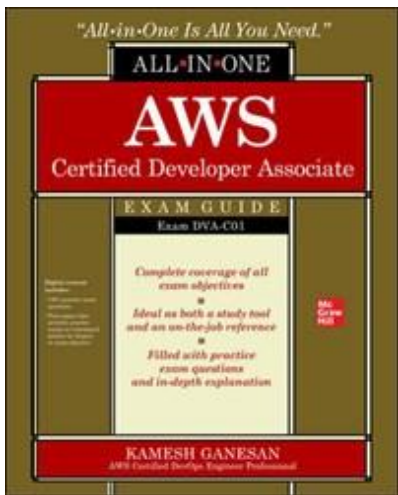
### Related Products

#### Also Available

CompTIA CySA+ Cybersecurity Analyst Certification Bundle (Exam CS0-001)  
9781260453256 \$96.95  
CompTIA CySA+ Cybersecurity Analyst Certification Practice Exams (Exam CS0-001)  
9781260117011 \$51.95  
CompTIA CySA+ Cybersecurity Analyst Certification All-in-One Exam Guide (Exam CS0-001)  
9781260011814 \$76.95

- Includes a 10% off exam voucher coupon, a \$34 value
- Provides access to additional practice questions in the Total Tester online customizable exam engine
- Written by a leading information security expert and experienced instructor

**Kelly Sparks, CISSP, CySA+ (Harvest, AL)**, is the Test Directorate Information System Security Manager for the U.S. Missile Defense Agency and has more than 30 years of experience in the cybersecurity field. His experience includes 20 years in the U.S. Air Force specializing in electronic systems security assessment, information operations, electronic warfare training, and operations security.



# AWS Certified Developer Associate All-in-One Exam Guide (Exam DVA-C01)

Kamesh Ganesan

## 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.**

**This effective self-study system delivers complete coverage of every topic on the AWS Certified Developer Associate Exam**

Take the challenging AWS Certified Developer Associate Exam with complete confidence using the comprehensive information contained in this test preparation guide. The book features hands-on exercises as well as "Notes," "Tips," and "Cautions" that provide real-world insight and call out potentially harmful situations. Designed to help candidates pass the exam with ease, this guide also serves as an ideal on-the-job reference.

Written by a cloud computing expert, *AWS Certified Developer Associate All-in-One Exam Guide (Exam DVA-C01)* covers every subject on the exam and clearly explains how to create, deploy, migrate, monitor and debug cloud native applications using AWS. To aid in self-study, each chapter includes "Exam Tips" that highlight key exam information, a chapter summary that serves as a quick review of the chapter's salient points, and end-of-chapter questions that simulate those on the live exam.

- Online content includes 130 practice exam questions in the Total Tester exam engine
- Contains best practices for building secure, reliable cloud-native applications
- Written by an Amazon Web Services expert and experienced trainer

**Kamesh Ganesan**, PMP, TOGAF, AWS Certified Developer (Greater Orlando area, FL), is a seasoned technology and cloud evangelist with more than 21 years of IT experience working with all major technologies, including AWS, Azure, GCP and Alibaba cloud. He recently authored and presented the live online training course "Hands-on Multi-Cloud for Developers."

McGraw-Hill Education  
9781260460179  
1260460177  
Pub Date: 11/27/2020  
\$64.95 Can.  
Discount Code: T  
Paperback

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

### Related Products

#### Also Available

AWS Certified Solutions Architect Associate All-in-One Exam Guide (Exam SAA-C01)  
9781260108279 \$64.95





# AWS Certified Solutions Architect Associate All-in-One Exam Guide, Second Edition (Exam SAA-C02) *(2nd Edition)*

Joyjeet Banerjee

## Summary

**This up-to-date study guide offers 100% coverage of every objective for the current version of the AWS Certified Solutions Architect Professional exam**

Take the new release of the industry-leading AWS Certified Solutions Architect Associate exam with confidence using the comprehensive information contained in this fully updated self-study resource. Written by an enterprise solutions architect, the book offers exam-focused coverage of AWS architecture and application design and core services. Beyond exam preparation, the guide also serves as a valuable on-the-job reference.

*AWS Certified Solutions Architect Associate All-in-One Exam Guide, Second Edition (Exam SAA-C02)* is based on a proven pedagogy and features special elements that teach and reinforce practical skills. The book contains accurate practice questions and detailed explanations. Readers will get implementation tips, hands-on examples, case studies, and best practices drawn from the author's experience.

- Covers 100% of new exam content, demonstrated through real-world scenarios
- Online content includes 130 practice questions in the Total Tester exam engine
- Written by an AWS enterprise solutions architect and regular conference speaker

McGraw-Hill Education  
 9781260470185  
 1260470180  
 Pub Date: 12/6/2020  
 \$64.95 Can.  
 Discount Code: T  
 Book

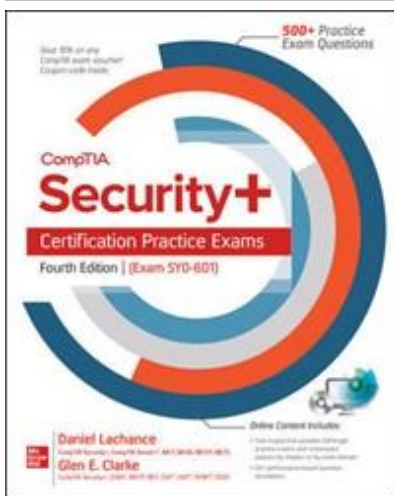
Computers / Certification Guides  
 COM055000  
 23.2 cm H | 18.7 cm W

### Related Products

#### Also Available

AWS Certified Solutions Architect Associate All-in-One Exam Guide (Exam SAA-C01)  
 9781260108279 \$64.95

**Joyjeet Banerjee (San Francisco, CA)** is an enterprise solutions architect with Amazon Web Services, where he crafts highly scalable, flexible, and resilient cloud architectures that address customer business needs. Joyjeet is a regular guest speaker at user and industry conferences and has recently been honored as an Oracle Innovator.



## CompTIA Security+ Certification Practice Exams, Fourth Edition (Exam SY0-601) (4th Edition)

Daniel Lachance, Glen E. Clarke

### 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.**

**This up-to-date study aid contains hundreds of accurate practice questions and detailed answer explanations**

Thoroughly revised to cover every topic on the latest version of the CompTIA Security+ exam (exam SY0-601), this powerful self-study resource offers more than 1000 questions that accurately mirror those on the actual test. Co-authored by a pair of training and certification experts, the book provides in-depth explanations for both correct and incorrect answer choices.

*CompTIA Security+ Certification Practice Exams, Fourth Edition (Exam SY0-601)* offers three complete practice exams—one pre-assessment test and two final exams—intended to measure progress and prepare for the live test. Within the customizable test engine, questions may be organized by chapter and exam domain, allowing readers to focus on specific topics and tailor an effective course of study.

- Provides 100% coverage of every objective for exam SY0-601
- Online content includes 300 additional practice questions in the Total Tester exam engine
- Includes a 10% off the exam voucher coupon—a \$35 value

**Daniel Lachance, 56 (Halifax, Nova Scotia)** CompTIA Cloud+, CompTIA Server+, CompTIA A+, CompTIA Network+, CompTIA Security+, MCT, MCSA, MCITP, MCTS, is the owner of Lachance IT Consulting Inc. He has delivered technical IT training for a wide variety of products for more than 20 years.

**Glen E. Clarke, (Nova Scotia)** CCNA, MCSE, MCSA, CEH, CHFI, CISSO, CompTIA Security+, CompTIA Pentest+, is an independent technical trainer and consultant. He is the author of a number of For Dummies certification titles, covering topics such as A+ and Windows certification, and is the author of the CompTIA Security+ Certification Study Guide from McGraw-Hill.

McGraw-Hill Education  
9781260467970  
126046797X  
Pub Date: 12/22/2020  
\$38.95 Can.  
Discount Code: T  
Book

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

### Related Products

#### Also Available

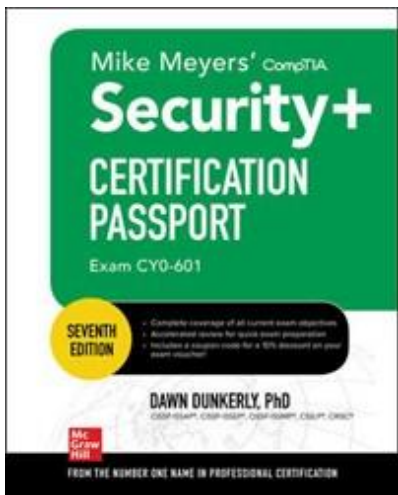
CompTIA Security+ All-in-One Exam Guide, Fifth Edition (Exam SY0-501) 9781260019322 \$76.95

CompTIA Security+ Certification Bundle, Third Edition (Exam SY0-501) 9781260116380 \$89.95

Mike Meyers' CompTIA Security+ Certification Guide, Second Edition (Exam SY0-501) 9781260026375 \$43.95

CompTIA Security+ Certification Study Guide, Third Edition (Exam SY0-501) 9781260026054 \$64.95

CompTIA Security+ Certification Practice Exams, Third Edition (Exam SY0-501) 9781260026900 \$38.95



## Mike Meyers CompTIA Security+ Certification Passport, Sixth Edition (Exam SY0-601) (6th Edition)

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.**

**This quick review, cram-style study guide offers 100% coverage of every topic on the latest version of the CompTIA Security+ exam**

This powerful exam preparation resource presents an accelerated review of the pertinent technology and covers all objectives for the CompTIA Security+ exam (exam SY0-601). Written in an all new Passport format developed by training expert Mike Meyers, the book enables readers to focus on specific topics, determine areas of need, and tailor an effective course for study.

*Mike Meyers' CompTIA Security+ Certification Passport, Sixth Edition (Exam SY0-601)* features accurate practice exam questions and in-depth answer explanations as well as end-of-chapter bulleted summaries that reinforce salient points. Throughout, "Exam Tips" highlight important topics, "Note" icons define need-to-know terms, "Caution" notes alert readers to potential pitfalls, and "Resource" icons specify resources for further information.

McGraw-Hill Education  
9781260467956  
1260467953  
Pub Date: 12/23/2020  
\$44.95 Can.  
Discount Code: T  
Paperback

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

#### Related Products

##### Also Available

Mike Meyers' CompTIA A+ Certification Passport, Seventh Edition (Exams 220-1101 & 220-1102) 9781260455021 \$38.95

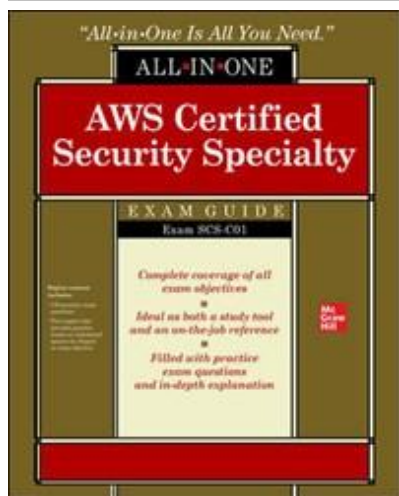
Mike Meyers' CompTIA Network+ Certification Passport, Sixth Edition (Exam N10-007) 9781260121186 \$45.95

Mike Meyers' CompTIA Security+ Certification Guide, Second Edition (Exam SY0-501) 9781260026375 \$43.95

Mike Meyers' CompTIA Security+ Certification Passport, Fifth Edition (Exam SY0-501) 9781260026566 \$44.95

- Provides complete coverage of every objective on exam SY0-601
- Online content includes 200 practice questions and additional performance-based questions
- Written by a cybersecurity expert and edited by certification guru Mike Meyers

**Dr. Dawn Dunkerley (Huntsville, AL)**, CRISC, CISSP-ISSAP, CISSP-ISSEP, CISSP-ISSMP, CSSLP, PMP, is a researcher whose interests include cyberwarfare, cybersecurity, and the success and measurement of organizational cybersecurity initiatives. She is co-author of Mike Meyers' CompTIA Security+ Certification Passport, Fifth Edition.



## AWS Certified Security Specialty All-in-One Exam Guide (Exam SCS-C01)

Tracy Pierce, Aravind Kodandaramaiah, Alex Rosa, R...

### Summary

**This self-study resource offers complete coverage of every topic on the AWS Certified Security Specialty exam**

Take the AWS Certified Security Specialty exam with confidence using the detailed information contained in this effective study guide. The book covers every objective for the exam and provides comprehensive content on AWS security from an insider. Designed to help readers pass the exam with ease, the guide also serves as an ideal on-the-job reference.

*AWS Certified Security Specialty All-in-One Exam Guide (Exam SCS-C01)* shows how to develop, deploy, and maintain solid security protocols on AmazonWeb Services. To aid in study, each chapter includes exam tips, chapter summaries, and practice exam questions that simulate those on the actual test. Readers will get hands-on exercises as well as "Notes," "Tips," and "Cautions" that provide real-world insight and call out potentially harmful situations.

- Covers 100% of all exam domains using a case-based approach, including real-world scenarios
- Includes online access to 130 practice exam questions in the Total Tester exam engine
- Written by an Amazon Web Services professionals and security experts

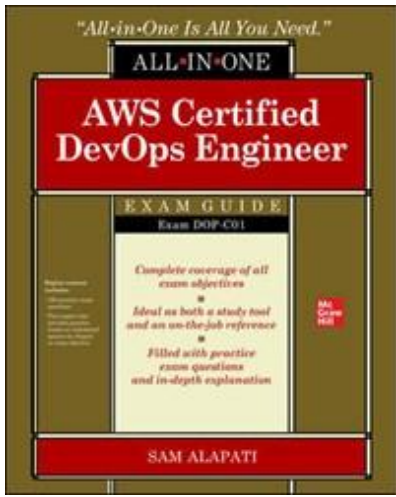
McGraw-Hill Education  
9781260461725  
1260461726  
Pub Date: 1/5/2021  
\$64.95 Can.  
Discount Code: T  
Book

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

#### Related Products

##### Also Available

AWS Certified Solutions Architect Associate All-in-One Exam Guide (Exam SAA-C01)  
9781260108279 \$64.95  
CCSP Certified Cloud Security Professional All-in-One Exam Guide 9781259835469 \$44.95



# AWS Certified DevOps Engineer Professional All-in-One-Exam Guide (Exam DOP-C01)

Sam R. Alapati

## Summary

**This effective study resource offers 100% coverage of all of the objectives for the AWS Certified DevOps Engineer exam**

Take the challenging AWS Certified DevOps Engineer exam with confidence using the detailed information contained in this self-study guide. Written by an AWS expert, the book provides comprehensive, real-world instruction for AWS system administrators, system architects, DevOps professionals, and developers. Designed to help readers pass the exam with ease, the guide also serves as an ideal on-the-job reference.

*AWS Certified DevOps Engineer All-in-One Exam Guide (Exam DOP-C01)* shows how to develop, deploy, and maintain robust applications on AWS. To aid in study, each chapter includes exam tips, chapter summaries, and practice exam questions that simulate those on the actual test. Readers will get hands-on exercises as well as "Notes," "Tips," and "Cautions" that provide real-world insight and call out potentially harmful situations.

- Covers every exam objective with detailed explanations and hands-on exercises throughout
- Includes online access to 200+ practice exam questions in the Total Tester exam engine
- Written by an Amazon Web Services professional and experienced author

**Sam R. Alapati (Dallas, Texas)** has been working with Amazon Web Services for the past 7+ years. In addition to writing many AWS articles for CloudAcademy, he has published several well-received Oracle Press books and titles on Linux and Hadoop. Mr. Alapati is the author of *AWS SysOps Administrator Associate All-in-One Exam Guide (Exam SOA-C01)*.

McGraw-Hill Education  
 9781260461374  
 1260461378  
 Pub Date: 11/22/2021  
 \$76.95 Can.  
 Discount Code: T  
 Book

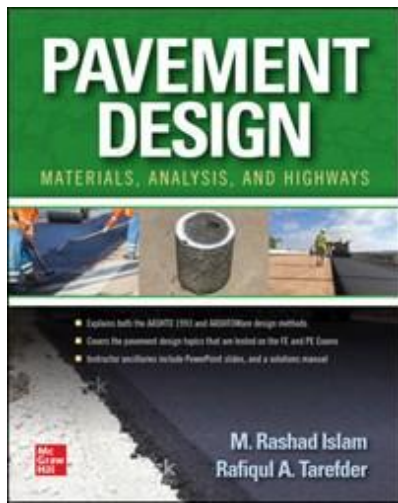
Computers / Certification Guides  
 COM055000  
 23.2 cm H | 18.7 cm W

### Related Products

#### Also Available

AWS Certified SysOps Administrator Associate All-in-One-Exam Guide (Exam SOA-C01) 9781260135565 \$76.95  
 AWS Certified Solutions Architect Associate All-in-One Exam Guide (Exam SAA-C01) 9781260108279 \$64.95





## Pavement Design: Materials, Analysis, and Highway Applications

M. Rashad Islam, Rafiqul Tarefder

### Summary

#### Master the principles, analysis, and design in pavement engineering

This student-friendly textbook offers comprehensive coverage of pavement design and highways. Written by two seasoned civil engineering educators, the book contains precise explanations of traditional and computerized mechanistic design methods along with detailed examples of real-world pavement and highway projects. *Pavement Design: Materials, Analysis, and Highways* shows, step by step, how to apply the latest, software-based AASHTOWare Pavement Mechanistic-Empirical Design method. Each design topic is covered in separate, modular chapters, enabling you to tailor a course of study. Fundamentals of Engineering (FE) sample questions are also provided in each chapter.

Coverage includes:

- Stress-strain in pavement
- Soils, aggregates, asphalt, and portland cement concrete
- Traffic analysis for pavement design
- Distresses and distress-prediction models in flexible and rigid pavement
- Flexible and rigid pavement design by AASHTO 1993 and AASHTOWare
- Overlay and drainage design
- Sustainable and rehabilitation pavement design, pavement management, and recycling
- Geometric design of highways

**M. Rashad Islam**, Ph.D., P.E., is an assistant professor of civil engineering at Colorado State University, Pueblo. He also serves as an ABET evaluator and a journal reviewer for ASCE, TRB, ASTM, and Elsevier. Dr. Islam has over 100 publications in pavement engineering.

**Rafiqul A. Tarefder**, Ph.D., P.E., is a professor of civil engineering at the University of New Mexico, where he developed the pavement engineering graduate program. He also serves as associate director of the Southern Plains Transportation Center, and associate editor of the Journal of Materials in Civil Engineering. Dr. Tarefder has about 500 publications in pavement engineering.

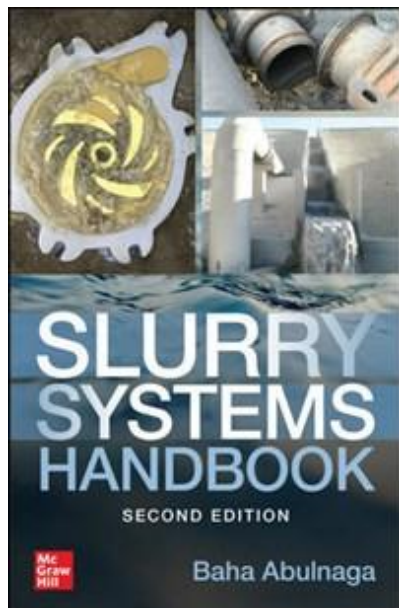
McGraw-Hill Education  
9781260458916  
1260458911  
Pub Date: 7/17/2020  
\$160.95 Can.  
Discount Code: I  
Hardcover

Technology & Engineering / Civil  
TEC009140  
23.5 cm H | 18.7 cm W

#### Related Products

##### Also Available

Transportation Engineering: A Practical Approach to Highway Design, Traffic Analysis, and Systems Operation  
9781260019575 \$193.95  
Civil Engineering All-In-One PE Exam Guide: Breadth and Depth, Third Edition 9780071821957  
\$92.95  
Highway Engineering Handbook  
9780071597630 \$180.95  
MODELING OF ASPHALT CONCRETE 9780071464628  
\$173.95



## Slurry Systems Handbook (2nd Edition)

Baha Abulnaga

### Summary

**A complete guide to slurries and slurry systems—fully updated for the latest advances**

This thoroughly revised guide contains comprehensive coverage of slurries and slurry systems. The book extends the analysis from the first edition, covering mechanics of slurry mixtures, to the design of pipelines, open channel conduits, and process plants for coarse, and fine solids in steady and transient Newtonian and non-Newtonian flows.

*Slurry Systems Handbook, Second Edition* clearly explains the components, dynamics, and design of slurry systems for any application—from ore mining to nuclear waste processing, extra heavy oil upgrade, semi-conductor cleaning, and metal melting. Readers will gain access to practical examples of operating slurry pipelines and appropriate codes, as well as guidelines to conduct feasibility studies for slurry concentrate or tailings disposal systems, apply the principles to clean semi-conductors by micro-slurry, and upgrade extra-heavy oils. This new edition splits chapters into shorter units for clarity.

- Covers open channel slurry flows in addition to pipe flow dynamics
- Includes solved problems
- Discusses new emerging areas such as oilsand extraction,
- Explores hydrocarbon-based slurry hydrocracking and hydrates pumped from the deep ocean
- Examines slurry use in the semi-conductor industry
- Reviews high temperature applications and application to metal casting
- Highlights emerging technologies for water reservoir de-silting by sediment removal
- Written by an expert with international experience

**Baha Abulnaga, P.E. (Bellingham, WA)**, obtained his Bachelor of Aeronautical Engineering degree in 1980 from the University of London and his Masters in Materials Engineering from the American University in Cairo, Egypt. Since 1990, he has been active in design of rotating equipment, pumps, and slurry pipelines and processing plants, slurry hydrocracking research. He has received awards from the Department of Interior for innovation in reservoir sediment removals and from the National Science Foundation for innovation in metallurgy of iron. He is director at Splitvane Engineers Inc. He holds many patents in different fields of slurry, engine design, pump design and metallurgy.

McGraw-Hill Education  
9781260452792  
1260452794  
Pub Date: 8/28/2020  
\$193.95 Can.  
Discount Code: I  
Book

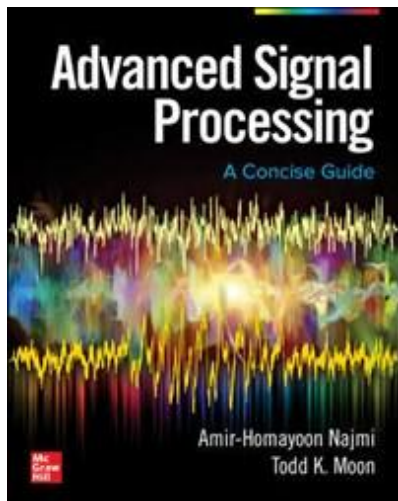
Technology & Engineering  
/ Mechanical  
TEC009070

22.9 cm H | 15.2 cm W

#### Related Products

##### Also Available

Slurry Systems Handbook  
9780071375085 \$195.95



## Advanced Signal Processing: A Concise Guide

Amir-Homayoon Najmi, Todd Moon

### Summary

**A no-nonsense guide to the fundamentals and applications of statistical signal processing**

Ideal for upper-undergraduate and graduate courses, this engineering textbook offers key signal analysis principles and uses and explains the necessary underlying mathematics. Coverage includes representation and approximation theory in vector spaces, the orthogonality principle, the least squares problem, minimum mean square estimation, and the Wiener-Hopf equation.

*Signal Analysis: A Concise Guide* clearly explains linear systems and signals and the concepts behind them. The book covers matrix factorizations, optimal linear filter theory, classical and modern spectral estimation, adaptive filters, and processing of spatial arrays. Readers will also explore linear optima filters, eignrn decomposition methods, the singular value decomposition, adaptive linear filters, noise cancellation, and spectral estimation.

- Includes exercises for computer implementation using MATLAB
- Presents the core material in a succinct format
- Written by a team of renowned academics with multiple teaching awards

**Amit-Homayoon Najmi, Ph.D.**, was a Fulbright scholar at the Relativity Centre, University of Texas. He has published research in wide areas including quantum field theory in cosmological space-times, seismic inverse scattering, adaptive signal processing applied to electromagnetic waves and biosurveillance.

**Todd Moon, Ph.D.**, is head of the Electrical and Computer Engineering Department at Utah State University. He has been published extensively on digital communications theory and signal processing.

McGraw-Hill Education  
9781260458930  
1260458938  
Pub Date: 8/28/2020  
\$96.95 Can.  
Discount Code: I  
Hardcover

Technology & Engineering  
/ Electrical  
TEC007000

23.5 cm H | 18.7 cm W

#### Related Products

##### Also Available

Digital Filters: Analysis, Design,  
and Signal Processing  
Applications 9780071846035  
\$153.95

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

Schaums Outline of Digital Signal  
Processing, 2nd Edition  
9780071635097 \$34.95

Signals and Systems: Analysis  
Using Transform Methods &  
MATLAB 9780073380681

# Principles of Biofuels and Hydrogen Gas: Production and Engine Performance

Ahindra Nag

## Summary

**Explore the latest processes, techniques, and technologies to economically refine and produce biofuels**

Featuring contributions from a wide range of experts in the field, this comprehensive guide explores biofuel chemistry, refining processes, and performance characteristics. Unlike most biofuel resources that broadly cover non-conventional energy sources, the book goes into specifics about engine performance, making it a highly valuable resource for students, researchers, and practitioners.

Grounded in professional relevance and expertise, *Principles of Biofuels and Hydrogen Gas: Production and Engine Performance* discusses the theories and experimental procedures required to economically prepare biofuels. Readers will get full coverage of extraction hydrogen gas from biomass and water media as well as refining biofuels from algae and biomass, engine performance levels of biofuels, mixture of biofuels and alcohols and also hydrogen gas has been elaborately discussed. End-of-chapter questions throughout reinforce comprehension so that the book can be useful for students and scientists working in industries..

McGraw-Hill Education  
9781260456424  
1260456420  
Pub Date: 9/18/2020  
\$193.95 Can.  
Discount Code: I  
Hardcover

Technology & Engineering  
/ Chemical & Biochemical  
TEC009010

22.9 cm H | 15.2 cm W

### Related Products

#### Also Available

Biosystems Engineering  
9780071606288 \$214.95  
Biofuels Engineering Process  
Technology 9780071487498  
\$195.95  
Biofuels Refining and  
Performance 9780071489706  
\$187.95

- Provides information on biofuels that will benefit human health and the environment
- Covers biofuel and hydrogen gas properties, impacts, and economic factors
- Written by team of international experts led by a seasoned biofuels educator

**Ahindra Nag, Ph.D., FIC, MIC, (India)** has worked as an educator and researcher in the Department of Chemistry at the Indian Institute of Technology, Kharagpur for the past 34 years. Additionally, he has served as a visiting professor in the United States and Italy. Nag holds three patents, and has published numerous research papers in major national and international journals. He is the author of ten other books, including *Biofuels Refining and Performance*; *Biosystem Engineering*; and *Solid Waste Management*. Nag is on the editorial board of several renowned journals and is an organizing member of the Green Chemistry Society.



## Engineering Ethics and Design for Product Safety

Kenneth L. d'Entremont

### Summary

#### A systematic approach to product design and safety from an ethical engineering perspective

This new design guide focuses on product safety and engineering ethics for engineering students and technical professionals across many fields and industries. The book is written from the perspective of an active product-safety manager at a large and fast-paced designer, manufacturer, and worldwide distributor of mass-produced, innovative, and potentially hazardous consumer products.

The book presents a holistic approach to product design and safety of those products. This approach is named Design for Product Safety (DFPS). DFPS strives to “design in” product safety characteristics early in the engineering process. Readers will receive a thorough discussion of the product-design process with a focus on the detailed Engineering Design, Development, and Testing Phase (EDDTP) presented. The book covers what safety is and is not, engineering ethics, product-safety concepts, hazard and risk, design considerations and guidance, the role of warnings and manuals, product-safety engineering tools, and post-sale surveillance for product-safety defects and subsequent recalls.

- Written by an industry insider in an open and unbiased manner
- Walks readers through the product-design process by focusing on critical concepts, application of safety-engineering methods, and the ethics that should be applied by both the engineer and the corporation
- Addresses all aspects of the product system, including the product, the user, and the use environment
- Includes case studies, examples, and side discussions

**Kenneth L. d'Entremont (Salt Lake City, UT)** has a Ph.D. in Mechanical Engineering and is an Associate Professor (Lecturer) in the Department of Mechanical Engineering and its Ergonomics & Safety Program at the University of Utah. He also holds an Adjunct Associate Professor position at the Department of Family and Preventive Medicine's Rocky Mountain Center for Occupational and Environmental Health (RMCOEH). Ken is a registered Professional Engineer (P.E.) in two states.

McGraw-Hill Education  
9781260460537  
1260460533  
Pub Date: 11/6/2020  
\$96.95 Can.  
Discount Code: T  
Hardcover

Technology & Engineering  
/ Mechanical  
TEC009070

23.5 cm H | 18.7 cm W

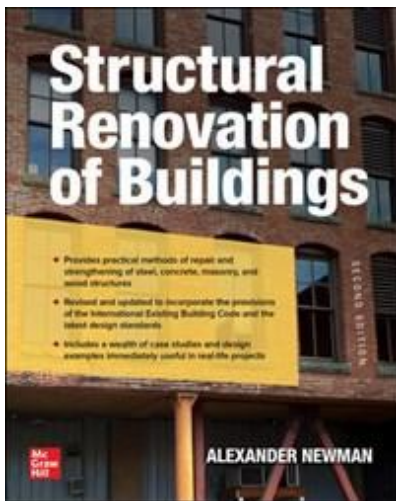
#### Related Products

##### Also Available

Manufacturing Planning and Control for Supply Chain Management: The CPIM Reference, Second Edition  
9781260108385 \$127.95

Juran's Quality Handbook: The Complete Guide to Performance Excellence, Seventh Edition  
9781259643613 \$158.95





## Structural Renovation of Buildings: Methods, Details, and Design Examples, Second Edition *(2nd Edition)*

Alexander Newman

### Summary

**Hands-on structural renovation techniques and best practices—thoroughly revised for the latest building codes**

This fully updated manual explains how to renovate the structure of any building. Up-to-date, comprehensive, and packed with savvy advice drawn from the author's extensive experience, the book makes it easier for building professionals to plan structural improvements—and to handle unforeseen contingencies that arise during construction.

The second edition of *Structural Renovation of Buildings: Methods, Details, and Design Examples* clearly explains the newest methods and materials used for structural repair, strengthening, and seismic rehabilitation. The case studies illustrate the practical applications of the design methods discussed and the best practices that can be used to mitigate the problems that commonly arise during renovation projects. The book:

- Contains practical design methods and problem-solving techniques for structural strengthening and repairs
- Explains the structural provisions of the 2018 International Existing Building Code as well as the latest specialized codes pertaining to steel, concrete, wood, and masonry renovations
- Is written by a renowned structural engineer and experienced author

**Alexander Newman**, P.E., F.ASCE, (Boston, MA) is a forensic and structural consultant with more than 40 years of experience in structural design, renovation, and failure investigation across the country. He is the author of *Metal Building Systems: Design and Specifications*, now in the third edition, and *Foundation and Anchor Design Guide for Metal Building Systems*.

McGraw-Hill Education  
9781260458336  
1260458334  
Pub Date: 11/13/2020  
\$122.95 Can.  
Discount Code: I  
Hardcover

Science / Mechanics  
SCI079000  
23.5 cm H | 18.7 cm W

#### Related Products

##### Also Available

2018 International Building Code Illustrated Handbook  
9781260132298 \$218.95  
Structural Renovation of Buildings: Methods, Details, & Design Examples  
9780070471627 \$137.95



## Simulation and Analysis of Modern Power Systems

Ranjana Sodhi

### Summary

#### Master the modeling, analysis, and simulation of today's power systems

This comprehensive textbook discusses all the major modelling and simulation tools and techniques that a power engineer needs, and explains how those tools can be applied to modern power systems. The applications include loadflow studies, contingency analysis, transient and voltage stability studies, state estimation and phasor estimation studies, co-simulation studies.

Written by a recognized expert in the field, *Simulation and Analysis of Modern Power Systems* contains real-world examples worked out in MATLAB, PSCA, and Power World EMTD and RTDS. Readers will get a thorough overview of power system fundamentals and learn, step by step, how to efficiently emulate and analyze the myriad components of modern power systems. The book introduces the most state-of-the-art power simulation tool available today, the Real Time Digital Simulator (RTDS) and its Hardware-In-Loop (HIL) capabilities.

- Explains how each technique is used in many essential applications
- Introduces the Real Time Digital Simulator (RTDS) and its Hardware-In-Loop (HIL) capabilities
- Written by a power systems expert and experienced educator

**Dr. Ranjana Sodhi** is an assistant professor in the department of electrical engineering at IIT Ropar. Her research spans the areas of power system monitoring and stability, state estimation, power quality, synchrophasor measurement technology & its applications at transmission and distribution-level grids, microgrid monitoring and stability studies, residential energy management systems, and cyber security aspects of smart grids.

McGraw-Hill Education  
9781260464504  
1260464504  
Pub Date: 12/18/2020  
\$96.95 Can.  
Discount Code: T  
Hardcover

Technology & Engineering  
/ Electrical  
TEC007000

23.5 cm H | 18.7 cm W

#### Related Products

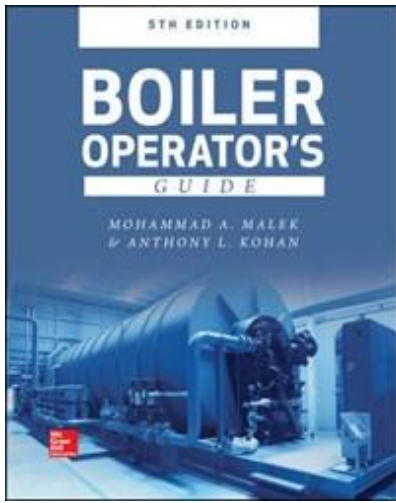
##### Also Available

Standard Handbook for Electrical Engineers, Seventeenth Edition  
9781259642586 \$256.95

Switching Power Supply Design and Optimization, Second Edition  
9780071798143 \$167.95

Electrical Power Systems Quality, Third Edition 9780071761550  
\$165.95

Power System Stability and Control 9780070359581 \$160.95



## **Boiler Operator's Guide, 5E** *(5th Edition)*

Mohammad A. Malek, Anthony L. Kohan

### **Summary**

**A long awaited, thorough revision of the classic guide to boiler operation and maintenance.**

Quickly and easily solve any boiler problem—and prepare for licensing exams—using the hands-on information contained in this fully updated, industry standard resource. The book covers all types of boilers and systems and clearly explains all processes, points out potential problems, and lays out the testing and troubleshooting procedures needed to maintain good performance.

Boiler Operator's Guide, Fifth Edition has been thoroughly overhauled to align with all current technologies and regulations, including the latest version of the ASME BPV code. Readers will get practice questions and answers to reinforce important points and study for the Boiler Operator's or Stationary Engineer exam. The book serves as a go-to source for any critical information needed on boilers and their operation.

- Completely updated to align with all applicable codes and standards
- Provides data, calculations, specifications and techniques across all boiler systems
- Thoroughly revised by a PE and renowned boiler and pressure vessel expert

**Mohammad A. Malek, Ph.D., P.E.** is a professional engineer and an internationally recognized boiler and pressure vessel expert with more than 30 years of experience. He is the author of Heating Boiler Operator's Manual: Maintenance, Operation, and Repair; Pressure Relief Devices: ASME and API Code Simplified; and Power Boiler Design, Inspection and Repair.

**Anthony L. Kohan** was a consultant with more than 30 years of experience as a technician, tester, and inspector of boiler pressure vessels and machinery. He is the author or co-author of Standard Boiler Room Questions and Answers, Standard Heating and Power Boiler Plant Questions and Answers, Pressure Vessel Systems, and Plant Services and Operations Handbook.

McGraw-Hill Education  
9781260026993  
126002699X  
Pub Date: 1/1/2021  
\$96.95 Can.  
Discount Code: I  
Hardcover

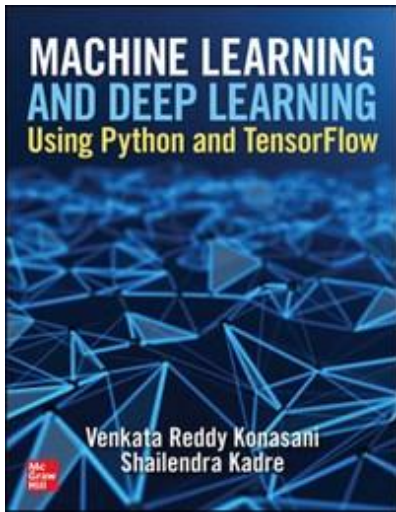
Technology & Engineering  
/ Mechanical  
TEC009070

23.5 cm H | 18.7 cm W

#### **Related Products**

##### **Also Available**

Steam Plant Operation, 10th  
Edition 9781259641336 \$141.95  
Boiler Operator's Guide  
9780070365742 \$124.95



# Machine Learning and Deep Learning Using Python and TensorFlow

Vankata Reddy Konasani, Shailendra Kadre

## Summary

**Explore the principles and practices of machine learning and deep learning**

This comprehensive textbook lays out the theories and applications of machine learning and deep learning in a style that is approachable for students and working professionals at all math skill levels. Readers will discover how to handle data, regression and logistic regression, decision trees, cross-validation techniques and error testing, artificial neural networks (ANN, CNN and RNN), random forests, boosting, and more.

*Machine Learning and Deep Learning Using Python and TensorFlow* includes valuable case studies across professional domains, including banking, insurance, e-commerce, retail, and healthcare. The book presents examples using both Python and TensorFlow programming languages and clearly demonstrates how to utilize this cutting-edge technology in today's "smart" devices.

- Presented in a mathematically non-rigorous way
- Includes image classification and computer vision tasks
- Written by a pair of business analytics experts

**Venkata Reddy Konasani (Vijayawada, Andhra Pradesh, India)** is a data scientist and corporate trainer with experience in credit risk modeling, market response model building, social media analytics, and machine learning and deep learning. He holds a Master's degree in applied statistics and informatics from IIT Bombay.

**Shailendra Kadre (Bangalore, Karnataka, India)** works at Hewlett Packard and holds a master's degree in mechanical engineering from IIT Delhi. He is the author of two books and numerous articles dealing with business analytics.

McGraw-Hill Education  
9781260462296  
1260462293  
Pub Date: 4/29/2021  
\$127.95 Can.  
Discount Code: I  
Book

Technology & Engineering  
/ Electrical  
TEC007000

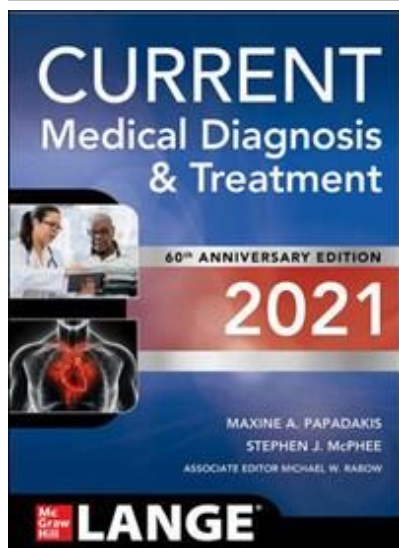
23.5 cm H | 18.7 cm W

### Related Products

#### Also Available

Computer Vision Using the  
Raspberry Pi for the Evil Genius  
9781260457209

Applied Machine Learning  
9781260456844 \$89.95



## **CURRENT Medical Diagnosis and Treatment 2021<sup>(60th</sup>**

**Edition)**

Maxine A. Papadakis, Stephen J. McPhee, Michael W...

### **Summary**

**The 60th anniversary edition of the most popular, relied-upon guide to internal medicine**

For 60 years, *CURRENT Medical Diagnosis and Treatment*—the flagship volume of the renowned Lange medical series—has been delivering authoritative information students, residents and clinicians need to build their medical knowledge, expertise, and confidence. Covering the latest clinical developments in all facets of medicine and focused on bedside clinical issues, this edition provides the latest guidelines, approved drugs, and evidence-based coverage of more than 1,000 diseases and disorders—all formatted to enable readers to find the answers they need quickly and effortlessly.

This landmark guide covers inpatient and outpatient care, focusing on the diagnostic tools relevant to daily practice, and reviews all primary care topics, including gynecology/obstetrics, dermatology, ophthalmology, geriatrics, preventive medicine, psychiatry, and neurology. Now includes a “year in review” feature highlighting what’s new in CMDT!

•Market: Third- and Fourth-Year Medical Students (35,000+), Primary Care Physicians and residents (250,000), Physician Assistants (115,000) and Nurse Practitioners (270,000)

Physician Assistant Students (2,650)

- Includes essentials of diagnosis for most diseases/disorders
- Hundreds of quick-access drug treatment tables with indexed trade names
- Diagnostic and treatment algorithms present important information in an at-a-glance style
- Latest references provide peer-reviewed, evidence-based information
- Seven bonus chapters available online to all book purchasers, featuring expanded content and annual review of advances in HIV treatment and critical information on emerging viral infections

**Maxine A. Papadakis, MD, (San Francisco, CA)** is Professor Emeritus UCSF School of Medicine in San Francisco.

**Stephen J. McPhee, MD, (San Francisco, CA)** is Professor Emeritus UCSF School of Medicine San Francisco.

**Michael W. Rabow, MD, (San Francisco, CA)** is Professor of Medicine UCSF School of Medicine San Francisco.

McGraw-Hill Education / Medical  
9781260469868  
1260469867  
Pub Date: 9/4/2020  
\$106.95 Can.  
Discount Code: M  
Paperback

Medical / Internal Medicine  
MED045000

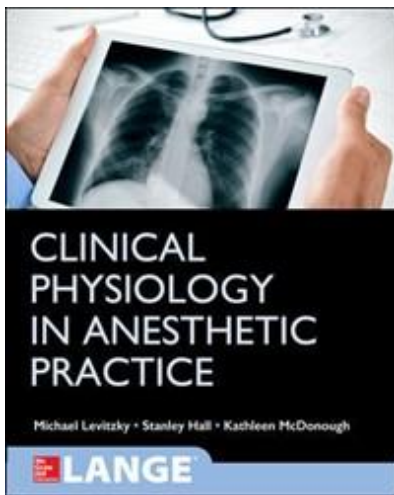
25.4 cm H | 18.3 cm W

#### **Related Products**

##### **Also Available**

CURRENT Medical Diagnosis and Treatment 2017 9781259585111  
CURRENT Medical Diagnosis and Treatment 2016 9780071845090





## Clinical Physiology in Anesthetic Practice

Michael G. Levitzky

### Summary

**A clinically relevant, reader -friendly text covering everything the anesthesia provider must know about physiology**

This well-illustrated new resource is the most concise and high-yield presentation of physiology topics available to the anesthesia provider. The authors (who are both educators and clinicians) deliver a complete overview of physiology, but, since this book is written for the anesthesia provider, the bulk of the text is dedicated to cardiovascular and respiratory physiology. Clinical Physiology in Anesthetic Practice distinguishes itself from general medical physiology books by the inclusion of case studies and clinical correlation boxed inserts that emphasize key fact that relate to real-world practice.

- Market: Anesthesiology residents (5,000), student nurse anesthetists (5,000)
- Numerous case studies demonstrate the clinical relevance of basic science
- The author are experienced educators and clinicians, and know how to present difficult concepts in the most interesting and reader-friendly manner possible
- Key Points summarize must-know information, providing an excellent framework for board review

McGraw-Hill Education / Medical  
9781259641954  
1259641953  
Pub Date: 12/4/2020  
\$175.95 Can.  
Discount Code: M  
Paperback

Medical / Anesthesiology  
MED006000  
23.5 cm H | 18.7 cm W

#### Related Products

##### Also Available

Clinical Pharmacology for  
Anesthesiology 9780071736169  
\$125.95

Anesthesiology Core Review  
9780071821377 \$85.95

Morgan and Mikhail's Clinical  
Anesthesiology, 5th edition  
9780071627030

**Michael G. Levitzky, PhD, (New Orleans, LA)** is Professor, Department of Physiology, Louisiana State University Health Sciences Center.

**Kathleen McDonough, PhD, (New Orleans, LA)** is Professor and Associate Dean, School of Graduate Studies, Louisiana State University Health Sciences Center.

## Essentials of Men's Health

Shalender Bhasin

### Summary

#### Introducing a comprehensive, interdisciplinary textbook on male health issues

*Essentials of Men's Health* is a timely new resource that focuses on the pathophysiologic basis of major men's health problems. The text is enhanced by evidence-based algorithms for disease management, and integrated models of patient-centered treatments. Clinicians will find valuable guidance on how to optimize workflow, patient education tools, consistent with current trends in healthcare delivery. The book is authored by a roster of international experts in primary care, endocrinology, andrology, and urology.

- Market: Primary care providers, family physicians, internists (300,000 in total)
- Divided into five sections: Physiology of the Male Reproductive System, Androgen Disorders, Sexual Dysfunction in Men, Fertility Regulation and Infertility, and Urologic Disorders in Primary Care

**Shalender Bhasin, MB, BS (Boston, MA)**, Professor of Medicine, Harvard Medical School; Director, Research Programs in Men's Health, Aging and Metabolism; Director, Boston Claude D. Pepper Older Americans Independence Center, Brigham and Women's Hospital.

**Michael O'Leary, MD (Boston, MA)**, Professor of Surgery, Harvard Medical School; Director, Men's Health Clinic, Brigham and Women's Hospital.

**Shehzad S. Basaria, MD (Boston, MA)**, Associate Professor at Harvard Medical School, specializing in Endocrinology, Diabetes and Hypertension.

McGraw-Hill Education / Medical  
9781260135886  
1260135888  
Pub Date: 10/2/2020  
\$112.95 Can.  
Discount Code: M  
Paperback

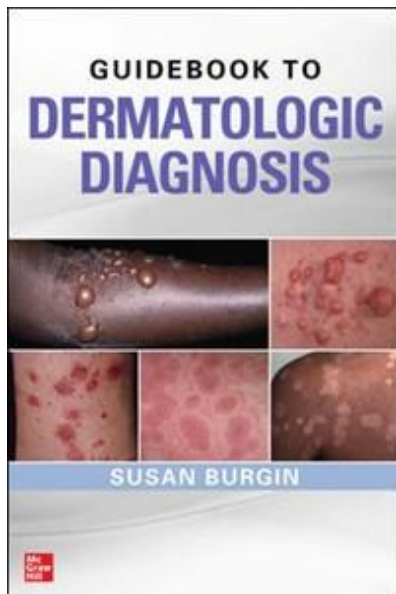
Medical / Internal Medicine  
MED045000

23.5 cm H | 18.7 cm W

#### Related Products

##### Also Available

CURRENT Medical Diagnosis and Treatment 2017 9781259585111  
Medical Management of Vulnerable and Underserved Patients: Principles, Practice, Populations, Second Edition 9780071834445 \$94.95  
Essentials of Clinical Geriatrics 7/E 9780071792189  
Smith and Tanagho's General Urology, Eighteenth Edition 9780071624978 \$76.95



## Guidebook to Dermatologic Diagnosis

Susan Burgin

### Summary

#### A unique systematic approach to dermatologic diagnosis

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

- Market: Dermatologists (9,000/USA, 18,000/worldwide), family practitioners (75,000), emergency physicians (38,000)
- An innovative way to enhance dermatologic diagnostic skills
- Can be used at the point of care to confirm diagnosis
- Emphasizes the categorization of dermatologic disease into reaction patterns

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

McGraw-Hill Education / Medical  
9780071738750  
0071738754  
Pub Date: 11/20/2020  
\$94.95 Can.  
Discount Code: M  
Paperback

Medical / Dermatology  
MED017000

22.9 cm H | 15.2 cm W

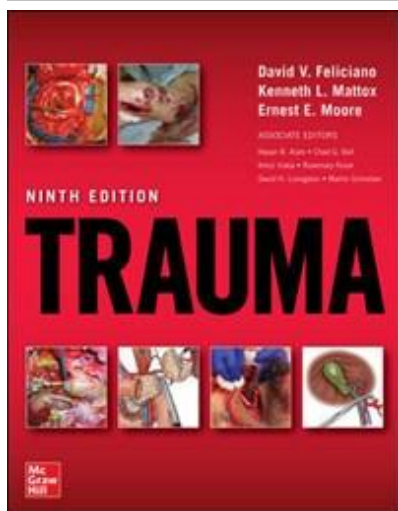
#### Related Products

##### Also Available

Guidebook to Dermatologic  
Diagnosis 9780071746366

Color Atlas and Synopsis of  
Pediatric Dermatology: Second  
Edition 9780071486002

Fitzpatrick's Color Atlas and  
Synopsis of Clinical Dermatology:  
Sixth Edition 9780071599757



## Trauma, Ninth Edition (9th Edition)

Ernest E. Moore, David V. Feliciano, Kenneth L. Ma...

### Summary

**The definitive guide to diagnosing and treating any injury—quickly, safely, and effectively**

Unparalleled in its breadth and depth of expertly crafted content, *Trauma* takes readers through the full range of injuries they are likely to encounter. With a full-color atlas of anatomic drawings and surgical approaches, this trusted classic provides thorough coverage of kinematics and the mechanisms of trauma injury, the epidemiology of trauma, injury prevention, the basics of trauma systems, triage, and transport, and more. It then reviews generalized approaches to the trauma patient, from pre-hospital care and managing shock, to emergency department thoracotomy and the management of infections; delivers a clear, organ-by-organ survey of treatment protocols; and shows how to handle specific challenges in trauma—including alcohol and drug abuse, and combat-related wounds—in addition to post-traumatic complications such as multiple organ failure.

McGraw-Hill Education / Medical  
9781260143348  
1260143341  
Pub Date: 9/25/2020  
\$314.95 Can.  
Discount Code: M  
Hardcover

Medical / Surgery  
MED085000

27.6 cm H | 21.6 cm W

#### Related Products

##### Also Available

Trauma, Eighth Edition  
9781259860676 \$301.95

- Market: General Surgery Residents, Trauma Fellows, Practicing Trauma Surgeons
- 500 photos and illustrations
- Color atlas and surgical videos allow readers to quickly assess an operation and learn or refresh their memory on operating procedures
- Numerous X-rays, CT scans, and algorithms
- High-yield section on specific approaches to the trauma patient
- A-to-Z overview of management of specific traumatic injuries
- Detailed discussion of the management of complications

#### Founding Editors

**David V. Feliciano, MD, (Baltimore, MD)** is Professor of Surgery, R. Adams Cowley Shock Trauma Center, University of Maryland Medicine Center.

**Ernest E. Moore, MD, (Denver, CO)** is Professor and Vice Chairman of the Department of Surgery at the University of Colorado at Denver at Health Sciences Center. He is also Chief of Surgery at the Denver Health Medical Center.

**Kenneth L. Mattox, MD, (Houston, TX)** is Professor and Vice Chairman of the Department of Surgery at Baylor College of Medicine. He is Chief of Staff and Chief of Surgery at the Ben Taub General Hospital in Houston.

Associate Editors

**Chad G. Ball, MD, MSC, (Calgary, Alberta, CA)** is Associate Professor of Surgery and Oncology, University of Calgary, Alberta, Canada.

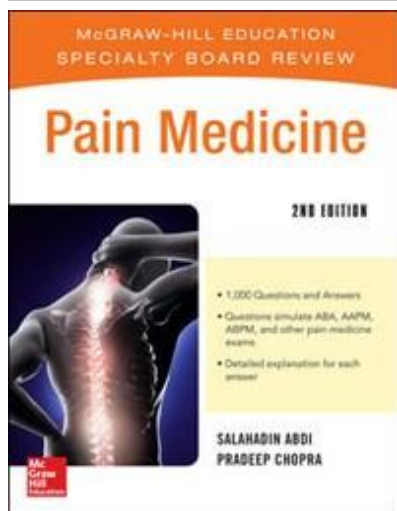
**Rosemary Kozar, MD, PhD, (Baltimore, MD)** is Professor of Surgery, R. Adams Cowley Shock Trauma Center, University of Maryland Medicine Center.

**Hasan B. Alam, MD, (Ann Arbor, MI)** is Professor and Chief, Division of General Surgery, University of Michigan Health System.

**Kenji Inaba, MD, (Los Angeles, CA)** is Associate Professor of Surgery and Emergency Medicine, Los Angeles County and University of Southern California Medical Center, Division of Trauma and Surgical Critical Care.

**David H. Livingston, MD, (Newark, NJ)** is Howe Professor and Chief of Trauma and Surgical Critical Care, New Jersey Trauma Center, Rutgers New Jersey Medical School.

**Martin Schreiber, MD, (Portland, OR)** is Professor and Chief, Division of Trauma, Critical Care and Acute Surgery, Oregon Health and Sciences University.



## McGraw-Hill Specialty Board Review Pain Medicine, 2e (2nd Edition)

Salahadin Abdi, Pradeep Chopra, Howard Smith

### Summary

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

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

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

- Market: Physicians preparing for certification in pain medicine (approx.. 1,500 every three years), anesthesiologists (40,000)
- 1,000 questions and answers with detailed explanations for correct and incorrect answers
- The number of questions per topic reflects the make-up of the actual exam -- so readers know they're devoting valuable study time to what's most important
- Answers are referenced to major pain medicine texts
- Questions duplicate the style and format of the ABA exam

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

McGraw-Hill Education / Medical  
9780071819695  
007181969X  
Pub Date: 12/21/2020  
\$94.95 Can.  
Discount Code: M  
Paperback

Medical / Dentistry  
MED016000

27.6 cm H | 20.6 cm W

#### Related Products

##### Also Available

McGraw-Hill Specialty Board  
Review Pain Medicine, 2e  
9780071819701

McGraw-Hill Specialty Board  
Review Pain Medicine  
9780071443449 \$115.95





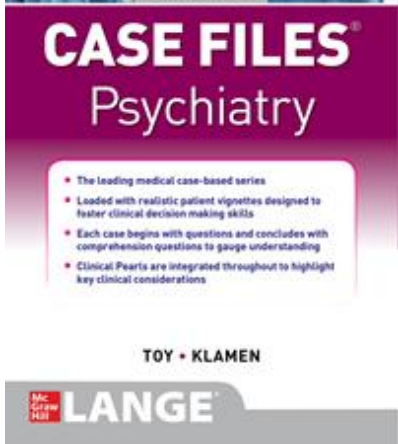
## Case Files Psychiatry, Sixth Edition (6th Edition)

Eugene C. Toy, Debra L. Klamen

### Summary

**Realistic patient cases help students sharpen clinical their diagnostic and decision-making skills**

The Case Files series is widely used by medical students across all parts of the curriculum. *Case Files: Psychiatry* features 60 realistic clinical scenarios designed to enhance and hone students' clinical decision-making skills. Each case includes an easy-to-understand discussion correlated to key concepts, definitions of key terms, clinical pearls, and Board-style review questions to reinforce learning. The book's format allows students to review a patient vignette and explore/examine the case in a contextual, application-based manner, so they can ultimately learn medical diagnosis and management.



McGraw-Hill Education / Medical  
9781260468731  
1260468739  
Pub Date: 10/9/2020  
\$48.95 Can.  
Discount Code: M  
Paperback

Medical / Clinical Medicine  
MED014000

22.9 cm H | 15.2 cm W

- NEW format with bulleted summaries, shorter paragraphs, and clearer headings
- NEW cases covering cannabis intoxication, premenstrual dysphoric disorder, and more
- 70 illustrations
- All cases have been thoroughly revised
- Summary sections identify the salient aspects of each case
- Comprehension questions have been rewritten in USMLE format and include clear, focused explanations
- All references have been updated to reflect the most current sources

**Eugene C. Toy, MD, (Houston, TX)** is the John S. Dunn Senior Academic Chair and Program Director of the Obstetrics and Gynecology Residency Program at Houston Methodist Hospital in Houston, Texas.

**Debra Klamen, MD, MHPE,** is Professor and Chair, Department of Medical Education; and Professor, Department of Psychiatry at Southern Illinois University School of Medicine Springfield, Illinois.

#### Related Products

##### Also Available

First Aid for the Psychiatry Clerkship, Third Edition  
9780071739238  
CASE FILES PSYCHIATRY 3/E  
9780071598651  
PSYCHIATRY 12/E  
9780071598309  
DEJA REVIEW PSYCHIATRY  
9780071488327



## Case Files Family Medicine 5th edition (5th Edition)

Eugene C. Toy, Donald Briscoe, Bruce S. Britton, J...

### Summary

#### Realistic patient cases to help sharpen clinical decision-making skills

The Case Files series is widely used by medical students across all parts of the curriculum. *Case Files: Family Medicine* features 60 realistic clinical scenarios designed to enhance and hone students' clinical decision-making skills. Each case includes an easy-to-understand discussion correlated to key concepts, definitions of key terms, clinical pearls, and Board-style review questions to reinforce learning. The book's format allows students to review a patient vignette and explore/examine the case in a contextual, application-based manner, so they can ultimately learn medical diagnosis and management.

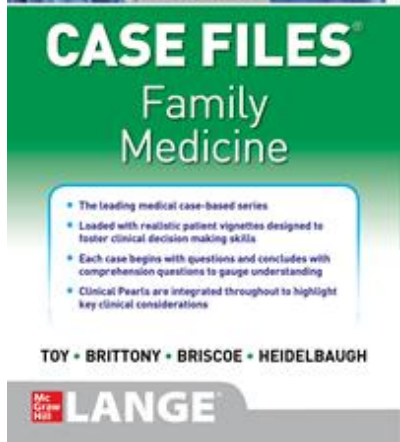
- Market: U.S. medical students in family medicine clerkships (18,500); PA students; Family NP students; FM residents and transitional-year interns
- Each case includes an easy-to-understand discussion, correlated to essential concepts, definition of key terms, clinical pearls and Board style review questions
- 40 photos and illustrations
- NEW CASES on male GU issues, pain management/opioid and substance abuse
- NEW CONTENT on musculoskeletal conditions, HIV/STI, biostatistics, patient safety, and LGBTQ issues
- Summary sections identify the salient aspects of the corresponding case
- Comprehension questions reflect NBME USMLE format
- Approach to the Disease Process sections provides an overview of key basic science and clinical information related to the corresponding disorder

**Eugene C. Toy, MD, (Houston, TX)** is the John S. Dunn Senior Academic Chair and Program Director of the Obstetrics and Gynecology Residency Program at Houston Methodist Hospital.

**Donald Briscoe, MD, FAAFP, (Houston, TX)** is Director, Family Medicine Residency Program, and Chair, Department of Family Medicine, Houston Methodist Hospital, and Medical Director, Houston Community Health Centers, Inc.

**Bruce Britton, MD, (Portsmouth, VA)** is Clinical Associate Professor and Family Medicine Clerkship Director, Department of Family and Community Medicine, Eastern Virginia Medical School.

**Joel J. Heidelbaugh, MD, FAAFP, FACG, (Ann Arbor, MI)** is Clinical Professor, Department of Family Medicine and Urology, and Clerkship Director, Department of Family Medicine, University of Michigan Medical School.



McGraw-Hill Education / Medical  
9781260468595  
1260468593  
Pub Date: 10/9/2020  
\$49.95 Can.  
Discount Code: M  
Paperback

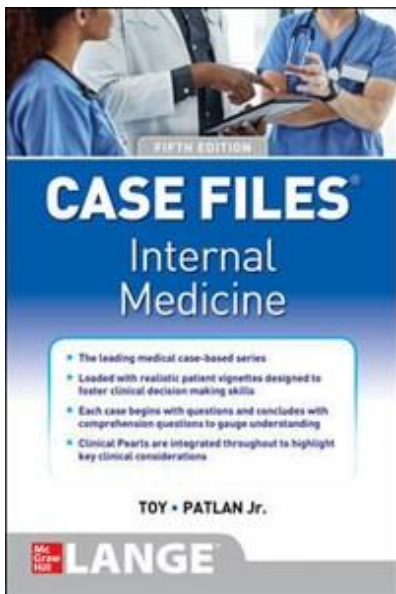
Medical / Clinical Medicine  
MED014000

22.9 cm H | 15.2 cm W

#### Related Products

##### Also Available

Family Medicine PreTest  
Self-Assessment And Review,  
Third Edition 9780071760522



## Case Files Internal Medicine, Sixth Edition (6th Edition)

Eugene C. Toy, John T. Patlan, Mark T. Warner

### Summary

**Realistic patient cases provide students with the knowledge needed to sharpen their decision-making skills**

The Case Files series is widely used by medical students across all parts of the curriculum. *Case Files: Internal Medicine* presents realistic clinical scenarios, enhancing and honing students' clinical decision-making skills. This updated sixth edition features a new format with bulleted summaries, shorter paragraphs, and clearer headings. Additionally, all references have been updated to reflect the most current research and sources. The multiple-choice questions have been rewritten in USMLE format and include clear, targeted explanations.

- Market: US medical students in required internal medicine rotations, physician assistant students
- New Cases on Metabolic Syndrome, Alcoholic Cirrhosis, Cushing Syndrome, Parkinson's Disease, Polycythemia Vera, and Opiate Overdose
- Realistic internal medicine cases with high-yield discussions aligned to clerkship guidelines
- USMLE-style review questions and clinical pearls accompany each case
- Challenge Questions assess readers' ability to integrate and apply their knowledge
- Primer on how to approach clinical problems and think like an experienced doctor

**Eugene C. Toy, MD, (Houston, TX)** is The John S. Dunn Senior Academic Chair and Program Director, The Methodist Hospital Ob/Gyn Residency Program; Vice Chair of Academic Affairs, Department of Obstetrics and Gynecology, The Methodist Hospital; and Associate Clinical Professor and Clerkship Director, Department of Obstetrics and Gynecology, University of Texas Medical School at Houston.

McGraw-Hill Education / Medical  
9781260469967  
1260469964  
Pub Date: 10/9/2020  
\$48.95 Can.  
Discount Code: M  
Paperback

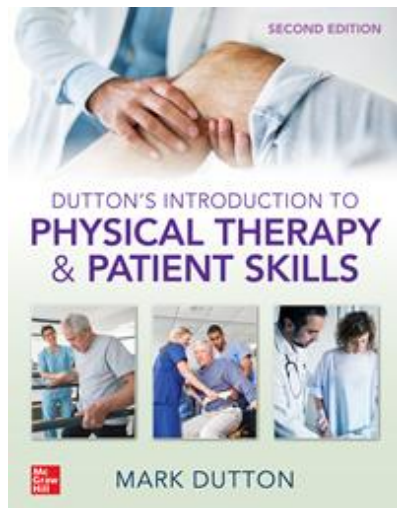
Medical / Clinical Medicine  
MED014000

22.9 cm H | 15.2 cm W

#### Related Products

##### Also Available

Case Files Internal Medicine,  
Fourth Edition 9780071761727  
First Aid for the Medicine  
Clerkship, Third Edition  
9780071633826 \$62.95  
Case Files Internal Medicine,  
Third Edition 9780071613644



## **Dutton's Introduction to Physical Therapy and Patient Skills, Second Edition** *(2nd Edition)*

Mark Dutton

### **Summary**

**A comprehensive intro to the art, science, and practice of physical therapy**

*Dutton's Introduction to Physical Therapy and Patient Skills, Second Edition* offers complete and well-rounded coverage of the practice of physical therapy (PT). It provides the conceptual framework necessary to understand every aspect of PT—including a historical perspective of the profession, an introduction to healthcare policy, and in-depth coverage of evidence-informed practice.

This practical guide describes how movement evolves, how it becomes skilled, and how dysfunction can occur; illustrates the skills necessary for successfully practicing PT; explains how to development areas of expertise, including how to enhance a patient's function in such tasks as bed mobility, transfers, and gait training; and much more. The author emphasizes both patient and clinician safety through the use of correct body mechanics, application of assistive and safety devices, and infection control procedures.

- **Market:** PT students
- 30 illustrations
- Companion video on AccessPT shows 50 PT techniques in action
- Covers all specialty areas, including bed mobility and transfers
- Safety procedures for both clinician and patient care emphasized

McGraw-Hill Education / Medical  
9781260457957  
1260457958  
Pub Date: 10/9/2020  
\$119.95 Can.  
Discount Code: M  
Hardcover

Medical / Physical Medicine &  
Rehabilitation  
MED073000

27.6 cm H | 21.6 cm W

## **Dermatologic Surgery and Cosmetic Procedures in Primary Care Practice**

Jonathan Kantor

### **Summary**

**The complete guide to skin surgery and cosmetic procedures, from surgery fundamentals to surgical and cosmetic procedures**

An invaluable new guide for family medicine and emergency physicians, PAs, and nurse practitioners, *Dermatologic Surgery and Cosmetic Procedures in Primary Care Practice* provides state-of-the-art dermatologic procedures used in virtually every clinical practice. With practical tips and tricks used by dermatologic surgeons, it covers excisional surgery, neurotoxin injections, surgical instrument selection, wound dressing, local anesthesia, incision and drainage, nail surgery, and more.

- Increasing numbers of primary care physicians are performing surgical procedures
- Billing and reimbursement text boxes in every chapter
- 100 photos and illustrations

**Jonathan Kantor, MD, (St. Augustine, FL)** is Medical Director, Florida Center for Dermatology, P.A., St. Augustine, Florida, and Adjunct Assistant Professor of Dermatology at the Perelman School of Medicine, University of Pennsylvania, Philadelphia, Pennsylvania.

McGraw-Hill Education / Medical  
9781260453959  
1260453952  
Pub Date: 10/9/2020  
\$157.95 Can.  
Discount Code: M  
Hardcover

Medical / Dermatology  
MED017000

27.6 cm H | 21.6 cm W

#### **Related Products**

##### **Also Available**

The Color Atlas and Synopsis of Family Medicine, 3rd Edition  
9781259862052

Fitzpatrick's Color Atlas, 8th Ed  
9781259642197 \$90.95

Harrisons Manual of Medicine, 19th Edition 9780071828529



## Essentials of Nursing Informatics, 7th Edition (7th Edition)

Virginia K. Saba, Kathleen A. McCormick

### Summary

**From a leading pioneer in nursing informatics, this go-to guide provides the most current and authoritative information available for graduate and undergraduate students**

With contributions from the world's top experts, *Nursing Informatics, Seventh Edition*, provides the information and insights readers need to manage and process data to improve healthcare. Topics include the use of computers to nursing administration, education, and research; electronic medical records and personal health records; coding; and government, clinical, and private sector system requirements. This revised and updated edition covers the latest changes in technology, administration, policy, and their effects on healthcare informatics in the U.S., and it brings readers up to date on computer systems, information theory, continuum of care information technology systems, educational applications, and research applications.

- Market: 150,000 nursing students
- 10,000 practitioners focusing on informatics
- 110 photos and illustrations
- Advances in healthcare technology are bringing more attention to this topic across the globe
- Provides international perspectives not found in other texts, including Europe, Canada, South America, Pacific Rim, Asia, and South Africa

**Virginia K. Saba, EdD, RN, FACMI, FAAN, LL, (Arlington, VA)** has been a pioneer in the integration of computer technology into the practice of nursing for more than 30 years, and spearheaded the nursing informatics movement. Her resume includes a 15-year tenure at Georgetown University, where she taught and integrated computer technology into both the graduate and undergraduate programs. She is still heavily involved in the advance of informatics in nursing, and speaks and consults extensively throughout the world.

**Kathleen A. McCormick, PhD, RN, FAAN, FACMI, FHIMSS, (North Potomac, MD)** has impressive experience in both the private and public sectors, including a 30-year tenure in the US Public Health Service Commissioned Corps, where she served at NIH and AHRQ, as well as teaching clinical courses at the University of Wisconsin and Johns Hopkins University, and University of Maryland. She is presently Principal/Owner SciMind, LLC.

No Image  
Available

McGraw-Hill Education / Medical  
9781260456783  
1260456781  
Pub Date: 10/16/2020  
\$102.95 Can.  
Discount Code: T  
Paperback

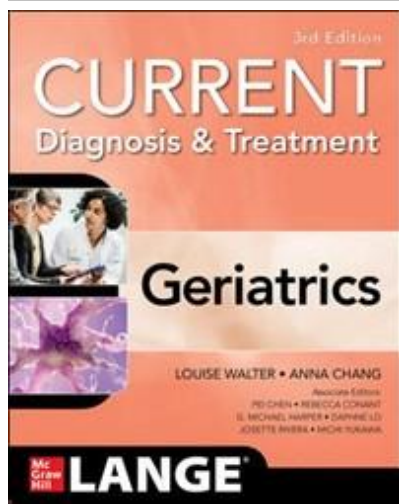
Medical / Nursing  
MED058180

23.2 cm H | 18.7 cm W

#### Related Products

##### Also Available

Essentials of Nursing Informatics,  
6th Edition 9780071829557  
\$94.95



## Current Diagnosis and Treatment: Geriatrics, 3/e (3rd Edition)

*Edition*

Anna Chang

### Summary

**This top-selling geriatrics guide has been updated and streamlined, getting doctors, nurses, and PAs up to speed—quickly and efficiently**

One of the top-selling geriatrics guides in medicine, *Current Diagnosis & Treatment: Geriatrics* now covers the unique challenges clinicians are facing today, such as policies concerning special population, care in collaboration with teams, and working within healthcare systems. Presented by a top-ranked group of internationally renowned experts, this concise and authoritative guide delivers everything readers need to know about assessment, care, conditions, diseases, and symptoms of geriatric patients; provides a new focus on policy, society, and the global environment; and includes new chapters on assisted-living settings, HIV and aging, and aid in dying.

- Markets: Geriatricians (7,500); Primary Care Physicians (245,000); Geriatric Nurse Practitioners (5,000); Physician Assistants in Geriatrics (1,200)
- 75 photos
- New chapters reflect current challenges and practice changes that readers are facing today
- Renewed focus on patient care policy for special populations, care with collaborative teams within health care systems and across the globe

**Louise Walter, MD, (San Francisco, CA)** Professor and Chief, Division of Geriatrics, University of California San Francisco

**Anna Chang, MD, (San Francisco, CA)** Professor, Division of Geriatrics, University of California San Francisco

**Rebecca Conant, MD, (San Francisco, CA)** Professor, Division of Geriatrics, University of California San Francisco

**Pei Chen, MD, (San Francisco, CA)** Assistant Professor, Division of Geriatrics, University of California San Francisco

**Daphne Lo, MD, MAEd, (San Francisco, CA)** Assistant Professor, Division of Geriatrics, University of California San Francisco

**G. Mike Harper, MD, (San Francisco, CA)** Professor, Division of Geriatrics, University of California San Francisco

**Josette Rivera, MD, (San Francisco, CA)** Associate Professor, Division of Geriatrics, University of California San Francisco

**Michi Yukawa, MD, (San Francisco, CA)** Professor, Division of Geriatrics, University of California San Francisco

McGraw-Hill Education / Medical  
9781260457087  
1260457087  
Pub Date: 10/16/2020  
\$124.95 Can.  
Discount Code: M  
Paperback

Medical / Geriatrics  
MED032000

23.2 cm H | 18.7 cm W

#### Related Products

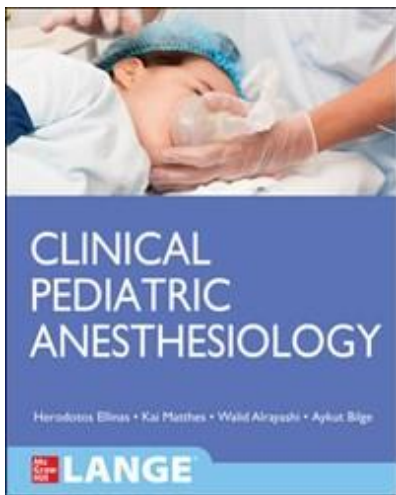
##### Also Available

CURRENT Medical Diagnosis and Treatment 2019 9781260117431

Essentials of Clinical Geriatrics, Eighth Edition 9781259860515  
\$100.95

Current Diagnosis and Treatment Cardiology, Fifth Edition 9781259641251 \$96.95

CURRENT Diagnosis & Treatment in Family Medicine, 4th Edition 9780071827454 \$99.95



## Clinical Pediatric Anesthesiology (Lange)

Kai Matthes

### Summary

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

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

McGraw-Hill Education / Medical  
9781259585746  
1259585743  
Pub Date: 11/13/2020  
\$124.95 Can.  
Discount Code: M  
Paperback

Medical / Anesthesiology  
MED006000

23.5 cm H | 18.7 cm W

- Market: General anesthesiologists (40,000), anesthesiology residents (4,000), certified nurse anesthetists (30,000)
- Ideal for trainees and practitioners who have limited time and need a solution to a specific clinical problem
- Sections include: Basic Science, Pharmacology, Anesthetic Practice, Procedures, and Special Considerations

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

#### Related Products

##### Also Available

Clinical Pediatric Anesthesiology  
(Lange) 9781259585753  
Handbook of Pediatric Anesthesia  
9780071769358 \$91.95  
Morgan and Mikhail's Clinical  
Anesthesiology, 5th edition  
9780071627030

## Liver Transplantation

Ernesto P. Molmenti, Martin de Santibañes, Eduardo...

### Summary

**A concise, illustrated guide to the operative techniques and medical management of liver transplantation**

No Image  
Available

Filled with more than 1,000 images, illustrations, and bulleted text, this book provides a highly visual approach to liver transplantations for surgeons, gastroenterologists, hepatologists, and other healthcare professionals who treat patients with acute and chronic liver failure that requires full or partial transplantation.

Chapters give an overview of the essentials of liver disease, pre-and post-operative patient management, operative techniques, pathology and imaging. The authors cover all topics relevant to liver transplantation, including ethics, complications, live and deceased donor evaluation, pharmacology, and anesthesia.

- Market: Residents/fellows in general surgery (8,500), transplant surgeons, gastroenterologists, hepatologists, and transplant nurses
- The liver is the second most common organ to be transplanted, after the kidney
- Over 1,000 high quality images and illustrations

McGraw-Hill Education / Medical  
9781260462517  
126046251X  
Pub Date: 11/27/2020  
\$225.95 Can.  
Discount Code: M  
Hardcover

Medical / Urology  
MED088000

27.6 cm H | 21.6 cm W

#### Related Products

##### Also Available

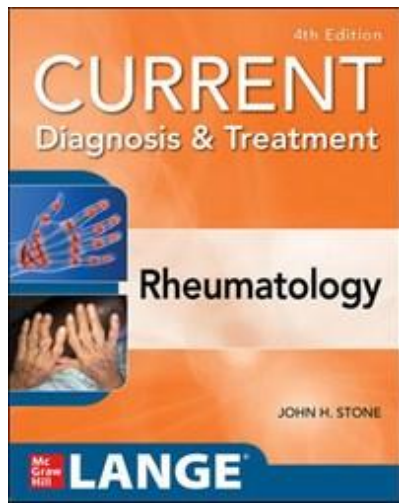
Liver Transplantation  
9781260462524  
Zollinger's Atlas of Surgical  
Operations, Tenth Edition  
9780071797559 \$346.95

Living Donor Organ  
Transplantation 9780071455497  
\$398.95

**Ernesto P. Molmenti, MD, PhD, MBA, (Hempstead, NY)** is Vice Chairman of Surgery, Director of Transplantation, and Professor of Surgery and Medicine at the Zucker School of Medicine at Hofstra/Northwell in Long Island, New York.

**Eduardo de Santibañes, MD, (Buenos Aires, Argentina)** is Professor of Surgery at the University of Buenos Aires, and Liver Transplant Unit Chief and Service Chief General Surgery at Hospital Italiano de Buenos Aires in Argentina.

**Martin de Santibañes, MD, (Buenos Aires, Argentina)** is a transplant surgeon in the Department of Surgery at Hospital Italiano de Buenos Aires in Argentina.



## **Current Diagnosis & Treatment in Rheumatology, Fourth Edition***(4th Edition)*

John A. Stone

### **Summary**

**Up-to-date, clinically relevant coverage of the entire range of rheumatology disorders**

The Fourth Edition of this trusted quick-reference guide has everything clinicians need to keep pace with this fast-moving field—presented in the acclaimed find-it-now *CURRENT* format. A practical reference for primary care providers, the book simplifies the treatment of difficult-to-manage rheumatologic diseases and disorders, such as arthritis, lupus, and sarcoidosis. This edition is enhanced by timely new chapters, the incorporation of the ABIM's Choosing Wisely initiative.

- Market: Internists (80,000); internal medicine residents (23,000), family physicians (74,000), family medicine residents (8,000), rheumatologists (4,000)
- NEW chapters on genetics, general principles of biological therapy, and drug-induced autoimmune syndrome
- Full explanations of common and major disorders in clinical immunology
- Concise chapters geared to the needs of trainees and clinicians
- First section addresses common but difficult-to-diagnose rheumatologic complaints—and delivers key “approach to the patient” strategies

**John Stone MD (Boston, MA)** Director, Division of Rheumatology, Massachusetts General Hospital, Professor of Medicine, Harvard Medical School.

McGraw-Hill Education / Medical  
9781259644641  
1259644642  
Pub Date: 10/30/2020  
\$124.95 Can.  
Discount Code: M  
Paperback

Medical / Internal Medicine  
MED045000  
23.2 cm H | 18.7 cm W

#### **Related Products**

##### **Also Available**

Harrison's Rheumatology, 3E  
9780071814843

Current Diagnosis & Treatment in  
Rheumatology, Third Edition  
9780071742801





## Pharmacotherapy Handbook, Eleventh Edition<sup>(11th Edition)</sup>

Barbara G. Wells, Joseph T. DiPiro, Terry L. Schwi...

### Summary

**Pocket-sized, engaging, and fully comprehensive, this illustrated guide provides the critical drug information readers need—when and where they need them**

Portable and reliable, *Pharmacotherapy Handbook, Eleventh Edition* delivers quick-access answers in any clinical setting. Ideal for students, pharmacists, and hospital staff, it offers a thorough understanding about what drugs are used in various situations, and why. The text delivers both the key points a pharmacist needs to know in practice and the information students studying for the boards needs to pass.

- Market: pharmacy students (12,000-15,000), pharmacists, hospital administrators
- 85 illustrations, including flowcharts
- Includes JNC-VI guidelines—the standard for drug therapy and pharmaceutical care
- Bulleted format with key words in bold facilitates fast and easy access to answers
- All text will appear on AccessPharmacy for the first time

**Terry L. Schwinghammer, BS Pharm, PharmD**, BCPS, FCCP, FASHP, is Professor and Chair of the Department of Clinical Pharmacy at the West Virginia University School of Pharmacy. He has authored more than 60 research papers and journal articles and is editor of *The Pharmacotherapy Casebook*.

**Joe DiPiro, PharmD**, is Professor and Dean of VCU School of Pharmacy. He served a residency at the University of Kentucky Medical Center and a fellowship in Clinical Immunology at Johns Hopkins University.

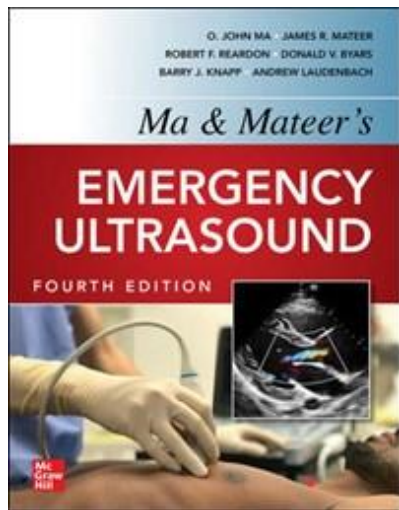
**Cecily DiPiro, PharmD**, wrote the last three editions of this guide.

**Vicki Ellingrod-Ringold, PharmD**, is John Gideon Searle Professor of Pharmacy and Associate Dean for Research and Graduate Education at University of Michigan's College of Pharmacy.

McGraw-Hill Education / Medical  
9781260116694  
1260116697  
Pub Date: 1/1/2021  
\$86.95 Can.  
Discount Code: M  
Paperback

Medical / Pharmacy  
MED072000

21 cm H | 12.1 cm W



## Ma and Mateers Emergency Ultrasound, 4th edition<sup>(4th</sup>

Edition)

O. John Ma, James R. Mateer, Robert F. Reardon

### Summary

**The classic comprehensive text on point-of-care ultrasound has been updated with the most current techniques and diagnostic methods, and includes videos showing common procedures in real time**

*Ma and Mateer's Emergency Ultrasound* has been the definitive text for clinicians since it was first published. The heavily illustrated guide from top experts in the field covers the training, techniques, and diagnostic skills for successful point-of-care ultrasound, with a special emphasis on problems most commonly encountered in the emergency or acute care setting. This new edition brings readers up to speed on the use of ultrasound in trauma, cardiac, critical care, pulmonary, hepatobiliary, renal, testicular, and other applications, as well as clinical considerations and indications, anatomical considerations, common abnormalities, and mistakes to avoid.

- 200 photos and illustrations
- Consistent chapter organization makes it easy to find answers quickly
- Includes side-by-side comparisons of normal/abnormal scans
- New chapters on pulmonary and critical care
- Expanded chapters on cardiac and musculoskeletal ultrasound
- Videos demonstrate common procedures in real time

McGraw-Hill Education / Medical  
9781260441819  
1260441814  
Pub Date: 11/6/2020  
\$314.95 Can.  
Discount Code: M  
Hardcover

Medical / Emergency Medicine  
MED026000

27.6 cm H | 21.6 cm W

#### Related Products

##### Also Available

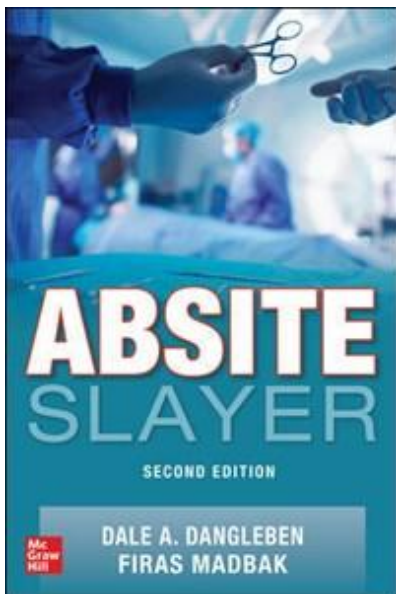
Ma and Mateer's Emergency  
Ultrasound, Third Edition  
9780071792158 \$175.95  
Atlas of Emergency Radiology  
9780071744423 \$330.95  
Pocket Atlas of Emergency  
Ultrasound 9780071668071

**O. John Ma, MD, (Portland, OR)** is Professor, Department of Emergency Medicine, Oregon Health & Science University

**James R. Mateer, MD, RDMS, (Milwaukee, WI)** is Clinical Professor of Emergency Medicine, Department of Emergency Medicine, Medical College of Wisconsin

**Robert F. Reardon, MD, (Minneapolis, MN)** is Department of Emergency Medicine, Hennepin County Medical Center, Associate Professor of Emergency Medicine, University of Minnesota Medical School,

**Scott A. Joing, MD, (Minneapolis, MN)** is Department of Emergency Medicine, Hennepin County Medical Center, Assistant Professor of Emergency Medicine, University of Minnesota Medical School



## **ABSITE Slayer, 2nd Edition** *(2nd Edition)*

Dale A. Dangleben

### **Summary**

**A focused, high-yield study guide for surgery residents preparing for the all-important ABSITE**

*ABSITE Slayer* is a rigorous, high-yield review that focuses specifically on the American Board of Surgery In-Training Examination (ABSITE). Designed to reduce pre-test anxiety and help you achieve the highest score, this powerful study aid provides a complete framework for your exam preparation and is also the most efficient review available. Perfect for last-minute exam prep or general framework, this quick and easy-to-read guide is packed with test-taking tips, short practice questions followed by a single short answer, and traditional multiple-choice questions with detailed explanations of answers. This edition includes more than 150 new Q&As and expanded answer rationales.

- Market: General surgery residents (10,000)
- The ABSITE is required by U.S. general surgery residents every January of their residency
- 100 images depicting key concepts and anatomy
- More than 450 multiple choice question with answer explanations

**Dale Dangleben, MD, FACS, (Camp Hill, PA)** is Trauma Medical Director, Surgical/Trauma ICU Director, and Acute Care Surgery Director of Geisinger Holy Spirit Hospital. He also serves as a Clinical Associate Professor of Surgery at the Geisinger Commonwealth School of Medicine.

**Firas Madbak, MD, FACS, (Jacksonville, FL)** is Assistant Professor in the Department of Surgery, Division of Acute Care Surgery at the University of Florida College of Medicine - Jacksonville.

McGraw-Hill Education / Medical  
9781260458282  
1260458288  
Pub Date: 11/6/2020  
\$62.95 Can.  
Discount Code: M  
Paperback

Medical / Urology  
MED088000

22.9 cm H | 15.2 cm W

#### **Related Products**

##### **Also Available**

ABSITE Slayer 9780071804165  
\$78.95

Schwartz's Principles of Surgery  
ABSITE and Board Review, Ninth  
Edition 9780071606363

First Aid for the® ABSITE  
9780071545471 \$107.95

## Venous Insufficiency

Raymond E. Phillips

### Summary

Venous insufficiency is a common cause of restricted activity, early retirement, and prolonged medical care, all of which contribute immensely to its social and economic burden. For many, it means disfiguring and troublesome skin conditions and ulcers in the legs. Despite the frequency and the exasperating nature of venous insufficiency, it is a largely under-diagnosed and under-treated condition. Yet, when identified and treated appropriately, the complications can be controlled, if not eliminated.

This accessible text offers clear cut explanations of the causes of venous insufficiency and of the symptoms and findings that point to the diagnosis. It is designed to ease the labor-intensive burden of managing the results of venous insufficiency in the office practice while describing interventions that the patient and / or caregiver can apply at home.

- Market: Internal Medicine and Family Medicine Physicians (209,000 domestic); Cardiologists (31,000 domestic); Students; Dermatologists (16,000 domestic); Nurse Practitioners (100,000); Physician Assistants (50,000)
- Emphasis on surgery resistant deep veins
- Chapters on impact of venous disease

McGraw-Hill Education / Medical  
9781260461268  
1260461262  
Pub Date: 11/13/2020  
\$169.95 Can.  
Discount Code: M  
Book

Medical / Internal Medicine  
MED045000

23.5 cm H | 18.7 cm W

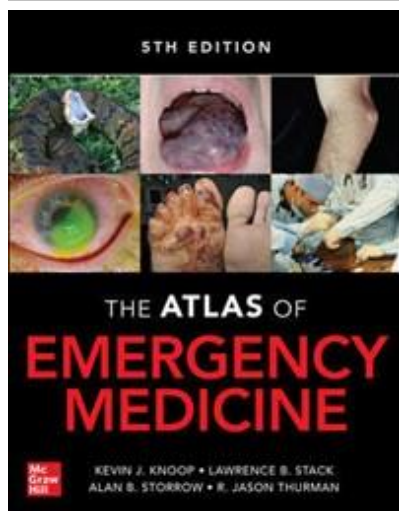
#### Related Products

##### Also Available

Essentials of Clinical Geriatrics,  
Eighth Edition 9781259860515  
\$100.95

Symptom to Diagnosis An  
Evidence Based Guide, Third  
Edition 9780071803441 \$65.95

Current Diagnosis and  
Treatment: Geriatrics 2E  
9780071792080 \$99.95



## Atlas of Emergency Medicine 5th Edition (5th Edition)

Kevin J. Knoop, Lawrence B. Stack, Alan B. Storrow...

### Summary

**1,500+ photos and illustrations plus concise, current advice from experts –everything readers need to diagnose and treat acute medical problems quickly, effectively, and safely**

*The Atlas of Emergency Medicine* is the go-to visual guide for treating and diagnosing problems in an emergency room setting. Doctors and other staff will find invaluable information for virtually any medical issue they're likely to encounter. Every topic includes at least one color photo showing the physician exactly what to look for, along with text descriptions written concisely and right to the point. The book is organized first by organ system and then by problem—enabling readers to secure the facts and data they need on the spot.

- Ideal for Emergency Physicians (37,000 U.S.), Emergency Departments (5,000 U.S.)
- 1,500 full-color clinical photographs
- Organized by organ system, special populations, and general issues
- Covers basic and subtle diagnoses of both typical and atypical conditions
- Fully updated treatment information, guidelines, and diagnostic testing

**Kevin J. Knoop, MD, MS, (Suffolk, VA)** Staff Physician Naval Medical Center, Portsmouth Virginia, and Assistant Professor of Military and Emergency Medicine, Uniformed Services University of the Health Sciences, Bethesda, Maryland

**Lawrence B. Stack, MD, (Nashville, TN)** Professor of Emergency Medicine and Pediatrics, Vanderbilt University, Nashville, Tennessee

**Alan B. Storrow, MD, (Nashville, TN)** Vice Chairman for Research and Academic Affairs and Associate Professor of Emergency Medicine, Vanderbilt University, Nashville, Tennessee

**R. Jason Thurman, MD, FAAEM, CPPS, (Nashville, TN)** Chief Medical Officer, TriStar Skyline and Hendersonville Medical Centers, and Adjunct Associate Professor of Nursing, Vanderbilt University Medical Center, Nashville, Tennessee

McGraw-Hill Education / Medical  
9781260134940  
1260134946  
Pub Date: 11/20/2020  
\$314.95 Can.  
Discount Code: M  
Hardcover

Medical / Dentistry  
MED016000

27.6 cm H | 21.6 cm W

### Related Products

#### Also Available

Tintinalli's Emergency Medicine:  
A Comprehensive Study Guide,  
Seventh Edition (Book and DVD)  
9780071484800

The Atlas of Emergency Medicine,  
Third Edition 9780071713979

The Atlas of Emergency Medicine,  
Third Edition 9780071496186

Emergency Ultrasound, Second  
Edition 9780071479042

Emergency Radiology: Case  
Studies 9780071409179 \$296.95

Atlas of Pediatric Emergency  
Medicine 9780071487504

Emergency Medicine: Just the  
Facts, Second Edition  
9780071442183

Emergency Radiology  
9780071711791



## Pharmacogenomics: A Primer for the Clinician

Jerika T. Lam, Mary A Gutierrez, Ajay Sharma

### Summary

**An invaluable resource to the rapidly emerging field of pharmacogenomics –complete with case studies, clinical pearls, and treatment recommendations**

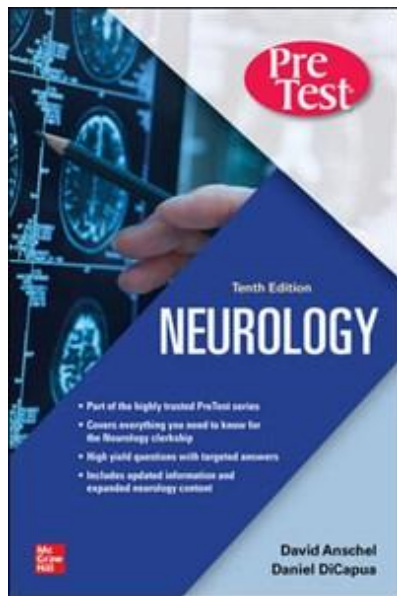
Combining pharmacology and genomics, pharmacogenomics examines how genes affect an individual's tolerability and response to drugs. Approaching pharmacogenomics from the current clinical, scientific, and implementation perspectives, this text serves as an invaluable evidence-based resource to the subject. The content reflects the shift from genetics to genomics in the pharmaceutical sphere and covers everything from pharmacogenomics fundamentals to implementation to ethical, legal, and social issues. The outstanding pedagogy will help clinicians retain and apply the information.

- Market: Clinicians (pharmacists, physicians and health care practitioners), researchers in biosciences and health care professional students
- Includes case scenarios, clinical pearls, and evidence-based recommendations for preferred and alternative treatments based on CPIC, PharmGKB, and FDA guidelines
- Reinforces the policy statements on pharmacogenomics promoted by the American Society of Health-System Pharmacists, American Pharmacists Association, American Association of Colleges of Pharmacy, and the American Medication Association

**Jerika T. Lam**, PharmD, AAHIVP, FCSHP, is an Associate Professor of Pharmacy Practice. She is currently a Director on the Board of the California Society of Health System Pharmacists. The editor has published numerous textbook chapters and articles. She has been invited to speak on the topics of HIV, Hepatitis C, as well as other ambulatory topics by nursing and pharmacy professional associations. She has also received grant funding in the areas of translational antiviral research and creative education programs.

McGraw-Hill Education / Medical  
9781260457100  
1260457109  
Pub Date: 12/22/2020  
\$87.95 Can.  
Discount Code: M  
Book

Medical / Pharmacology  
MED071000  
27.6 cm H | 21.6 cm W



## **Pretest Neurology 10th edition** (10th Edition)

David J. Ansel

### **Summary**

**With hundreds of practice questions based on the latest clinical information, this is the go-to study guide for acing neurology clerkships and the shelf exam.**

*PreTest Neurology* offers a full range of high-yield questions that cover the content students are likely to encounter on the shelf exam and USMLE Step 2 CK. Each question includes a detailed answer that helps readers hone in on the most important information. This new edition is fully updated to include the latest AAN treatment guidelines, the newest neurologic therapeutics, pathophysiologic explanations for common and neurologic disease process and much more. To ensure all content is relevant, timely, and high-yield, this trusted resource was carefully reviewed and edited by medical students who successfully mastered their clerkship.

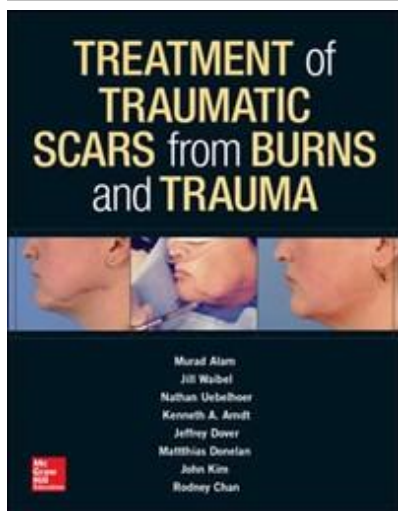
- Market: Third- and fourth-year medical students in neurology rotation (25,000)
- High-yield questions/answers highlight key information and explain why each answer option is right or wrong
- Completely updated to include the latest guidelines, treatments and terminology
- All content was carefully reviewed and edited by students who mastered their clerkship

**David J. Ansel, MD, (New York, NY)** is Director of Clinical Neurophysiology and Comprehensive Epilepsy Center of Long Island St. Charles Hospital, and Adjunct Associate Professor of Neurology, New York University School of Medicine.

McGraw-Hill Education / Medical  
9781260468298  
1260468291  
Pub Date: 11/23/2020  
\$47.95 Can.  
Discount Code: M  
Book

Medical / Clinical Medicine  
MED014000

17.8 cm H | 12.7 cm W



McGraw-Hill Education / Medical  
9780071839914  
0071839917  
Pub Date: 11/27/2020  
\$212.95 Can.  
Discount Code: M  
Hardcover

Medical / Dermatology  
MED017000

27.6 cm H | 21.6 cm W

#### Related Products

##### Also Available

Treatment of Traumatic Scars  
from Burns and Trauma  
9780071839921

Cosmeceuticals and Cosmetic  
Ingredients 9780071793988  
\$221.95

Facial Flaps Surgery  
9780071749251 \$347.95

Dermoscopy: An Illustrated  
Self-Assessment Guide  
9780071613552

Cosmetic Dermatology: Principles  
and Practice, Second Edition  
9780071490627 \$270.95

## Treatment of Traumatic Scars from Burns and Trauma

Murad Alam, Jill Waibel, Nathan Uebelhoer, Kenneth...

### Summary

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

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

- Market/Audience: Dermatologists (18,000/worldwide), plastic surgeons (6,000), plastic surgery residents and fellows (500)
- Covers the latest treatment options, including lasers, medications, and biological implants
- Extensive discussion of wound care

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

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

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

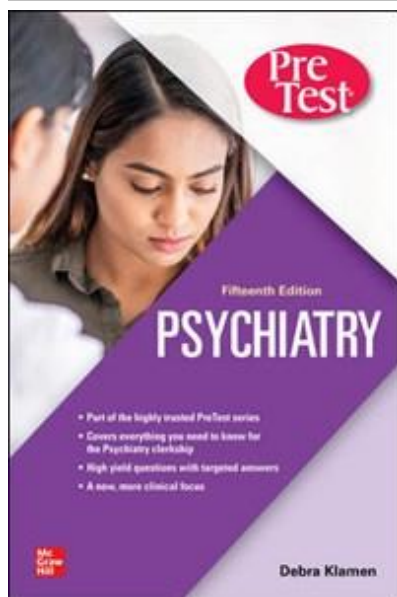
**Kenneth A. Arndt, MD, (Boston, MA)** Adjunct Professor of Surgery (Dermatology) at Dartmouth Medical School; Adjunct Professor of Dermatology at Brown Medical School.

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

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

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

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



## Psychiatry PreTest Self-Assessment And Review, 15th Edition (15th Edition)

Debra L. Klamen, Philip Pan

### Summary

**Hundreds of Board-style questions that cover what students need to ace their clerkship and shelf exam**

Heavily revised to focus precisely on the type of information needed for successful clinical practice, *Psychiatry: PreTest Self-Assessment and Review, 15th Edition* delivers the range of content covered in clerkships and on the shelf exam. This new edition will give students the content and focus needed for success. We've minimized the focus on psychology and erroneous theoretical and historical information to provide an incredibly high yield resource with a sharp focus on clinically relevant psychiatry information. Presented in a format students need to be familiar with, each question is accompanied by a detailed answer highlighting need-to-know information and explaining why each answer choice is right or wrong. To ensure that all content is relevant, timely, and high-yield, this edition was reviewed and edited by medical students who succeeded in their clerkship.

- Market: Third- and fourth-year medical students in required rotations (20,000)
- Questions cover all topical areas seen on rotations and on the shelf exam
- Answers highlight key information
- Rationale provided for both correct and incorrect answers
- All content is student-reviewed

**Debra L. Klamen, MD, MPHE, (Springfield, IL)** is Associate Dean of Education and Curriculum, Professor, and Chair, Department of Medical Education, and Professor, Department of Psychiatry at Southern Illinois University School of Medicine.

McGraw-Hill Education / Medical  
9781260467413  
1260467414  
Pub Date: 11/27/2020  
\$47.95 Can.  
Discount Code: M  
Paperback

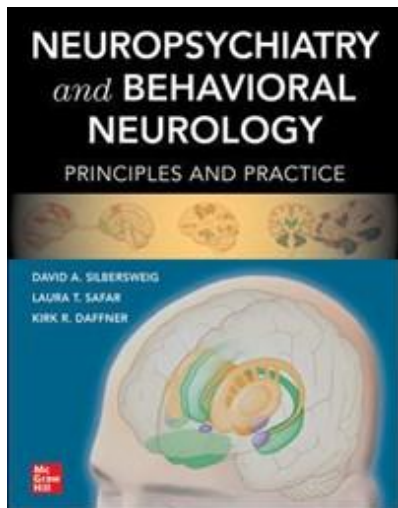
Medical / Clinical Medicine  
MED014000

21.6 cm H | 14 cm W

#### Related Products

##### Also Available

Case Files Psychiatry, Fourth Edition 9780071753913  
Psychiatry PreTest Self-Assessment And Review, Thirteenth Edition 9780071761017  
PSYCHIATRY 12/E 9780071598309



## Neuropsychiatry and Behavioral Neurology: Principles and Practice

David Silbersweig, Laura T. Safar, Kirk R. Daffner

### Summary

**A complete full-color guide to the principles and practice of behavioral neurology and neuropsychiatry**

Written by experts at the Center for Brain/Mind Medicine at Brigham and Women's Hospital/Harvard Medical School, this full-color resource offers a concise, yet comprehensive overview of the practice of neuropsychiatry and behavioral neurology. It provides a practical approach to learning structural and functional neuroanatomy, neuropsychiatric assessment, neuropsychiatric treatments, and neurobehavioral and neuropsychiatric syndromes.

McGraw-Hill Education / Medical  
9781260117103  
1260117103  
Pub Date: 11/27/2020  
\$250.95 Can.  
Discount Code: M  
Hardcover

Medical / Psychiatry  
MED105000

27.6 cm H | 21.6 cm W

- Market: practicing psychiatrists (80,000/worldwide) and neurologists (18,000/worldwide), residents in psychiatry and neurology, fellows in behavioral neurology and neuropsychiatry
- Numerous full-color illustrations of brain anatomy
- High-resolution brain CT and MRI scans
- Chapters include Learning Objectives, Key Terms, and Review Questions

**David Silbersweig, MD (Boston, MA)** Chairman, Department of Psychiatry, Brigham and Women's Hospital; Professor of Psychiatry, Harvard Medical School.

**Laura T. Safar, MD (Boston, MA)** Director, Department of Neuropsychiatry, Brigham and Women's Hospital.

**Kirk R. Daffner, MD (Boston, MA)** Chief, Division of Cognitive and Behavioral Neurology, Brigham and Women's Hospital.

#### Related Products

##### Also Available

Molecular Neuropharmacology: A Foundation for Clinical Neuroscience, Third Edition  
9780071827690 \$68.95  
Adams and Victor's Principles of Neurology 10th Edition  
9780071794794  
CURRENT Diagnosis & Treatment Psychiatry, Second Edition  
9780071422925



## **Lange Clinical Neurology, 11th Edition***(11th Edition)*

David Greenberg, Michael J. Aminoff, Roger P. Simo...

### **Summary**

**The book students rely on for the clearest, most concise coverage of one of medicine's most complex topics—updated with the latest advances in the field**

*Clinical Neurology*, Eleventh Edition, provides a comprehensive overview of basic and clinical neurology in a concise, digestible format. It links clinical neuroscience to current approaches for accurately diagnosing and effectively treating neurologic disorders. Covering all the advances in molecular biology and genetics, this popular guide emphasizes history-taking and neurologic examination as the cornerstones of diagnosis. All information is thoroughly up-to-date and presented as a practice-oriented approach to neurology based on the patient's presenting symptoms or signs.

- Market: First- and Second-Year Medical Students, Neurology Clerkship, Nurse Practitioners, Physician Assistants, neurology and psychiatry residents
- 350+ tables and figures
- Chapter outlines providing overview of each topic
- Treatment protocols reflecting the most recent advances in the field
- Step-by-step review of the neurologic examination
- New websites and glossary

**David A. Greenberg, MD, (Novato, CA)** is Professor and Vice President for Special Research Programs at the Buck Institute Research on Aging.

**Michael J. Aminoff, MD, (San Francisco, CA)** is Director of the Parkinson's Disease and Movement Disorders Clinic, Distinguished Professor of Neurology, and Executive Vice Chair of the Department of Neurology at the University of California San Francisco Medical Center.

**Roger P. Simon, MD, (Atlanta, GA)** is Professor of Medicine (Neurology) and Neurobiology at the Morehouse School of Medicine.

McGraw-Hill Education / Medical  
9781260458350

1260458350  
Pub Date: 12/4/2020

\$96.95 Can.  
Discount Code: M  
Paperback

Medical / Dentistry  
MED016000

23.2 cm H | 18.7 cm W

#### **Related Products**

##### **Also Available**

Lange Clinical Neurology, 10th  
Edition 9781259861727 \$112.95  
Clinical Neurology 9/E  
9780071841429

CURRENT Diagnosis & Treatment  
Neurology, Second Edition  
9780071701181

CURRENT Diagnosis & Treatment  
Neurology, Second Edition  
9780071717977

## **Basic and Clinical Pharmacology 15e***(15th Edition)*

Bertram G. Katzung, Anthony J. Trevor

### **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.**

**This new edition of the authoritative pharmacology text gets students fully up to date on key concepts they need to master for academic and professional success**

Presented in full color and packed with 330 illustrations, *Basic and Clinical Pharmacology* is the comprehensive and engaging guide students have counted on for decades. To be as clinically relevant as possible, it includes sections that specifically address the clinical choice and use of drugs in patients and the monitoring of their effects, along with case studies that introduce clinical problems. Each chapter opens with a case study, covers drug groups and prototypes, and closes with summary tables and diagrams that encapsulate important information.

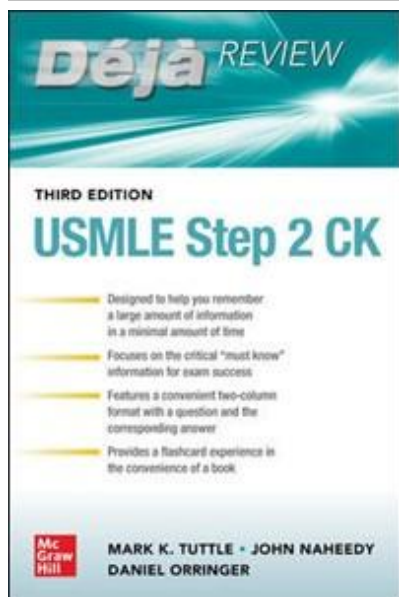
- Markets include majors in biology pharmacology; nursing students; nurse practitioners; osteopathic students; and med students taking a pharmacology course
- Summary tables conclude each chapter
- Strong emphasis on drug groups and prototypes
- 330 full-color illustrations, case studies, and chapter-ending summary tables
- Organized to reflect the syllabi of pharmacology courses
- Descriptions of important new drugs

**Bertram G. Katzung, MD, PhD (HOMETOWN?)** is Professor Emeritus, Department of Cellular and Molecular Pharmacology, University of California, San Francisco.

McGraw-Hill Education / Medical  
9781260452310  
126045231X  
Pub Date: 12/4/2020  
\$87.95 Can.  
Discount Code: M  
Paperback

Medical / Pharmacology  
MED071000

27.6 cm H | 21.6 cm W



## Deja Review: USMLE Step 2 CK<sup>(3rd Edition)</sup>

Mark Tuttle, John H. Naheedy, Daniel Orringer

### 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.**

### Maximum retention in minimum time!

Studying for the USMLE® Step 2 CK can be a race against time. This unique resource helps you beat the clock—and score big. Drawn from the perspectives of top students fresh from their course work, this rapid-fire resource distills the need-to-know, high-yield concepts and topics that will give you the edge on exam day. It's a valuable asset to help you study when time is limited.

Featuring an accessible two-column “flashcard” Q&A format, *Deja Review*™ USMLE® Step 2 CK reinforces familiar material, while accelerating mastery of commonly tested topics. The Q&As help you efficiently absorb a large amount of pertinent information and streamlines study time by maximizing your down time, this is the ideal resource for completing a large number of questions in a limited amount of time.

### FEATURES

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

McGraw-Hill Education / Medical  
9781260464269  
1260464261  
Pub Date: 1/20/2021  
\$33.95 Can.  
Discount Code: M  
Book

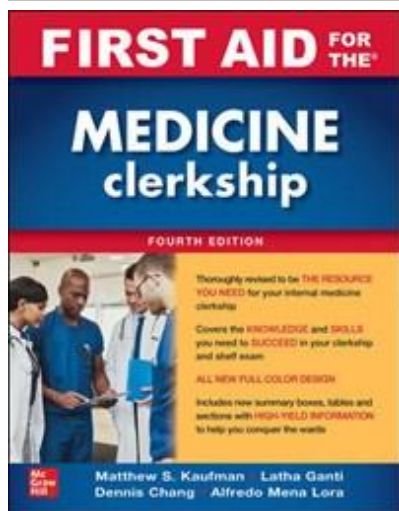
Medical / Clinical Medicine  
MED014000

22.9 cm H | 15.2 cm W

#### Related Products

##### Also Available

1ST AID FOR USMLE STEP 2-6/E  
9780071487955  
Clinical Vignettes for the USMLE  
Step 2 CK 9780071464031



McGraw-Hill Education / Medical  
9781260460629  
1260460622  
Pub Date: 12/11/2020  
\$68.95 Can.  
Discount Code: M  
Paperback

Medical / Clinical Medicine  
MED014000

27.6 cm H | 21.6 cm W

#### Related Products

##### Also Available

CURRENT MEDICAL DIAGNOSIS  
& TR 9780071624442

Case Files Internal Medicine,  
Third Edition 9780071613644

HARRISONS PRINCIPLES OF  
IN-17E 9780071466332

Case Files Internal Medicine,  
Second Edition 9780071463034

## First Aid for the Medicine Clerkship, Fourth Edition<sup>(4th Edition)</sup>

Matthew S. Kaufman, Latha Ganti, Arthur Rusovici

### Summary

**A newly revised high yield resource for the medicine clerkship—just what you'd expect from First Aid!**

The new edition of *First Aid for the Medicine Clerkship* is a comprehensive, high-yield resource, with an expanded focus on pathophysiology and diagnosis and treatment. It provides the foundation students need to excel in their internal medicine clerkship and rotations and to ace the shelf exam and Step 2 CK exam.

Designed to facilitate the application of knowledge required for the shelf exam and the USMLE Step 2 CK, *First Aid for the Medical Clerkship* provides the information required to formulate a diagnostic and treatment plan. This new edition also has brand-new illustrations, photos, and algorithms, presented in a new full-color design.

- Market: Third-year medical students taking required medicine rotations, physician assistant students, international medical students
- Chock full of useful photos and illustrations
- NEW: More content on the nuances of diagnostic algorithms (e.g., when to order a test) and medical management (e.g., when to implement a treatment)
- NEW: Content added on core areas such as ophthalmology, renal and acid-base disorders. and ambulatory medicine
- NEW: More images, diagrams, and flow charts in a fresh new-full color design
- Directs students who want to make an impression on rotations to the latest research studies
- Summary boxes highlight high-yield information needed for exam success

**Matthew S. Kaufman, MD, (New York City)** is Associate Director, Department of Emergency Medicine at Richmond University Medical Center, in New York City.

**Latha Ganti, MD, MS, MBA, FACEP, (Orlando, FL)** is Director, Center of Innovation at VACO Southeast Specialty Care, Center of Innovation, Orlando VA Medical Center, and Professor of Emergency Medicine at University of Central Florida.

**Dennis Chang, MD, (St. Louis, MO)** was the former Associate Division Chief, Division of Hospital Medicine at Mount Sinai Medical Center and is currently Academic Hospitalist at Washington University School of Medicine.

**Alfredo J. Mena Lora, MD, FACEP, (Chicago, IL)** is Assistant Clerkship Director, Medicine at University of Illinois Chicago and the Internal Medicine Clerkship Director at St. Anthony Hospital.

## Lung Cancer: Standards of Care

Goetz Kloecker, Mostafa Fraig, Susanne M. Arnold, ...

### Summary

**Concise and engaging, this peerless guide brings practitioners and learners up to date on the new standards of care**

Perfect for anyone running a practice or studying for the boards or certification, *Standards of Care: Lung Cancer* delivers everything readers need to know in an easy-to-read, quick-to-digest format. Written by leading experts in their field, it covers all the fast-changing paradigms of care, with online content updated every year. This authoritative guide to the most common cancer covers all the new procedures and treatment options and the latest advances in diagnosis and treatment, including immunotherapy and oncogene inhibition.

McGraw-Hill Education / Medical  
9781260136203  
1260136205  
Pub Date: 12/18/2020  
\$201.95 Can.  
Discount Code: M  
Paperback

Medical / Oncology  
MED062000

23.5 cm H | 18.7 cm W

#### Related Products

##### Also Available

Workbook and Casebook for  
Goodman and Gilman's The  
Pharmacological Basis of  
Therapeutics 9780071793360  
\$79.95

Harrisons Manual of Oncology  
2/E 9780071793254 \$109.95

- **Markets:** Medical Oncologists, Pathologists, Fellows, Residents, NPs, PAs, Hospital-Affiliated Cancer Centers, Community Hospitals

• Lung cancer is the most common cancer worldwide, with approximately 220,000 new cases diagnosed annually in the U.S.

- Covers the most current treatments
- Continuous online updates on guidelines, new therapies, and studies
- Includes checklists, case studies, learning objectives, and clinical pearls

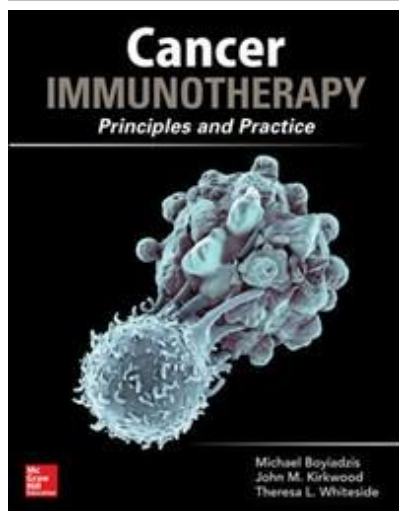
**Goetz Kloecker, MD, MDPH, MBA, (Louisville, KY)** is Associate Professor of Hematology and Oncology, Director of Thoracic Medical Oncology, Director of the Hematology/Oncology Fellowship Program, James Graham Brown Cancer Center, Louisville, Kentucky.

**Mostafa Fraig, MD, (Louisville, KY)** is Professor of Pathology at the University of Louisville, Kentucky.

**Susanne Arnold, MD, (Lexington, KY)** is a Medical Oncologist at the University of Kentucky Albert B. Chandler Hospital, Lexington, Kentucky.

**Cesar A. Perez, MD, (Lexington, KY)** is an Assistant Professor of Medicine, James Graham Brown Cancer Center, Louisville, Kentucky.





## Cancer Immunotherapy in Clinical Practice

Michael M. Boyiadzis

### Summary

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

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

- Market: Biomed science graduate students (10,000), Hematology-Oncology Fellows (5,400), Oncology Nurse Practitioners (1,000), Physician Assistants (1,300), Oncology Pharmacists (1000), Medical Oncologists (5,500), Oncologists (20,000)

- Includes the latest guidelines for immunotherapy and toxicity management

**Michael Boyiadzis, MD (Pittsburgh, PA)**, Associate Professor of Medicine, Department of Medicine, Division of Hematology/Oncology, UPMC Cancer Pavilion. His area of specialty and interests are: Acute leukemia, development of novel therapies for acute leukemia, natural killer cell biology, immunotherapy, and hematopoietic stem cell transplantation.

**John M. Kirkwood, MD (Pittsburgh, PA)** Usher Professor of Medicine, Dermatology, and Translational Science, Director, Melanoma and Skin Cancer Program, University of Pittsburgh Cancer Institute, Hillman Cancer Center Research Pavilion. Dr. Kirkwood's research focuses on melanoma, a cancer that afflicts more than 60,000 per year and is fatal to nearly 9,000 per year in the United States. He has received international acclaim for pioneering work with immunomodulators for melanoma that provided the first FDA-approved adjuvant therapy of melanoma in 1996. He has led more than 250 trials over the past 31 years evaluating cytotoxic, molecular, and immunomodulator therapies including vaccines for metastatic and high-risk melanoma.

**Theresa L. Whiteside, PhD (Pittsburgh, PA)**, Professor of Pathology, Immunology, & Otolaryngology, Hillman Cancer Center Research Pavilion. Dr. Whiteside is a clinical immunologist with many years of experience in evaluating human immune-mediated diseases. For many years, she directed an immunopathology laboratory performing a broad spectrum of immunodiagnostic assays. Her research expertise is in cellular and molecular cancer immunology.

McGraw-Hill Education / Medical  
9781259642043  
1259642046  
Pub Date: 2/22/2021  
\$212.95 Can.  
Discount Code: M  
Paperback

Health & Fitness / Diseases  
HEA039030

27.6 cm H | 21.6 cm W

#### Related Products

##### Also Available

Cancer Immunotherapy in  
Clinical Practice 9781259642050

## Case Files Obstetrics and Gynecology, Sixth Edition<sup>(6th</sup>

*Edition)*

Eugene C. Toy, Patti Jayne Ross, Benton Baker, Joh...

### Summary

#### Realistic patient cases to help sharpen clinical decision-making skills

The Case Files series is widely used by medical students across all parts of the curriculum. *Case Files: Obstetrics & Gynecology* features 60 realistic clinical scenarios designed to enhance and hone students' clinical decision-making skills. Each case includes an easy-to-understand discussion correlated to key concepts, definitions of key terms, clinical pearls, and Board-style review questions to reinforce learning. The book's format allows students to review a patient vignette and explore/examine the case in a contextual, application-based manner, so they can ultimately learn medical diagnosis and management.

- Market: U.S. medical students in OB/GYN clerkships (18,500); first-year residents; PA students; Nurse-midwife and NP students
- Each case includes an easy-to-understand discussion, correlated to essential concepts, definition of key terms, clinical pearls and Board style review questions
- 30 photos and illustrations
- NEW: 25 integrated challenge questions
- Summary sections identify the salient aspects of the corresponding case

**Eugene C. Toy, MD, (Houston, TX)** is The John S. Dunn, Senior Academic Chair and Program Director,

The Methodist Hospital Ob/Gyn Residency Program in Houston.

**Patti Jayne Ross, MD, (Houston, TX)** is Professor and Clerkship Director, Department of Obstetrics and Gynecology and Holder of the Patti Jayne Ross Professorship, University of Texas Medical School.

**Benton Baker III, MD, (Conroe, TX)** is an obstetrics and gynecology physician.

McGraw-Hill Education / Medical  
9781260468786  
126046878X  
Pub Date: 1/20/2021  
\$48.95 Can.  
Discount Code: M  
Book

Medical / Clinical Medicine  
MED014000

22.9 cm H | 15.2 cm W

#### Related Products

##### Also Available

First Aid for the Obstetrics and  
Gynecology Clerkship, Third  
Edition 9780071634199

Case Files Obstetrics and  
Gynecology, Third Edition  
9780071605809

## Case Files Pediatrics, Sixth Edition(6th Edition)

Eugene C. Toy, Robert J. Yetman, Mark D. Hormann, ...

### Summary

#### Realistic patient cases to help sharpen clinical decision-making skills

The Case Files series is widely used by medical students across all parts of the curriculum. *Case Files: Pediatrics* features 60 realistic clinical scenarios designed to enhance and hone students' clinical decision-making skills. Each case includes an easy-to-understand discussion correlated to key concepts, definitions of key terms, clinical pearls, and Board-style review questions to reinforce learning. The book's format allows students to review a patient vignette and explore/examine the case in a contextual, application-based manner, so they can ultimately learn medical diagnosis and management.

- Market: U.S. medical students in pediatrics clerkships (18,500/yr.); PA students; junior
- pediatrics residents
- Each case includes an easy-to-understand discussion, correlated to essential concepts, definition of key terms, clinical pearls and Board style review questions
- 35 photos and illustrations
- Summary sections identify the salient aspects of the corresponding case

**Eugene C. Toy, MD, (Houston, TX)** is a dual-certified family physician and obstetrician-gynecologist and is Assistant Dean for Educational Programs; Professor and Vice Chair of Medical Education, Department of Obstetrics and Gynecology, at the University of Texas Medical School at Houston.

**Robert J. Yetman, MD, (Houston, TX)** is Professor and Chairman in The Division of Community and General Pediatrics at The University of Texas—Houston Medical School.

**Mark D. Hormann, MD, (Houston, TX)** is Assistant Professor of Pediatrics, Director of the Pediatric Clerkship, and Pediatrics Residency Program Director at The University of Texas—Houston Medical School.

**Sheela L. Lahoti, MD, (Houston, TX)** is Professor, Child Protection Pediatrics, and Assistant Dean, Admissions and Student Affairs, University of Texas Health Science Center at Houston.

**Abby Geltemeyer, MD, (Galveston, TX)** is a Pediatrician, Memorial Hermann Texas Medical Center.

**Emma A. Omoruyi, MD, MPH, (Houston, TX)** is Assistant Professor of Pediatrics, UTHealth McGovern Medical School.

McGraw-Hill Education / Medical  
9781260474954  
126047495X  
Pub Date: 1/20/2021  
\$48.95 Can.  
Discount Code: M  
Book

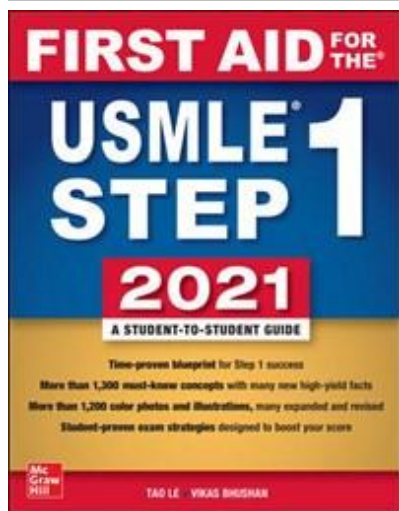
Medical / Clinical Medicine  
MED014000

22.9 cm H | 15.2 cm W

#### Related Products

##### Also Available

Case Files Pediatrics, Fourth Edition 9780071766982  
First Aid for the Pediatrics Clerkship, Third Edition 9780071664035



## First Aid for the USMLE Step 1 2021, Thirty first edition (31st Edition)

Tao Le, Vikas Bhushan

### Summary

**The Step 1 prep resource no medical student can be without—revised thoroughly for 2021**

Written by students who recently passed the USMLE Step 1 and reviewed and approved by top faculty, *First Aid for the USMLE Step 1* provides the most high-yield topics and concepts found on the USMLE Step 1 exam. Every medical student turns to *First Aid* during their coursework, as well as during their Step 1 prep. Each annual edition is thoroughly revised, by bringing together the expertise and experience of numerous students and faculty. Students continuously praise the *First Aid* content, claiming “if it’s in *First Aid*, you count on seeing it on the Step 1 exam.”

- Primary Market: Second-year U.S. students and international medical graduates preparing for the USMLE; Secondary Market: First-year U.S. medical students seeking to focus their course study
- Completely revised by students who just took the USMLE Step 1 and reviewed by faculty
- 1,400+ illustrations and photos
- 1,300+ high-yield facts and mnemonics organized into basic principles and organ system sections
- 1,000+ color clinical images and illustrations
- Updated test-taking and exam-preparation advice
- Improved organization of the pharmacology, endocrine, and reproductive chapters for more intuitive learning
- Outline format allows for easy retrieval and synthesis of key information
- Summary tables and comparison charts that improve consumption and retention of key information

**Tao Le, MD, MHS, (Louisville, KY)** is Assistant Clinical Professor of Medicine and Pediatrics and Chief, Section of Allergy and Immunology, University of Louisville. He is also affiliated with the Division of Allergy and Immunology at The Johns Hopkins University School of Medicine.

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

McGraw-Hill Education / Medical  
9781260467529  
126046752X  
Pub Date: 12/28/2020  
\$68.95 Can.  
Discount Code: M  
Book

Medical / Clinical Medicine  
MED014000

27.6 cm H | 21.6 cm W

#### Related Products

##### Also Available

First Aid for the USMLE Step 1  
2015 9780071840064  
First Aid for the USMLE Step 1  
2014 9780071831420  
First Aid for the USMLE Step 1  
2013 9780071802321

## **PreTest Emergency Medicine, Fifth Edition** *(5th Edition)*

Adam J. Rosh, Ciara Barclay-Buchanan

### **Summary**

**The trusted resource that asks the right questions so that students will be equipped with the answers**

Part of the successful PreTest series, the new edition of *PreTest Emergency Medicine* has been heavily revised to reflect all the critical new information to succeed on the Emergency Medicine rotation and on the shelf exam. It features hundreds of high yield questions, along with clear, targeted answers explaining both correct and incorrect answer choices. To ensure that all content is relevant and timely, this edition was reviewed by students who successfully completed the clerkship and passed the shelf exam.

- Primary Market: Third-year U.S. medical students in required rotations (20,000)
- Hundreds of top quality, high yield questions
- Detailed answers highlighting key takeaways
- Question topics align with what students will encounter on their rotation and exams

McGraw-Hill Education / Medical  
9781260468946  
1260468941  
Pub Date: 12/28/2020  
\$47.95 Can.  
Discount Code: M  
Book

Medical / Clinical Medicine  
MED014000

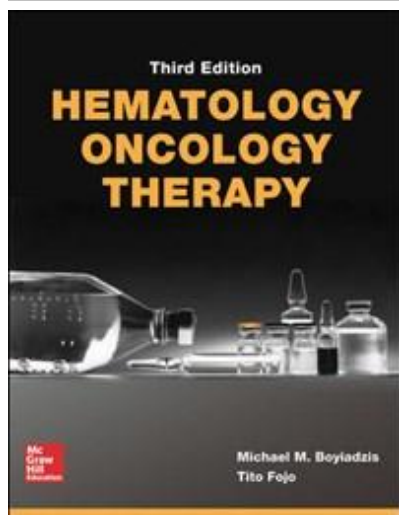
21.3 cm H | 14 cm W

#### **Related Products**

##### **Also Available**

Case Files Emergency Medicine,  
Second Edition 9780071598996  
EMERGENCY MEDICINE 2/E  
9780071598613  
EMERGENCY MEDICINE  
9780071477857  
1ST AID FOR EMERGENCY  
MEDIC-2E 9780071448734

**Adam Rosh, MD, (Huntington Woods, MI)** is a physician, Emergency Physician's Medical Group, and CEO, RoshReview.



## **Hematology-Oncology Therapy, 3rd Edition** *(3rd Edition)*

Michael M. Boyiadzis, Tito Fojo, David R. Kohler

### **Summary**

**The Essential Therapy Guide to Cancer, Hematologic Disorders, and Supportive Care--Updated with the Latest Treatment Regimens**

*Hematology-Oncology Therapy, Third Edition* is an up-to-date, comprehensive therapy guide that delivers more than 500 treatment regimens in a succinct, uniform manner. The unique tabular design allows you to instantly locate and implement the proper treatment regimen. Supported by the latest practice guidelines, peer-reviewed literature, and the opinion of experts, *Hematology-Oncology Therapy* integrates extensive information that is critical to both office- and hospital-based practice of hematology and oncology.

- Market: Oncology fellows (3,000), oncologists (20,000), oncology nurses (40,000), hematologists (10,000)
- Conveniently divided into three sections: Oncology; Supportive Care, Drug Preparation, Complications, and Screening; Selected Hematologic Diseases
- Updated to include the latest regimens

**Michael Boyiadzis, MD (Pittsburgh, PA)**, Associate Professor of Medicine, Department of Medicine, Division of Hematology/Oncology, UPMC Cancer Pavilion.

**Antonio Tito Fojo, MD, PhD (New York City)**, Professor of Medicine, Columbia University Medical Center Director, Neuroendocrine Cancers Co-Director, Adrenal Center Co-Director, Columbia/James J. Peters VA Hospital Cancer Center

**David R. Kohler, PharmD (Bethesda, MD)**, Pharmacy Department, National Institutes of Health

McGraw-Hill Education / Medical  
9781260117400  
1260117405  
Pub Date: 1/1/2021  
\$283.95 Can.  
Discount Code: M  
Hardcover

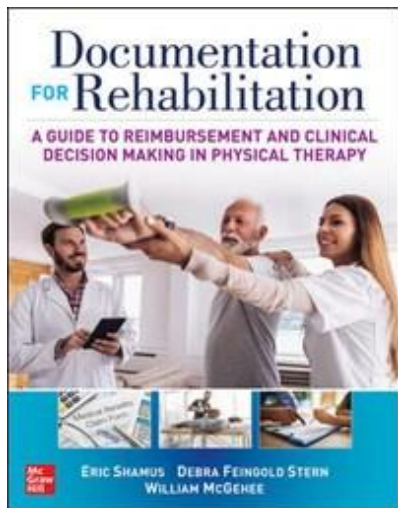
Medical / Dentistry  
MED016000  
27.6 cm H | 21.6 cm W

#### **Related Products**

##### **Also Available**

The MD Anderson Manual of  
Medical Oncology, Third Edition  
9780071847940  
Williams Hematology, 9E  
9780071833004 \$426.95





## Communicating Clinical Decision Making Through Documentation: Coding, Payment, and Patient Categorization

Eric Shamus, Debra F. Stern, William McGhee

### Summary

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

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

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

- Market: Physical Therapy students (30,000/USA)
- Covers topics not found in similar texts, including evaluation codes, G codes, reimbursement models, documentation on progress
- Evidence-Based Practice section includes coverage of legal issues, medical errors, and utilization review

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

McGraw-Hill Education / Medical  
9781260440669  
1260440664  
Pub Date: 1/1/2021  
\$112.95 Can.  
Discount Code: M  
Paperback

Medical / Physical Medicine &  
Rehabilitation  
MED073000

27.6 cm H | 21.6 cm W

## The Infographic Guide to Medicine

Neeral Shah

### 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.**

**Over 600 highly visual, expertly written infographics designed to build medical learners' understanding and retention of key medical concepts—quickly and easily**

Building upon millennial medical students' unprecedentedly visual education, *The Infographic Guide to Internal Medicine* enables the modern student to absorb as much information as possible, in as little time as possible. This collection contains over 600 infographics of need-to-know information on the top diagnoses, that are also aligned with USMLE Steps 1 and 2, in a quick one-page snapshot organized around memorable visual elements, such as color coding for topic groupings and text placement.

- Market: Medical Students and Residents, NP Students, PA Students
- 606 infographics
- Each infographic includes five questions the clinician should consider during patient evaluation

**Neeral L. Shah, MD, (Charlottesville, VA)** is Associate Professor, University of Virginia.

McGraw-Hill Education / Medical  
9781260453973  
1260453979  
Pub Date: 4/9/2021  
\$68.95 Can.  
Discount Code: M  
Mixed Media Product

Medical / Internal Medicine  
MED045000