3G E-LEARNING CATALOG 2020


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CATALOG
2020

# 3G E-LEARNING

- Agriculture and Plant Science
- Animal and Veterinary Science
- Arts
- Business and Management
- Careers
- Chemistry
- Computer Science
- Earth and Environmental Science
- Education and Psychology
- Engineering and Technology
- Food Science & Nutrition
- Hospitality and Tourism
- Journalism
- Law
- Library Science
- Life Science
- Mathematics
- Physics
- Social Science
- Vocational

**Dear Reader,**

It is our pleasure to introduce 3G E-learning 2020 Catalog. 3G E-learning LLC specializes developing collections of titles in various subjects areas such as Agriculture and Life Sciences, Animal and Veterinary Science, Business and Management, General Science, Computer Science, Physical Education, Social Sciences, Careers, Women Empowerment, Hotel and Restaurant Management. With over 1000 active titles, we offer high quality content to students with a focus on first-class production. We believe that connecting technology will enhance learning, both inside and outside of the classroom, and will deepen the connections between students and educators to empower greater success.

Throughout this catalog, you will find information on our latest titles with key information, ISBN information and pricing.

We are committed to publish innovative and informative books written and edited by internationally renowned professionals in their fields.

As a reader, we welcome your feedback and promise to improve with your feedback and suggestions!

We are always interested in receiving new proposals from both individual authors and editors to increase our collection of titles with your valued content.

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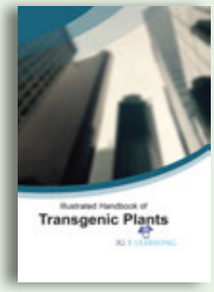
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**DVD Features:**

- E-Lectures of each Chapter
- Video Lectures of each chapter
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3G E-LEARNING




## ILLUSTRATED HABDBOOK OF TRANSGENIC PLANTS

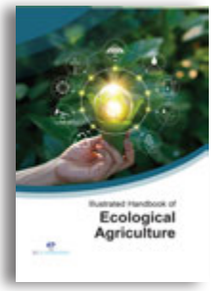
- There is ongoing debate concerning the possible environmental and human health impacts of growing transgenic crops.
- Ecologists and other scientists have long expressed concerns about the potential impacts of releasing transgenic crops into the environment.
- Provides thorough coverage on methods of plant transformation, biotechnological application of transgenic plants, and future developments.

**ISBN: 978-1-98463-544-0**

**Price: $180**

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**Binding: Hardcover**




## ILLUSTRATED HANDBOOK OF ECOLOGICAL AGRICULTURE

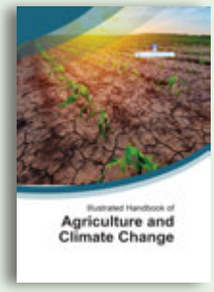
- In recent years, the ecological farming began to gain an increasingly higher importance, due to the increase of areas cultivated in ecological system and of the number of producers and consumers.
- Each plant species absorbs different nutrients from the soil and releases certain substances in the soil.
- Focuses exclusively on the ecology of agricultural ecosystems.
- Emphasizes the potential contributions of ecology to agricultural sustainability in this handbook.

**ISBN: 978-1-98463-553-2**

**Price: $180**

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**Binding: Hardcover**




## ILLUSTRATED HANDBOOK OF AGRICULTURE AND CLIMATE CHANGE

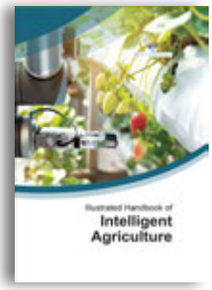
- Agriculture and climate change are deeply intertwined. The effects of global warming on food supply are dire, whilst world population is increasing. It's time to change the way agriculture affects the environment, and vice versa.
- Greenhouse gas (GHG) emissions from agriculture are an important contributor to climate change, especially when emissions from agriculture's impact on land-use changes are included.
- Covering a broad range of issues related to climate change and agriculture, the book summarizes the different aspects of vulnerability, adaptation and amelioration of climate change in respect to plants, crops, soil and microbes for the sustainability of the agricultural sector.

**ISBN: 978-1-98463-554-9**

**Price: $180**

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## ILLUSTRATED HANDBOOK OF INTELLIGENT AGRICULTURE

- Agriculture is one of humanity's oldest and most essential industries. However, the promise of technology to increase farming production doesn't stop with tractors and harvesters.
- Solar-powered sensors and software collect and analyse data, allowing farmers to make data-based decisions for more efficient and sustainable agricultural practices. In recent years, farmers have begun to use Internet of Things (IoT) technologies, like sensors and cameras, to drive higher yields.
- In this book, we'll highlight the emerging technologies in smart agriculture and how they impact food production.

**ISBN: 978-1-98463-555-6**

**Price: $180**

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## 3GE COLLECTION ON AGRICULTURE: BIOCHEMISTRY AND MOLECULAR BIOLOGY OF PLANTS

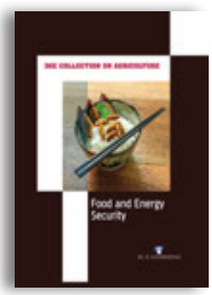
- Throughout human history, plants have been the object of pervasive and at times dominant artistic and intellectual interest.
- Plant biochemistry is not only an important field of basic science explaining the molecular function of a plant, but is also an applied science that is in the position to contribute to the solution of agricultural and pharmaceutical problems.
- This collection is concerned with the processes by which the information encoded in the genome is demonstrated as structures, processes and behaviours.

**ISBN: 978-1-98463-577-8**

**Price: $160**

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**Binding: Hardcover**




## 3GE COLLECTION ON AGRICULTURE: FOOD AND ENERGY SECURITY

- Addressing the food, water and energy nexus is considered increasingly important for transparently and equitably meeting increasing global demand without compromising sustainability.
- Provides knowledge to management of land and water resources for food and energy security in a sustainable and equitable way, in synergy with natural ecosystems and compatible with the respective socio-economic context.

**ISBN: 978-1-98463-578-5**

**Price: $160**

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**Binding: Hardcover**

ISBN: 978-1-98463-583-9
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## 3GE COLLECTION ON AGRICULTURE: THE MOLECULAR BASIS OF PLANT GENETIC DIVERSITY

- The importance of plant genetic diversity (PGD) is now being recognized as a specific area since exploding population with urbanization and decreasing cultivable lands are the critical factors contributing to food insecurity in developing world.
- Provides opportunity for plant breeders to develop new and improved cultivars with desirable characteristics, which include both farmer-preferred traits (yield potential and large seed, etc.) and breeders preferred traits (pest and disease resistance and photosensitivity, etc.).
- Provides a better understanding of molecular plant breeding in order to boost the quality of agriculture produce, to increase crop yields and to provide nutritious food.

ISBN: 978-1-98463-584-6
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## 3GE COLLECTION ON AGRICULTURE: TOXICITY AND HAZARD OF AGROCHEMICALS

- They are toxic, and exposure to pesticides can cause a number of health issues, pesticide residues found on, and in, our food also puts us at risk.
- The collection covers general aspects of pesticides like usage, physicochemical parameters and occurrence in the environment.

ISBN: 978-1-98463-592-1
Price: $160
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## 3GE COLLECTION ON AGRICULTURE: APPLIED SCIENCE FOR AGRICULTURE

- Agriculture science and technology is an applied science industry. Its objective is to impart technical and professional knowledge of biological and chemical industry.
- This book has been designed to provide introductory concepts, and develop an understanding of all areas of Agricultural Sciences.

EDITION ②
ISBN: 978-1-98463-749-9
Price: $80
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## THEORY, PRACTICE AND TECHNIQUES IN BOTANY

- This second edition will teach readers the history and importance, botany, genetics and plant physiology, production, and plant protection.
- From plant anatomy to basic genetics, this edition is thoroughly updated with new chapters and the latest coverage of the topics.

EDITION ②
ISBN: 978-1-98463-750-5
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## THEORY, PRACTICE AND TECHNIQUES IN PLANT PATHOLOGY

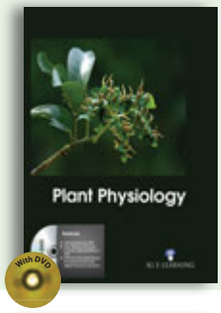
- This second edition will teach readers several aspects of plant pathology and its sub disciplines like Mycology, Plant Virology, Plant Bacteriology and Plant Nematology etc.
- Diagnosis, disease management, and the molecular basis of host-pathogen interactions are examined.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics for the use of students engaged in advanced undergraduate and postgraduate courses in plant pathology.

EDITION ②
ISBN: 978-1-98463-751-2
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## THEORY, PRACTICE AND TECHNIQUES IN PLANT BREEDING

- This second edition brings both theory and practice in modern plant breeding to illustrate the concepts outlined in the text.
- Covers the state of the art techniques of plant reproduction and their environmental interaction.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.




## PLANT PHYSIOLOGY (BOOK WITH DVD)

- Designed to provide students with comprehensive exposure to the subject of plant physiology.
- Covers various aspects of plant cell biology, physiology, and biochemistry including carbon and nitrogen metabolism (photosynthesis, respiration, etc.), water relations, mineral nutrition, response to environmental stress, roles of plant hormones, plant biotechnology.

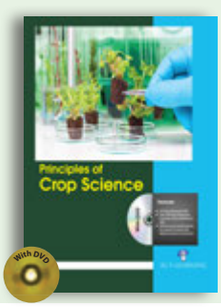
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ISBN: 978-1-98463-746-8
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## PRINCIPLES OF SOIL SCIENCE (BOOK WITH DVD)

- Provides an introduction to the concepts and theories of soil science.
- Sheds light on soil and their physical, chemical and biological properties; soil formation; soils and spatial variability; soils inventory; the use of soil information in crop production estimation and land use and management planning.

EDITION ①
ISBN: 978-1-98463-860-1
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## PRINCIPLES OF CROP SCIENCE (BOOK WITH DVD)

- Covers principles of plant growth, including human and environmental influences and the theoretical and practical application of agronomic principles to crop production.
- Includes the crop plant breeding, growth, development, and physiology; cropping systems and practices; seedbed preparation, tillage, and crop establishment; pests and controls; and harvesting, storing, and marketing practices.

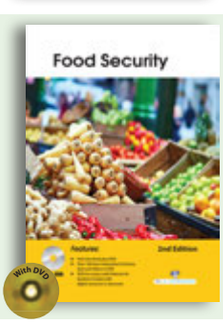
EDITION ①
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## INTRODUCTION TO AGRICULTURE AND BIOSYSTEMS ENGINEERING

- Covers agricultural and biosystems engineering principles to solve problems relating to the production, handling and processing of biological materials for food, feed, fiber and fuel; the preservation of natural resources and environment quality; and the design and production of machine systems.
- To educate students to solve problems related to biorenewables production and processing, water quality, environmental impacts of the bioeconomy, food processing, and biosensors, and in so doing to prepare students for professional practice and post-graduate educational opportunities.

EDITION ①
ISBN: 978-1-98463-862-5
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## FOOD SECURITY (BOOK WITH DVD)

- Provides essential concepts about food and agricultural issues, following a framework that includes the state of food and agriculture, the important issues that are emerging, and the current and likely responses to those challenges.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.
- Fully updated throughout, some new chapters covering current topics are also added in this revised edition.

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ISBN: 978-1-98462-542-7
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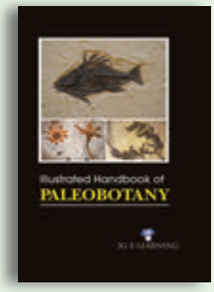



## ALTERNATIVE FARMING (BOOK WITH DVD)

- Alternative Agriculture describes the increased use of these new practices and other changes in agriculture since. An interdisciplinary approach makes this book a comprehensive tool not only for the production of alternative crops but also for the development of new niche market products.
- The chapters have been restructured and revised and new topics are added with updated content. Some new chapters are also added in this edition.

EDITION ②
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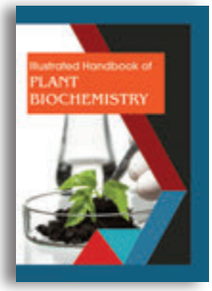
ISBN: 978-1-68094-935-3
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## ILLUSTRATED HANDBOOK OF PALEOBOTANY

- Sheds light on many aspects of the evolutionary patterns of gymnosperms, angiosperms, and pteridophtes.
- Explains the lives of these ancient plants, how they came to be fossilized, and what they may tell us about the past.

ISBN: 978-1-68094-936-0
Price: $180
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Binding: Hardcover




## ILLUSTRATED HANDBOOK OF PLANT BIOCHEMISTRY

- Plant Biochemistry provides a comprehensive, student-friendly introduction to this interesting area of study.
- The book covers the biochemistry of interactions between animals, plants, and the environment, and includes such diverse subjects as plant adaptations to soil pollutants and the effects of plant toxins on herbivores.
- The book focuses on the molecular background of secondary metabolite biosynthesis, their functional role, and potential applications.

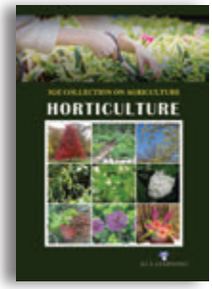
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## ESSENTIALS OF ECOLOGY: WORLD EDITION

- The book provides with the elementary knowledge and a concise account of ecology.
- A coherent presentation of the fundamental concepts and principles of ecology and environmental science.
- The book covers all major fundamentals of ecology, well-supported by illustrations & exhaustive real-time stats.

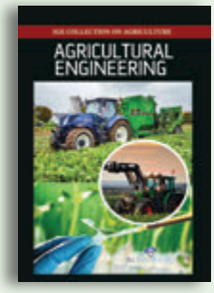
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## 3GE COLLECTION ON AGRICULTURE: HORTICULTURE

- Deals with the study of growing trees, vegetables, flowers, and landscape architecture.
- This book is designed for introduction to horticulture, plant science, and principles of crop production; an essential text for students of agriculture, horticulture and related disciplines.

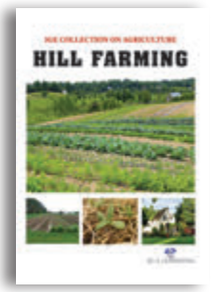
ISBN: 978-1-98462-369-0
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## 3GE COLLECTION ON AGRICULTURE: AGRICULTURAL ENGINEERING

- Provides the students to a wide array of engineering principles and their application to agriculture.
- This book is for use in introductory courses in colleges of agriculture and in other applications requiring a problematic approach to agriculture.

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## 3GE COLLECTION ON AGRICULTURE: HILL FARMING

- Hill farming is extensive farming in upland areas, primarily rearing sheep, although historically cattle were often reared extensively in upland areas.
- This book tells the story of hill farming on through newly revealed archaeological evidence, illustrated with examples from the medieval period onwards.




## 3GE COLLECTION ON AGRICULTURE: ORGANIC FARMING FOR SUSTAINABLE AGRICULTURE

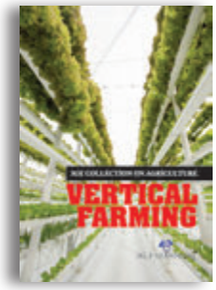
- Presents insight into farming with regards to the origins and principles, policies and markets, organizations and institutions, and future concepts.
- The book provides readers with a basic idea of organic farming that presents advancements in the field and insights on the future.

**ISBN: 978-1-98462-371-3**

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## 3GE COLLECTION ON AGRICULTURE: VERTICAL FARMING

- The aim of this book is to investigate the issues and challenges of an experimental idea called Vertical Farming.
- Explains how the vertical farm will have an incredible impact on changing the face of this planet for future generations.

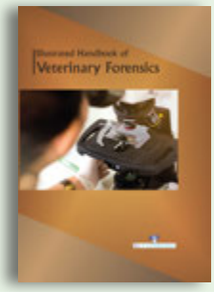
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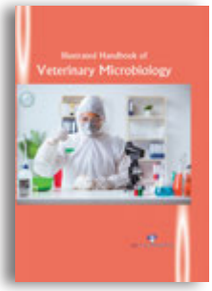
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## ILLUSTRATED HANDBOOK OF VETERINARY FORENSICS

- Veterinary forensics is a developing field that can assist with animal cruelty investigations.
- There has been an increasing awareness over recent years of the field of veterinary forensic medicine, with involvement of veterinarians in a wide range of activities extending from the assessment of possible inflicted injuries in domestic animals to wildlife crime concerning the entrapment, transport and killing of protected and endangered species.
- Provides practical information on how to operate within a crime scene; covers the tests that may need to be carried out, collecting evidence, preparing reports and giving evidence in court as an expert witness.

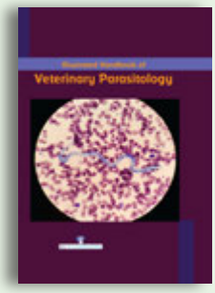
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## ILLUSTRATED HANDBOOK OF VETERINARY MICROBIOLOGY

- The field of Veterinary Microbiology plays a major role in veterinary medicine, human health, and economics.
- Describes representative microbes that are pathogenic and can cause infectious diseases to animals. Others are potential infectious agents to humans, and they can threaten public health.
- Concerned with microbial (bacterial, fungal, viral) diseases of domesticated vertebrate animals (livestock, companion animals, fur-bearing animals, game, poultry, but excluding fish) that supply food, other useful products or companionship.

ISBN: 978-1-98463-531-0
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## ILLUSTRATED HANDBOOK OF VETERINARY PARASITOLOGY

- The field of veterinary parasitology has far-reaching implications for human and animal health.
- Covers recent advances in the field, modern teaching practice, and updated parasite taxonomic classification systems.
- Sheds light on how to recognize, diagnose and treat parasitic diseases in livestock and companion animals.

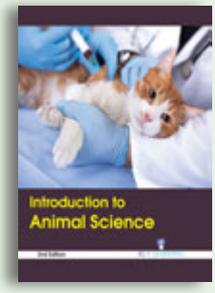
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## ILLUSTRATED HANDBOOK OF VETERINARY ALLERGY

- Allergic diseases in animals are increasingly gaining importance in veterinary practice and as research models. For intradermal testing and allergen immunotherapy, a good knowledge of relevant allergens for the individual species is of great importance.
- This handbook summarizes the current knowledge about relevant allergens in dogs, cats, horses, and other domestic species including large animals, birds and small mammals.

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## INTRODUCTION TO ANIMAL SCIENCE

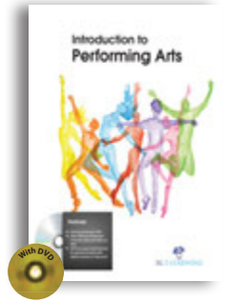
- Provides an introductory overview on such key topics as animal production, rearing and products, and focuses on disciplines such as nutrition, reproduction, genetics and diseases.
- It covers and analyzes particular animal industries such as dairy cattle, poultry, aquatic animals, etc.
- This edition is thoroughly updated with new chapters and the latest coverage on the selection, nutrition, reproduction and management of horses, beef cattle, goats, swine and sheep.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.




## INTRODUCTION TO MULTIMEDIA ARTS (BOOK WITH DVD)

- Multimedia Technologies is an indispensable part of modern computing environments. The knowledge in computer science and in arts helps the students to achieve success in the field.
- Introduces students to current multimedia and web presentation technologies and techniques.
- Will explain the technologies underlying digital images, videos and audio contents, including various compression techniques and standards, and the issues to deliver multimedia content over the Internet.

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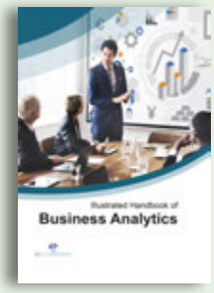



## INTRODUCTION TO PERFORMING ARTS (BOOK WITH DVD)

- Provides the background information about the organisation of the performing arts, the prevailing issues, the client and various building types.
- Focuses on musical theater, physical theater, drama, dancing and choreography.

**EDITION** ①
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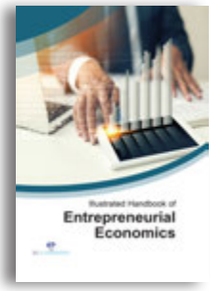
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Price: $180
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## ILLUSTRATED HANDBOOK OF BUSINESS ANALYTICS

- The growing importance of business analytics has caught the attention of many business leaders and it has several advantages. The insight gained by BA enables these companies to automate and optimize their business processes.
- In fact, data-driven companies that utilize Business Analytics achieve a competitive advantage because they are able to use the insights to explore data to find new patterns and relationships.
- This book provides a clear and non-intimidating overview of the topic; explains how to use business analytics to sort through an ever-increasing amount of data and improve the decision-making.

ISBN: 978-1-98463-552-5
Price: $180
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Binding: Hardcover




## ILLUSTRATED HANDBOOK OF ENTREPRENEURIAL ECONOMICS

- Entrepreneurs can change the way we live and work. Entrepreneurship is important for a number of reasons, from promoting social change to driving innovation.
- So, there is a very important role for entrepreneurs to spark economic development by starting new businesses, creating jobs, and contributing to improvement in various key goals such as GDP, exports, standard of living, skills development and community development.
- Focused with the role of entrepreneurs, and the nature and scope of entrepreneurship in the economy; shows how economists can play a more active role in designing and directing the nation's social institutions.

ISBN: 978-1-98463-556-3
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## ILLUSTRATED HANDBOOK OF OPERATIONS MANAGEMENT

- Operations Management plays a vital role to run any project successfully.
- The role of operation management is very important for a service or product to be effective and efficient and also it can significantly affect profitability in any kind of organisation: small or large, manufacture or service, public or private, profit or not-for-profit.
- No business can hope success without operation management; this handbook covers the emerging and important topics related to operations management in a systematic way.

ISBN: 978-1-98463-557-0
Price: $180
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Binding: Hardcover




## ILLUSTRATED HANDBOOK OF MARKETING RESEARCH

- In the modern marketing activities, the marketing research is the systematic gathering, recording, and analysis of useful information about the market.
- Explains what information is needed to plan and implement a successful marketing campaign and how to find that data.
- Integrating theoretical and practical elements of marketing research and showing students how to implement research themselves, this book covers the traditional principles and skills involved in marketing research.

ISBN: 978-1-98463-558-7
Price: $180
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Binding: Hardcover




## ILLUSTRATED HANDBOOK OF DIGITAL MARKETING

- By now, there is no doubt that digital marketing, in its various forms, should be a key part of any modern business approach.
- Digital marketing allows small businesses to compete with a much smaller advertising budget. When managed effectively, it gives them laser-focused control over where and how they spend their money.
- Demonstrates how using this single realization as a starting point helps to build and implement more effective campaigns.
- Discusses various digital media and analyses how the field of marketing can benefit from them.

ISBN: 978-1-98463-611-9
Price: $160
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## 3GE COLLECTION ON BUSINESS MANAGEMENT: SERVICES MARKETING

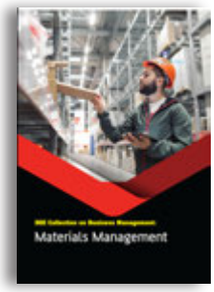
- Services' marketing is often viewed in terms of outcomes, but services marketing is also an ongoing analytic process.
- Explores the customer in services marketing; standardizing and aligning the delivery of services; the people who deliver and perform services; managing demand and capacity; and promotion and pricing strategies in services marketing.




## 3GE COLLECTION ON BUSINESS MANAGEMENT: MARKET RESEARCH

- Students will gain an understanding of marketing research and its value in analyzing consumers, markets, and the environment.
- Provides an overview of market research and research design, exploratory research; descriptive research; scaling; sampling; and data analysis and reporting.

**ISBN: 978-1-98463-612-6**
**Price: $160**
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**Binding: Hardcover**




## 3GE COLLECTION ON BUSINESS MANAGEMENT: MATERIALS MANAGEMENT

- Material Management is a branch of logistics that deals with the tangible components of supply chain.
- Materials management teaches you about the business processes required to manage the physical materials for an organization.
- Examines the problem of managing the flow of materials into, though, and out of a system in order to improve the efficiency and effectiveness of materials management.

**ISBN: 978-1-98463-613-3**
**Price: $160**
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**Binding: Hardcover**




## 3GE COLLECTION ON BUSINESS MANAGEMENT: NEW PRODUCT DEVELOPMENT

- New products are the major driver of revenue growth in today's dynamic business environment.
- This collection is designed to familiarize students with the principles and practices in the development, design, marketing and introduction of new products and services.
- This book provides a comprehensive view of the challenges in managing the development of new products from well-known and leading contributors in the field.

**ISBN: 978-1-98463-614-0**
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## GLOBAL AND MULTICULTURAL PUBLIC RELATIONS (BOOK WITH DVD)

- In order to prepare PR students in various parts of the world to become effective multicultural professionals it is essential for experiences and perspectives from other continents to be integrated into PR education.
- This book presents theoretical approach to the principles of the field of public relations in corporate, non-profit, and agency applications.

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**Binding: Softcover**




## SALES MARKETING AND PR IN SERVICE INDUSTRY (BOOK WITH DVD)

- Service marketing is all about relationships, even more so than other types of marketing. Effective service marketing is important because, without it, service providers would not attract and retain customers.
- In this updated edition, a detailed introduction to the theories and practices of the public relations is given.
- Fully updated throughout, some new chapters covering current topics are also added in this revised edition.

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## THEORY, PRACTICE AND TECHNIQUES IN TRAINING & DEVELOPMENT

- The present edition is an effort to blend training and organizational strategic planning to present training management as a tool for enhanced productivity.
- An invaluable aid for students and today's training professional as they face up to the organizational challenges presented to them.
- Some new chapters covering current topics are also added in this revised edition.

**EDITION ②**
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EDITION ②
ISBN: 978-1-98463-727-7
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## THEORY, PRACTICE AND TECHNIQUES IN BUSINESS AND MARKETING MANAGEMENT

- This revised edition deals with the functions of a business or an organization and then addressing the contemporary issues that affect them.
- A comprehensive examination of all aspects of the management of marketing, this is a mainstream text based on the premise that marketing is a universal management function with strong strategic elements.
- Some new chapters covering current topics are also added in this revised edition.

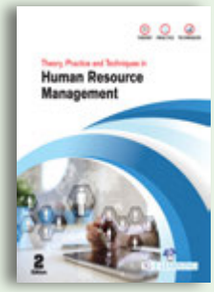
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ISBN: 978-1-98463-728-4
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## THEORY, PRACTICE AND TECHNIQUES IN ENTREPRENEURSHIP

- Starting with entrepreneurship as a process, the entrepreneur as a person, and shows how entrepreneurs create value.
- This revised edition has been thoroughly updated with substantial additions including all of the cutting-edge topics in entrepreneurship today, this book represents a progressive treatment of the major issues for the subject over the next decade.
- A valuable text in managing technological innovation-entrepreneurship to business, engineering, and science students.

EDITION ②
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Price: $80
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## THEORY, PRACTICE AND TECHNIQUES IN HUMAN RESOURCE MANAGEMENT

- This revised edition has been thoroughly updated with substantial additions including contemporary and critical issues, challenges and opportunities in HRM.
- This book simply outlines a range of the key measures that any HR, financial or business manager can use to address this situation in a more business-like manner.
- Some new chapters covering current topics are also added in this revised edition.

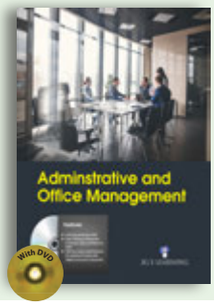
EDITION ②
ISBN: 978-1-98463-732-1
Price: $80
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Binding: Softcover




## THEORY, PRACTICE AND TECHNIQUES IN ADVERTISING AND SALES MANAGEMENT

- This revised edition has been thoroughly updated with substantial additions including a wide spectre of information in the fields of branding, advertising and communication effects.
- This edition provides an overview of the newest media technologies and how they can be used in marketing communications.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

EDITION ①
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## ADMINSTRATIVE AND OFFICE MANAGEMENT (BOOK WITH DVD)

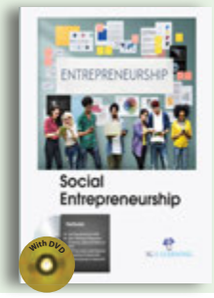
- Designed to study the basic principles of office management including the areas of recruiting and orienting the office staff, supervising and promoting office personnel, problem solving and communication processes.
- Provides a strong management-based background while utilizing a humanistic approach for managing and supervising staff in an office environment.
- Deals with the principles of administrative office management, the management of the office environment, office employees, office systems and office functions.

EDITION ①
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## BUSINESS ECONOMICS (BOOK WITH DVD)

- Introduces economic concepts and principles which are useful in understanding the general economic environment within which businesses and other organisations operate.
- Examines how consumers and firms make decisions and how they interact with each other in markets.
- It covers such issues as the exploration of business strategic behaviour & the importance of organizational structure.




## SOCIAL ENTREPRENEURSHIP (BOOK WITH DVD)

- Social entrepreneurship is a rapidly developing and changing business field in which business and nonprofit leaders design, grow, and lead mission-driven enterprises.
- Provides students with a knowledge and understanding of the principles of social entrepreneurs, social entrepreneurship.
- Provides an overview of the business models pursued by social entrepreneurs in different parts of the world, highlighting the strategic, resource and legal factors influencing their choice of model.

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## BUSINESS DEVELOPMENT SERVICES (BOOK WITH DVD)

- As the global business environment becomes increasingly complex, the demand for quality business development education has risen.
- This book provides a thorough overview of the strategies available for value creation through business development.
- Learn business development strategies including how to gain a competitive advantage in the marketplace.
- Focuses on the skills needed for business development as a general manager, including cross-functional operational abilities and stronger leadership skills.

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## INTERNATIONAL BUSINESS MANAGEMENT (BOOK WITH DVD)

- Students will learn about international business management structures and strategic operations, as well as political, social and cultural issues that impact foreign markets based on international business practices.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Providing a comprehensive and up-to-date coverage of all the related world issues in global business operations, subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

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## IT TOOLS IN BUSINESS (BOOK WITH DVD)

- IT has helped the organization, manager, and workers in a more efficient management, to inquire about a particular problem, conceive its complexity, and generate new products and services; thereby, improving their productivity and output.
- This book provides the student with expertise in the technological aspects of management, specifically including the extensive use of computers for solving business problems and making managerial decisions.

EDITION 1
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## INTRODUCTION TO COMMUNICATION MEDIA (BOOK WITH DVD)

- Presents the theory, nature, function, and impact of current communication technologies, and the state of the media, their functioning, development, programmes and professionalism.
- Includes various media and auxiliary industries, such as journalism, radio, television, film, recordings, advertising, and public relations.

EDITION 1
ISBN: 978-1-98463-673-7
Price: $90
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Binding: Softcover




## COMMUNICATION, CULTURE AND SOCIETY

- As an examination of cultural institutions, ideologies, artifacts, and productions, work in cultural studies and communication is concerned with the integral relationship of cultural practices to relationships of power.
- This book presents an examination of cultural institutions, ideologies, artifacts, and productions, work in cultural studies and communication is concerned with the integral relationship of cultural practices to relationships of power.

EDITION 1
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EDITION 1
ISBN: 978-1-98463-679-9
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## COMMUNICATION THEORY (BOOK WITH DVD)

- The objective is to apply communication theory and evaluate communication situations. The basic theories of human communication, mass communication, and new media and technology are explored.
- Provides a thorough analysis of the scientific, critical, and cultural questions at the foundation of theory-building in communication and other social sciences.
- Offers an introduction to communication theory that is appropriate to our post-broadcast, interactive media environment.

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Price: $90
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## TECHNOPRENEURSHIP (BOOK WITH DVD)

- The risks of starting a new business are high, as illustrated by the high failure rates for new ventures.
- This book explores what it takes for an entrepreneur to be successful in today's highly competitive and high tech industry.
- It also introduces the concept which works with all categories of technology and entrepreneurship skills.

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## 3G HANDY GUIDE: PROPERTY MANAGEMENT (BOOK WITH DVD)

- This text provides a flexible, current and practical overview of the field for real estate practitioners.
- Students will obtain in-depth knowledge of property maintenance and functional and aesthetical development of buildings.

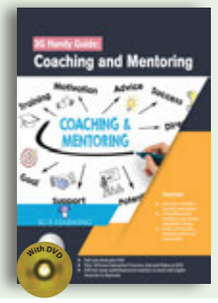
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ISBN: 978-1-98463-774-1
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Binding: Softcover




## 3G HANDY GUIDE: INVESTMENT MANAGEMENT (BOOK WITH DVD)

- This guide provides a comprehensive, non-mathematical introduction to the key elements of investment management.
- This course is designed to introduce students to the investment environment in the role of a private or professional investor.

EDITION 1
ISBN: 978-1-98463-775-8
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## 3G HANDY GUIDE: COACHING AND MENTORING (BOOK WITH DVD)

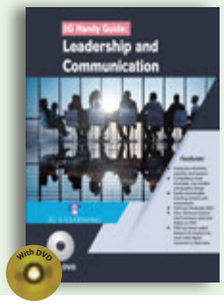
- Coaching is a process of relationship building and setting goals. This guide focuses on how to better coach audience to higher performance.
- It broadly covers financial instruments, such as equity, fixed income, and derivative securities, as well as key concepts in international finance.

EDITION 1
ISBN: 978-1-98463-776-5
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## 3G HANDY GUIDE: AGILE PROJECT MANAGEMENT (BOOK WITH DVD)

- Agile project management has become an increasingly powerful and popular manner to develop new or improved products, services, or results in a variety of fields such as software development, engineering, product development, pharmaceuticals, and process improvement.
- Provides hands-on experience in all areas of agile project management including developing an agile team, understanding client needs, creating user stories, estimating required resources, and prioritizing features.




## 3G HANDY GUIDE: LEADERSHIP AND COMMUNICATION (BOOK WITH DVD)

- Designed to introduce students to leadership perspectives and the role communication plays in effective leadership and management strategies.
- The guide explores communication variables involved when leaders attempt to influence members to achieve a goal.
- Students learn how to communicate clearly and persuasively, in a way that inspires action.

EDITION ①
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## 3G HANDY GUIDE: HOW TO START A SMALL BUSINESS (BOOK WITH DVD)

- Focuses on how to start and operate a small business.
- Provides an understanding and analysis of promotional strategies and tactics necessary in the management of small business.
- Includes facts about small business, essential management skills, how to prepare a business plan, financial needs, marketing strategies, and legal issues.

EDITION ①
ISBN: 978-1-98463-783-3
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## 3G HANDY GUIDE: MARKETING A NEW BUSINESS (BOOK WITH DVD)

- Marketing for the 21st century small business is more dynamic and more challenging than ever before in the course of history.
- Includes marketing strategy, customer behavior, segmentation, market research, product management, pricing, promotion, sales force management and competitive analysis.

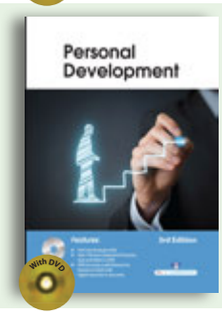
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## ORAL COMMUNICATION (BOOK WITH DVD)

- Fully updated throughout, some new chapters covering current topics are also added in this third edition.
- This updated edition offers students real advice in navigating the ever-changing academic background.
- Presents indispensable skills to encode and decode messages, guiding readers to develop their own communication style.

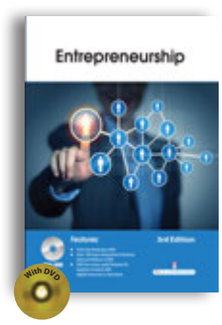
EDITION ③
ISBN: 978-1-98462-507-6
Price: $90
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## PERSONAL DEVELOPMENT (BOOK WITH DVD)

- Developing your social skills to their best is something everyone, and particularly business-people, find very important to success. This edition provides the answers to that all- important question.
- Fully updated throughout, some new chapters covering current topics are also added in this third edition.
- This updated edition offers students real advice in navigating the ever-changing academic background.

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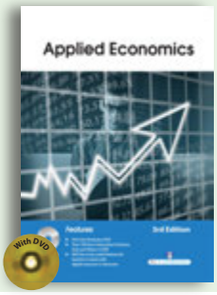



## ENTREPRENEURSHIP (BOOK WITH DVD)

- This updated edition is intended to instruct students on how to formulate, plan and implement a new venture.
- Some new chapters covering current topics are also added in this third edition.
- This updated edition offers students real advice in navigating the ever-changing academic background.

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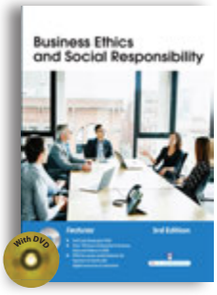
EDITION ③
ISBN: 978-1-98462-515-1
Price: $90
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## APPLIED ECONOMICS (BOOK WITH DVD)

- Equips student with the skills and knowledge to apply economic analysis to the current economic problems happening in the world today.
- The edition is revised and updated with the latest information and new topics are added.
- This updated edition offers students real advice in navigating the ever-changing educational background.

EDITION ③
ISBN: 978-1-98462-516-8
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## BUSINESS ETHICS AND SOCIAL RESPONSIBILITY (BOOK WITH DVD)

- Introduces readers to key ethical issues that arise within the world of business, providing a strong theoretical foundation as well as real world applications.
- The text is revised and updated with the latest information and new chapters are added. This updated edition offers students real assistance in navigating the ever-changing educational background.

EDITION ③
ISBN: 978-1-98462-517-5
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## BUSINESS FINANCE (BOOK WITH DVD)

- Offers an introduction to financial decision-making, covering key areas of financial management ranging from objectives through to investment financing and dividend policy.
- Fully updated throughout, some new chapters covering current topics are also added in this third edition.
- This updated edition offers students real advice in navigating the ever-changing academic background.

EDITION ③
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## ORGANIZATION AND MANAGEMENT (BOOK WITH DVD)

- Equips the reader with the ability to route this turbulent environment through both established and novel forms of organizational management.
- Fully updated throughout, some new chapters covering current topics are also added in this third edition.
- This updated edition offers students real advice in navigating the ever-changing academic background.

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## PRINCIPLES OF MARKETING (BOOK WITH DVD)

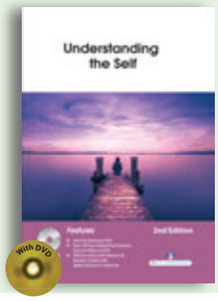
- Provides an introduction to the principles of marketing, beginning from the underlying theoretical bases which are often borrowed from the disciplines of economics, sociology, and psychology.
- Fully updated throughout, some new chapters covering current topics are also added in this third edition.
- This updated edition offers students real advice in navigating the ever-changing academic background.

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## BUSINESS ENTERPRISE SIMULATION (BOOK WITH DVD)

- Emphasizes the practical issues connected with modelling and makes use of computer software wherever possible in business enterprise.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.




## UNDERSTANDING THE SELF (BOOK WITH DVD)

- This 2nd edition is aimed to provide a better understanding of how we come to know ourselves and others.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

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## PURPOSIVE COMMUNICATION (BOOK WITH DVD)

- The 2nd edition is your straightforward, practical and expert guide to the secrets of great communication for all the important scenarios you face in business today.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

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## MANAGING PERSONAL FINANCE (BOOK WITH DVD)

- This book updates you through major financial subject areas, such as budgeting, saving, getting out of debt, making timely investment choices, and planning for the future.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

EDITION ②
ISBN: 978-1-98462-533-5
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## THE ENTREPRENEURAL MIND (BOOK WITH DVD)

- This book provides a base understanding of why the entrepreneurial mindset is important to students and how it can be taught.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.
- Fully updated throughout, some new chapters covering current topics are also added in this revised edition.

EDITION ②
ISBN: 978-1-98462-540-3
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## ENTREPRENEURIAL BEHAVIOR (BOOK WITH DVD)

- Covers the characteristics of entrepreneurs, identification of viable opportunities, methods of establishing a business, business valuation, franchising, and managing the business systems of a small enterprise.
- Provides a distinctive overview of methodological, theoretical and paradigm changes in the area of entrepreneurship research.
- Essential reading for students of international business, entrepreneurship and SMEs.

EDITION ①
ISBN: 978-1-98463-608-9
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## LEAN MANAGEMENT

- This book focusses on the challenges and changes organizational management faces in an era when the need to develop environmentally aware processes meets high levels of competition.
- Filled with examples, the reader will find a collection of management tools that will assist to implement lean principles, and to understand the components of an integrated supply chain management system. Students will find this book a timely guide.

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Binding: Softcover

ISBN: 978-1-68094-949-0
Price: $180
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Binding: Hardcover




## ILLUSTRATED HANDBOOK OF BUSINESS RESEARCH METHODS

- This book is designed to discuss in a lucid and easy-to-understand manner, the theory as well as applied aspects of business research.
- Delves into the background of current practices of business research, the relevance of corporate research in the modern business scenario.

ISBN: 978-1-68094-950-6
Price: $180
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Binding: Hardcover




## ILLUSTRATED HANDBOOK OF ADVERTISING AND SALES MANAGEMENT

- Explores the full range of advertising principles and prepares prospective managers to understand the topic of promotion well enough to be able to design successful strategies.
- An up-to-date resource that shows students how to achieve their marketing objectives through a campaign that coordinates marketing, advertising, and promotion.
- This book is a path-breaking effort and opens up a new dimension in the field of sales management, which is suitable to the present day needs and requirements.

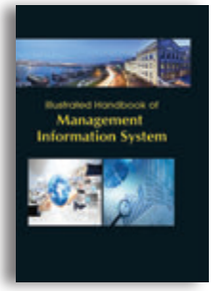
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## ILLUSTRATED HANDBOOK OF APPLICATIONS OF SIX SIGMA

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## ILLUSTRATED HANDBOOK OF MANAGEMENT INFORMATION SYSTEM

- Designed to serve as a text for the students of management and computer applications.
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## ILLUSTRATED HANDBOOK OF PROJECT MANAGEMENT

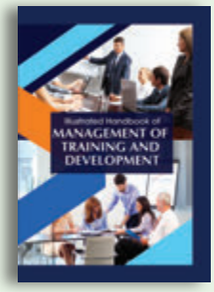
- Provides practical guidance on all stages of people management, from preparing the plan and recruiting the team, to establishing objectives, motivating the team, monitoring progress and bring the project to a close.
- Examining these challenges from start to finish, the book provides practical advice on how to navigate the issues unique to global engineering project management.
- Primarily intended as a text for the students of management, the book will also prove very useful for the students of mechanical and civil engineering.

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- Presents a comprehensive picture of state of the art within Supply Chain Management. It has a strategic focus and advocates a contingency approach to supply chain integration.
- Assists readers develop best practices for making key marketing decisions and designing efficient and effective supply chains that meet global challenges.
- This book provides both fundamental principles of SCM as well as a set of guidelines to assist in practical application of SCM.




## ILLUSTRATED HANDBOOK OF MANAGEMENT OF TRAINING AND DEVELOPMENT

- This lively book offers a vital guide to developing and honing 'people skills' in training and staff development.
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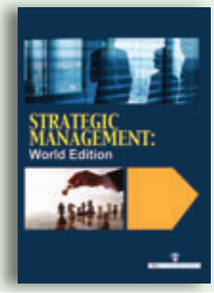
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- Provides an introduction to a broad range of economic concepts, theories and analytical techniques.
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- Presents insight in regards to the functioning of markets and corporate behavior, as opposed to algebraic derivations from unrealistic assumptions.

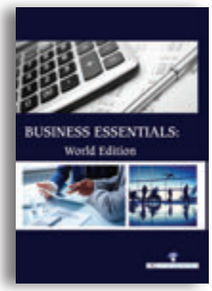
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- Covers the functions of a business or an organisation and then addressing the contemporary issues that affect them.
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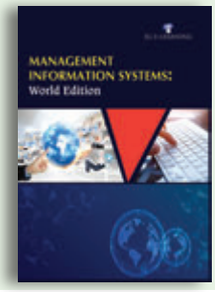
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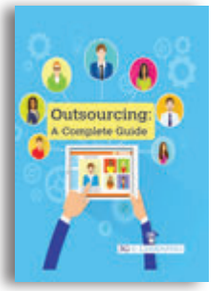
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## OUTSOURCING: A COMPLETE GUIDE

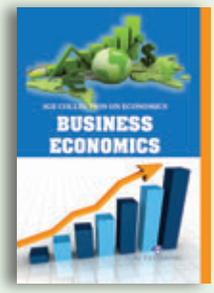
- Provides a framework for a latest understanding of the outsourcing process and the key issues concerned with it.
- A state-of-the-art guide to the best lessons to be learned for successfully implementing and outsourcing projects; discusses reasons for outsourcing, the effects of outsourcing, and the problems, forces of resistance, creating jobs and planning for tomorrow's global economy.

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## 3GE COLLECTION ON ECONOMICS: BUSINESS ECONOMICS

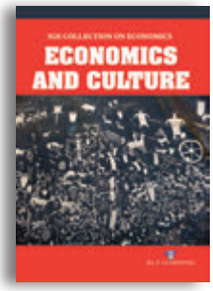
- Business Economics is concerned with the nature, scope & functioning of business enterprises; this book provides a comprehensive account of how economics explains and analyses the functions and operations of firms in a modern industrial society.
- Gives readers the foundation in economics needed for an edge in today's competitive business world; this text focuses on introducing students to economics as a framework for understanding business.

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## 3GE COLLECTION ON ECONOMICS: ECONOMICS AND CULTURE

- Highly acclaimed analysis of the links between the two worlds of economics and culture; considers the relationship between economics and culture both as areas of intellectual discourse, and as systems of societal organisation.
- This book is an essential guide for understanding the changing relationship between economics and culture and in offering a more satisfactory and stable union between the two.

ISBN: 978-1-98462-339-3

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## 3GE COLLECTION ON ECONOMICS: ECONOMICS AND SOCIOLOGY

- Social capital is becoming one of the most important and hotly discussed topics of today; this book systematically renovates the origins and new advances in economic sociology from both economic and sociological perspectives.
- This book proves that both economics and sociology provide stronger insights into markets and social networks as parallel forms of exchange.

ISBN: 978-1-98462-345-4

Price: $160

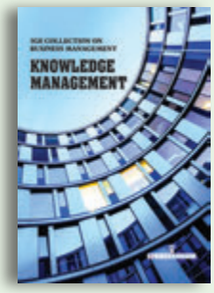
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## 3GE COLLECTION ON BUSINESS MANAGEMENT: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

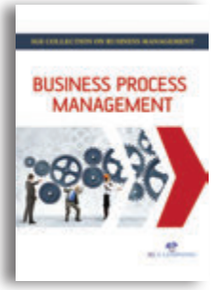
- This book is about the economics of small and medium-sized enterprises not only their micro-aspects but also their larger macroeconomic role, which has achieved little attention.
- This book focuses on small business management, drawing together strands of thinking from organisational behaviour, culture, finance, marketing, operations and strategy.




## 3GE COLLECTION ON BUSINESS MANAGEMENT: KNOWLEDGE MANAGEMENT

- Providing an amalgamation of the conceptual and practical aspects of knowledge management, this book demonstrates how this management approach can be effectively used.
- Serves as a complete introduction to the subject of Knowledge Management (KM), and incorporates technical as well as social aspects, concepts as well as practical examples, and traditional KM approaches as well as emerging topics.

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## 3GE COLLECTION ON BUSINESS MANAGEMENT: BUSINESS PROCESS MANAGEMENT

- Introduces students to business process management, an approach that aims to align the organization's business processes with the demands of the marketplace.
- Provides a practical framework, complete with a set of tools and techniques, to successfully implement Business Process Management projects.

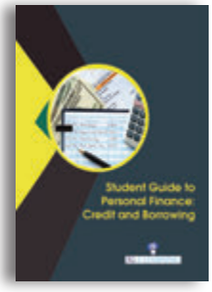
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## 3GE COLLECTION ON BUSINESS MANAGEMENT: INNOVATION MANAGEMENT

- Provides a wide range of perspectives on the nature of innovation management and its influences.
- Investigates a new approach to the management of business in the knowledge-based work environment and analyses empirically the relationship between fair process and innovation performance.

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## STUDENT GUIDE TO PERSONAL FINANCE: CREDIT AND BORROWING

- Guides students on fundamental financial concepts and money management issues, including coverage of investment options, credit reports, and alternative loans.
- Explains how to negotiate loans, choose the least expensive credit card, manage credit accounts, clear credit and billing errors, and decide when and how to file for bankruptcy.

**EDITION ①**
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## STUDENT GUIDE TO PERSONAL FINANCE: SAVING AND INVESTING

- Saving and investing is too important not to understand fully or to ignore; this book guides on the basic aspects of personal savings and investing with a balanced mix of mathematical rigor and economic intuition.
- Offers a plan for achieving financial security with such steps as establishing a budget, creating an emergency fund, setting financial goals, and diversifying portfolios.

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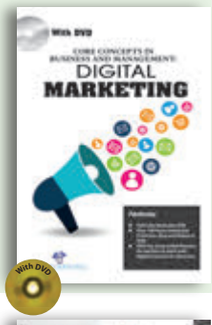



## CORE CONCEPTS IN BUSINESS AND MANAGEMENT: SERVICE MARKETING (BOOK WITH DVD)

- Highlights the core issues in business and management in the 21st century.
- This book addresses contemporary issues for services managers and speculates on some of the challenges for the future of services marketing.

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## CORE CONCEPTS IN BUSINESS AND MANAGEMENT: DIGITAL MARKETING (BOOK WITH DVD)

- Provides students with a "grand tour" of the tools needed to measure digital activity and implement best practices for using data to inform marketing strategy.
- Gives insights on the tools, techniques and structure needed to produce effective and profitable marketing across the direct marketing spectrum -from simple letter to focused web-based campaigns.

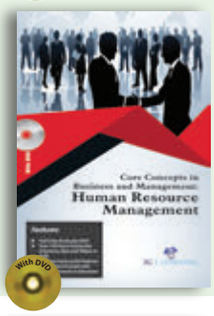
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## CORE CONCEPTS IN BUSINESS AND MANAGEMENT: ADVERTISING (BOOK WITH DVD)

- Presents insight into the advertising industry, including how effective ads work, how they affect and conversely reflect society, and the ethical and legal issues concerning advertising.
- Introduces the fast changing world of marketing communication, with strong emphasis on integrated marketing perspective to students.

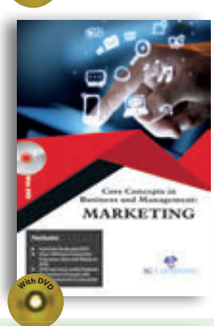
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## CORE CONCEPTS IN BUSINESS AND MANAGEMENT: HUMAN RESOURCE MANAGEMENT (BOOK WITH DVD)

- Sheds light on a variety of human resources management styles and practices.
- This book provides a systematic analysis of the relations between technical change and human resource management.
- Drawing on a wide range of organizational issues, this book brings a new balance to assessing the role and impact of HRM.

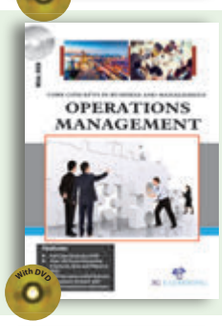
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## CORE CONCEPTS IN BUSINESS AND MANAGEMENT: MARKETING (BOOK WITH DVD)

- Enables you to understand that everyone in the organisation has some involvement in marketing.
- Explores what marketing is and how an enterprise can differentiate itself from others in attracting and retaining customers.

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## CORE CONCEPTS IN BUSINESS AND MANAGEMENT: OPERATIONS MANAGEMENT (BOOK WITH DVD)

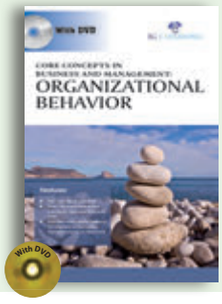
- Describes the key concepts of operations management, covering such topics as planning and control, the role of technology, and "just-in-time" techniques.
- Understanding of operations management in simple context and explains how understanding of these issues relates to other areas of management.

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## CORE CONCEPTS IN BUSINESS AND MANAGEMENT: TRAINING AND DEVELOPMENT (BOOK WITH DVD)

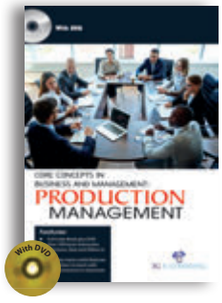
- Training and Development is a subsystem of an organization which emphasize on the improvement of the performance of individuals and groups. For companies to keep improving, it is important for organizations to have continuous training and development programs for their employees.
- This book offers a vital guide to developing and honing 'people skills' in training and staff development.




## CORE CONCEPTS IN BUSINESS AND MANAGEMENT: ORGANIZATIONAL BEHAVIOR (BOOK WITH DVD)

- Equips students with the skills and practical understanding to meet the management challenges of a new century.
- This book has been designed to help students develop an understanding of, and appreciation for, the various challenges, dilemmas, and constraints that decision makers face in real organizational settings.

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## CORE CONCEPTS IN BUSINESS AND MANAGEMENT: PRODUCTION MANAGEMENT (BOOK WITH DVD)

- Covers the emerging and important topics related to production and operations management in a systematic way.
- The book also covers issues related to the use of multi-servicing in the operational management of the industrial production and its scheduling systems.

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## CORE CONCEPTS IN BUSINESS AND MANAGEMENT: QUALITY MANAGEMENT (BOOK WITH DVD)

- Describing the main concepts of total quality management, this book explains the difference between TQM and traditional quality control.
- Provides the necessary information to build and sustain an effective total quality management program in organizations.

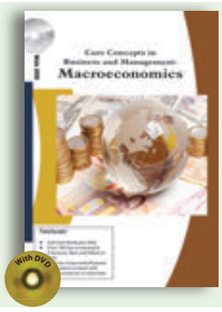
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## CORE CONCEPTS IN BUSINESS AND MANAGEMENT: PROJECT MANAGEMENT (BOOK WITH DVD)

- In today's highly competitive and fast-paced environment, the rapid creation and delivery of high-quality products and services is critical to business survival.
- This book provides students with an accessible and essential introduction to project management.

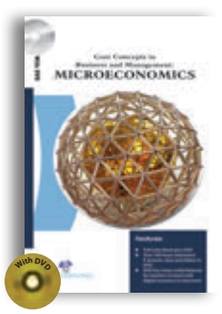
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## CORE CONCEPTS IN BUSINESS AND MANAGEMENT: MACROECONOMICS (BOOK WITH DVD)

- Designed to help readers think independently about real-world situations, by helping them master the basic technical tools that enable them to do this.
- Offering a uniquely modern presentation of macroeconomics, this book makes it easy for students to emphasize solid microfoundations, real-business cycle approach.

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## CORE CONCEPTS IN BUSINESS AND MANAGEMENT: MICROECONOMICS (BOOK WITH DVD)

- This book is intended to be a valuable addition to the existing repository of books on principles of microeconomics.
- The book can prove valuable for students of economics with a background of theory with applications, so students will develop a solid understanding of both microeconomics and its appropriate use.

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## FINANCIAL MANAGEMENT FOR NON FINANCE MANAGERS (BOOK WITH DVD)

- This updated edition covers all the key aspects of financial management. The basic premise of this book is that non-financial managers need to understand enough about financial management to be successful in their day-to-day activities while not being smothered with details.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

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## COST ACCOUNTING BASICS (BOOK WITH DVD)

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## INTRODUCTION TO BUSINESS PLANS (BOOK WITH DVD)

- Explains the function of a business plan, demonstrates how to create one for new companies such as non-profit organizations, and shows how to prepare a marketing plan, financial documents, and tax information.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

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## BUSINESS FUNDING & FINANCES (BOOK WITH DVD)

- This second edition provides a comprehensive picture of issues dealing with different sources of entrepreneurial finance and different issues with financing entrepreneurs.
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## KEEPING YOUR BUSINESS ORGANIZED: TIME MANAGEMENT & WORKFLOW (BOOK WITH DVD)

- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.
- The edition is about adopting key time management strategies to success for entrepreneurs and small business owners alike. You'll learn how to keep on schedule, and how you can keep your business running smoothly.

EDITION ②

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## PROFESSIONAL DEVELOPMENT AND CAREER PLANNING (BOOK WITH DVD)

- This book's aim is to help readers understand how to choose, plan, and prepare for a career and how to find and land a job in that career.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.




## BUSINESS TO BUSINESS MARKETING (BOOK WITH DVD)

- This updated edition provides a comprehensive state-of-the-art review of business-to-business marketing.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

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## MARKETING AND SALESMANSHIP (BOOK WITH DVD)

- Personal selling or salesmanship is an important component of marketing. The second edition of Marketing and Salesmanship is one of his numerous achievements, which is geared towards providing relevant knowledge about sales management and general marketing.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

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## E-COMMERCE (BOOK WITH DVD)

- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.
- This work provides a solid e-commerce planning strategy, discusses the foundations and key aspects of E-commerce while focusing on the latest developments in the E-commerce industry.

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- This book helps an understanding of model build. This updated edition is especially relevant to students studying quantitative techniques as part of business, management and/or finance on undergraduate and professional courses.

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## CREATING NEW MARKETS IN THE DIGITAL ECONOMY (BOOK WITH DVD)

- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.
- The edition assists readers innovate and identify new business models, products, and services within the connected digital economy.

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## AUDITING BASICS (BOOK WITH DVD)

- This book gives insight into the auditing process and explains regulations and standards.
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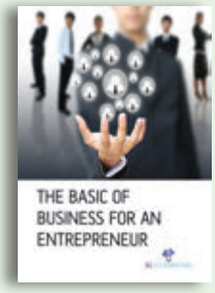
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## THE BASIC OF BUSINESS FOR AN ENTREPRENEUR

- Gives practical guidelines on how to develop business ideas and establish an enterprise.
- A basic level of business knowledge, assuming that the reader understands simple financial statements, has selected a specific business, and knows how to write a business plan.
- Will teach the basics of business in a way that is relevant to the challenges of running a small business marketing a creative product.

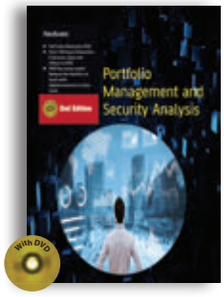
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## PORTFOLIO MANAGEMENT AND SECURITY ANALYSIS (BOOK WITH DVD)

- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.
- Covers all the areas relevant to the theme of investment in securities, captures the developments in capital market and investment in securities and also provides a simple way to understand the complex world of investment.

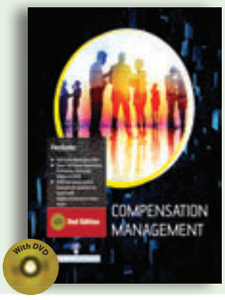
EDITION ②

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## COMPENSATION MANAGEMENT (BOOK WITH DVD)

- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.
- Primarily intended for students in human resource management, psychology, and organizational behavior courses, this book is a practical, accessible, detailed roadmap to building a compensation system.

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## CONSUMER BEHAVIOUR AND MARKETING RESEARCH (BOOK WITH DVD)

- Consumer Behaviour is more relevant than ever for today's business and marketing students, balancing theoretical and practical elements of marketing research, this updated edition shows students how to implement research themselves.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

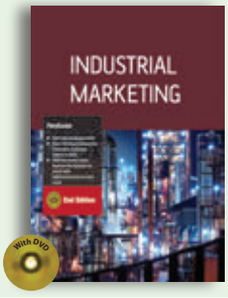
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## INDUSTRIAL MARKETING (BOOK WITH DVD)

- The last decade has seen industrial marketing recognized as vital to national and individual company interests where markets lie in the commercial or business area. This book critically reassesses this field, noting that it increasingly overlaps with other management functions.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

EDITION ②

ISBN: 978-1-98462-452-9

Price: $90

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Binding: Softcover




## RURAL MARKETING (BOOK WITH DVD)

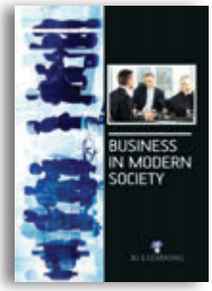
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.
- A guide to strategic marketing and management decisions, this book will be of interest to students of marketing and management as well as professionals in the field.




## SALES AND RETAIL MANAGEMENT

- The book provides the entire gamut of carefully crafted success themes which covers the retail business in its entirety,
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

EDITION ②
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## BUSINESS IN MODERN SOCIETY

- This book provides an indispensable introduction to business and organizations from a social perspective.
- This book provides a scholarly and yet accessible introduction to the legal framework of modern business enterprises.

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## 3G HANDY GUIDE: BOOKKEEPING

- Illustrates every aspect of financial record keeping, walking you through the basic skills you need to make numbers your minion.
- This handy guide covers not only bookkeeping essentials but also a range of accounting and taxation issues that bookkeepers need to be aware of when dealing with their clients and their accountants.

EDITION ①
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## 3G HANDY GUIDE: RISK MANAGEMENT

- No business can ever hope to plan for all incidents, but any business can understand the range of risks to which it is likely to be uncovered.
- This handy guide shows how to approach financial transactions with confidence. This book is a user-friendly guide to current and emerging issues in risk management both internal to the company, and external.

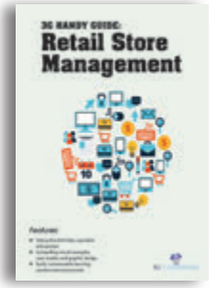
EDITION ①
ISBN: 978-1-98462-394-2
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## 3G HANDY GUIDE: OFFICE MANAGEMENT

- Covers practical up-to-date information on time management, office space and equipment, human relations, productivity, communications, information sources, and other subjects.
- This handy-guide has been prepared to provide learners a comprehensive coverage of this subject and certain characteristics specific to office management.

EDITION ①
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## 3G HANDY GUIDE: RETAIL STORE MANAGEMENT

- This book is intended to teach learners or new associates how to deal with uncommon customer issues in a simple way not found in the training manual.
- This book is a hands-on resource that will help you learn how to overcome the common obstacles to becoming an engaged manager.

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EDITION ①

ISBN: 978-1-98462-422-2

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## 3G HANDY GUIDE: HUMAN RESOURCE MANAGEMENT

- This interactive, handy guide portrays the human resources department of a moderate size organization as seen through the eyes of the organization's HR or General Manager.
- Provides a bridge between theory and practice, serving as a guide both to formulating human resource strategies and to implementing them, including work exercises and real cases.

EDITION ①

ISBN: 978-1-98462-423-9

Price: $70

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Binding: Softcover




## 3G HANDY GUIDE: DIGITAL MARKETING

- This handy guide shows you how to develop a strategy for business growth, goal attainment, and powerful marketing, with a focus on return on investment.
- A step-by-step guide designed for sales and marketing learners and professionals that share with them the importance of having the right mindset to focus on technology and sales.

EDITION ①

ISBN: 978-1-68094-790-8

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## 3G HANDY GUIDE: PROJECT MANAGEMENT

- This handy guide reflects the collaboration and knowledge of working project managers and provides the fundamentals of project management as they apply to a wide range of the latest good practices in project management.
- An essential guide for learners to improve practical knowledge; provides the opportunity to strengthen your understanding of project management in real-world application, with questions and exercises.

EDITION ①

ISBN: 978-1-98462-464-2

Price: $70

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Binding: Softcover




## 3G HANDY GUIDE: SALES MANAGEMENT

- This handy guide is designed for learners who want to make a career within a sales environment.
- This book will help you learn the sales techniques that can cripple your management effectiveness, and replace these instincts with a more powerful leadership mindset – true sales leadership.

EDITION ①

ISBN: 978-1-98462-550-2

Price: $70

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Binding: Softcover




## 3G HANDY GUIDE: INTERACT WITH CUSTOMERS

- With your presence as service providers, you are in the position to regularly interact with customers. You have the opportunity to see what works and what doesn't.
- This handy guide illustrates practical information how service providers can interact with customers to identify their needs and preferences and create innovations that meet these needs and preferences.

EDITION ①

ISBN: 978-1-98462-551-9

Price: $70

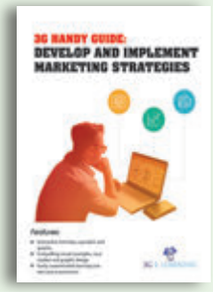
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## 3G HANDY GUIDE: ENHANCE CUSTOMER SERVICE EXPERIENCES

- Frontline employees represent the bloodline of an organization. This handy guide is about simple golden rules to achieve higher customer experience and loyalty.
- This handy guide will show you how to form and manage customer insights, understand implicit versus explicit outcomes, develop the roles of control and choice among buyers.




## 3G HANDY GUIDE: DEVELOP AND IMPLEMENT MARKETING STRATEGIES

- This book will guide learners through the process of developing a successful marketing strategy.
- This handy guide imparts knowledge and practical skills for understanding the marketing environment and organizational players, analyzing their strategic business moves and developing appropriate marketing strategies for the clients and organizations.

**EDITION** ①

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## 3G HANDY GUIDE: WORK EFFECTIVELY IN A BUSINESS ENVIRONMENT

- This handy guide illustrates the skills and knowledge required to work effectively in a business environment.
- This guide includes identifying and working to organisational standards, managing workload, and working as part of a team. It applies to individuals developing basic skills and knowledge in preparation for working in a broad range of settings.

**EDITION** ①

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EDITION ①

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## CAREER GUIDE: MOBILE APP DELVELOPER

- Mobile Application Developers create software for mobile devices. When it comes to the IT industry, there are plenty of career paths to take. But one field that has seen a tremendous rise in popularity, of late, is that of mobile App Development.
- This guide covers the steps needed to launch a career in the field of mobile app development, including the skills readers will need and education and training requirements.

EDITION ①

ISBN: 978-1-98463-664-5

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## CAREER GUIDE: SOCIAL MEDIA MANAGER

- A social media manager is responsible for monitoring and posting to all of a company's social media outlets as well as interacting with and growing the firm's audience.
- Explores the employment possibilities available in the expanding world of social media, discussing how to build a recognizable digital presence, including website tips and how to do a newsletter the right way, and understand the field's different roles and responsibilities.

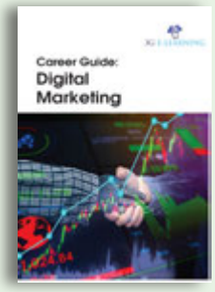
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ISBN: 978-1-98463-665-2

Price: $65

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## CAREER GUIDE: DIGITAL MARKETING

- Do you want a career in a high-growth industry in which skilled professionals and dedicated individuals with a drive to learn are both in high demand? Digital marketing is a good career choice for anyone that wants to work on the cutting edge of this technical revolution.
- A guide to become an efficient and effective digital marketer, covering the expertise and array of skills you will need; how to stay current and future-proof your career; useful digital marketing tools and channels, integrating the latest changes in social media technology.

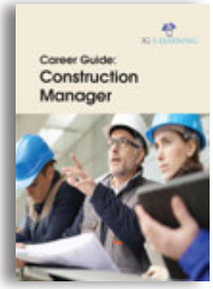
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ISBN: 978-1-98463-666-9

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## CAREER GUIDE: CONSTRUCTION MANAGER

- Construction managers are a part of the building process from the very beginning, working closely with architects and engineers to go over plans and blueprints, making timetables for the project, determining material and labor costs, negotiating with and hiring subcontractors and workers, and scheduling workers on site.
- This guide covers everything you need to know about a career as a construction manager with lots of details.

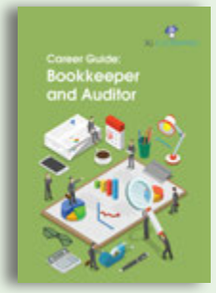
EDITION ①

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## CAREER GUIDE: BOOKKEEPER AND AUDITOR

- Management accountants often work on budgeting and performance evaluation. They also may help organizations plan the cost of doing business.
- Aimed at readers looking to take their career in a new direction, Accounting, Business, and Finance provides insightful advice and essential tips for career changers.
- This guide covers everything you need to know about a career as a Bookkeeper and Auditor with lots of details.

EDITION ②

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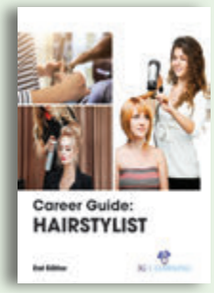
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## CAREER GUIDE: CHEF

- Gives practical, up-to-date advice on everything aspiring chefs need to know.
- Discover roles and responsibilities for the day-to-day operations.
- Presents information on educational requirements and career growth for chefs.
- With new and updated content, our Career Guide shows middle-school and high-school students how they can make the world a better place through a career as chef.




## CAREER GUIDE: HAIRSTYLIST

- Discover about the education, job duties and licensing requirements needed for hairdressing.
- Describes the types of jobs available to the hairdresser.
- With new and updated content, our Career Guide shows middle-school and high-school students how they can make the world a better place through a career as Hairstylist.

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## CAREER GUIDE: PHYSICAL THERAPIST

- In this edition, you will know the education, practical steps, and experience to become a Physical Therapist.
- Explore the academic path to this career to see if it's the right one for you.
- With new and updated content, our Career Guide shows middle-school and high-school students how they can make the world a better place through a career as Physical Therapist.

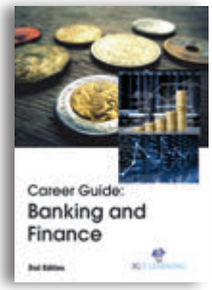
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## CAREER GUIDE: DIGITAL PRODUCTION AND EDITING

- Advices on key educational steps toward the career.
- This is the source for everything you need to bring your ideas from the page to the screen.
- With new and updated content, our Career Guide shows middle-school and high-school students how they can make the world a better place through a career in Digital Production and Editing.

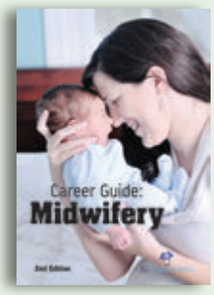
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## CAREER GUIDE: BANKING AND FINANCE

- This guide will help you gain valuable insights into how banks and financial institutions have had to alter the way they operate in the face of recent challenges, and what it means to you moving forward.
- This edition is revised and restructured with the latest topics. This updated edition offers students real advice in navigating the ever-changing academic landscape.

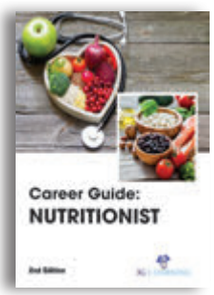
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## CAREER GUIDE: MIDWIFERY

- Tells how to become a midwife and set up practice, and offers information on prenatal and post-partum care, pregnancy and labor complications, and assisting at births, which will help students to get through their examinations.
- With new and updated content, our Career Guide shows middle-school and high-school students how they can make the world a better place through a career as Midwifery.

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## CAREER GUIDE: NUTRITIONIST

- This guide takes an integrated approach on nutrition information; this accessible guide provides guidance on incorporating nutrition questions and counselling techniques into routine care across all clinical settings.
- With new and updated content, our Career Guide shows middle-school and high-school students how they can make the world a better place through a career as Nutritionist.

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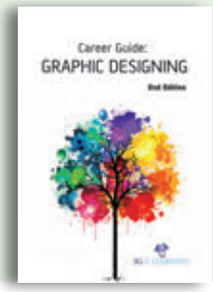
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## CAREER GUIDE: GRAPHIC DESIGNING

- A revision to the visual guide to becoming a graphic designer, this second Edition provides a comprehensive survey of the graphic design market, including complete coverage of print and electronic media.
- The content is restructured and revised and extra information is added in this edition.
- With new and updated content, our Career Guide shows middle-school and high-school students how they can make the world a better place through a career as Graphic Designer.

EDITION ②

ISBN: 978-1-98462-435-2

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## CAREER GUIDE: ARCHITECT

- This essential guide is designed specifically for architecture students, providing clear advice and tips for successful career development and management.
- With new and updated content, our Career Guide shows middle-school and high-school students how they can make the world a better place through a career as Architect.

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## CAREER GUIDE: LIBRARIAN

- This book helps readers make the most of cloud computing, including how to fold mobile devices into the cloud-based research management equation.
- Taken as a whole, this book provides a valuable, inclusive source of information for all major aspects of reference service.
- With new and updated content, our Career Guide shows middle-school and high-school students how they can make the world a better place through a career as Librarian.

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## CAREER GUIDE: TEACHER

- This book is an utterly practical guide to the profession of teaching; guides the soon-to-be teacher through teacher training, student teaching, and finding a job by providing useful strategies, practical advice, and valuable resources.
- With new and updated content, our Career Guide shows middle-school and high-school students how they can make the world a better place through a career as Teacher.

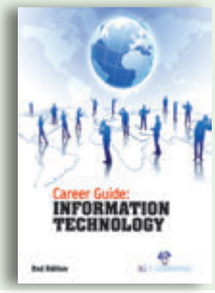
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## CAREER GUIDE: INFORMATION TECHNOLOGY

- Offers information on computers and computer peripherals and applications. It will however teach you the important concepts behind the impact that Information Technology has on businesses of today, and the responsibility of management to understand IT.
- With new and updated content, our Career Guide shows middle-school and high-school students how they can make the world a better place through a career in IT.

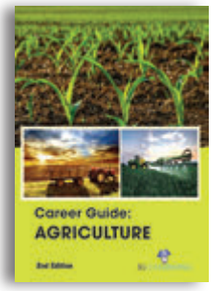
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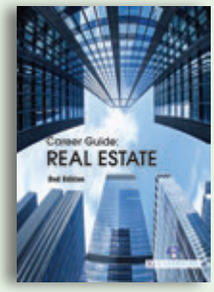
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## CAREER GUIDE: AGRICULTURE

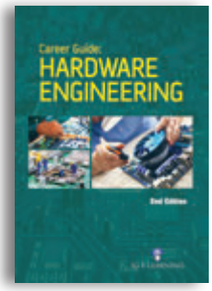
- This book is a must for all junior high and high school students.
- With new and updated content, our Career Guide shows middle-school and high-school students how they can make the world a better place through a career in agriculture.




## CAREER GUIDE: REAL ESTATE

- This updated guide provides a detailed explanation of real estate careers, including brokerage, property management, asset advisors, corporate real estate, mortgage bankers, investors and developers.
- With new and updated content, our Career Guide shows middle-school and high-school students how they can make the world a better place through a career in Real Estate.

EDITION ②
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## CAREER GUIDE: HARDWARE ENGINEERING

- This guide is an essential read for anyone who wants to enter the field of engineering. This guide is designed to help the young engineer make the transition from student to practicing professional.
- With new and updated content, our Career Guide shows middle-school and high-school students how they can make the world a better place through a career as Hardware Engineer.

EDITION ②
ISBN: 978-1-98462-442-0
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Binding: Softcover




## CAREER GUIDE: SOFTWARE DESIGNER

- This guide provides practical advice for improving your programming career; illustrates how those in the IT field can set the direction of their careers, leading to a more fulfilling and remarkable professional life.
- With new and updated content, our Career Guide shows middle-school and high-school students how they can make the world a better place through a career as Software Engineer.

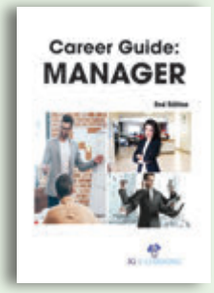
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ISBN: 978-1-98462-443-7
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## CAREER GUIDE: FINANCIAL ADVISOR

- This updated edition describes the various types and styles of financial planning, and provides advice on getting started and becoming a success in the field.
- With new and updated content, our Career Guide shows middle-school and high-school students how they can make the world a better place through a career as Financial Advisor.

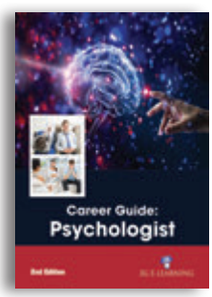
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## CAREER GUIDE: MANAGER

- Guide for pursuing a career in the management field; takes the reader from critical management frameworks needed for management interviews to what managers and other marketing professionals really do on the job and how to deal with.
- With new and updated content, our Career Guide shows middle-school and high-school students how they can make the world a better place through a career as Manager.

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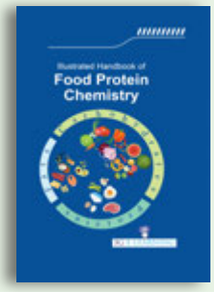



## CAREER GUIDE: PSYCHOLOGIST

- This book provides a systematic guide for jump-starting your career in academic psychology; offers an extremely wide range of rewarding and well-compensated career opportunities.
- With new and updated content, our Career Guide shows middle-school and high-school students how they can make the world a better place through a career as Psychologist.

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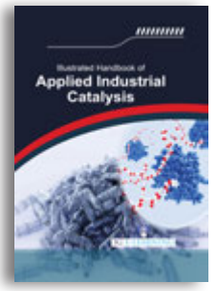
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## ILLUSTRATED HANDBOOK OF FOOD PROTEIN CHEMISTRY

- The structure and function of our bodies depend on proteins. The regulation of the body's cells, tissues, and organs cannot happen without them.
- Muscles, skin, bones, and other parts of the human body contain significant amounts of protein, including enzymes, hormones, and antibodies.
- Discusses food proteins and how they are studied; shows how the application of these concepts to food proteins helps explain their roles in food processing.

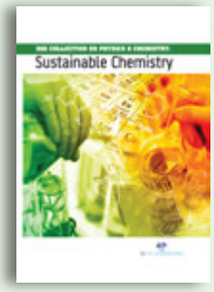
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## ILLUSTRATED HANDBOOK OF APPLIED INDUSTRIAL CATALYSIS

- Catalysis has had an extensive scope of applications from long ago until today. Catalysis plays an important role in organic chemistry.
- Describes how to take a laboratory catalyst to successful commercialization with minimum problems.
- Provides up-to-date concepts and developments on industrial catalysts.

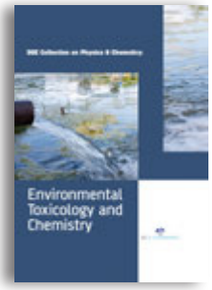
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## 3GE COLLECTION ON PHYSICS & CHEMISTRY: SUSTAINABLE CHEMISTRY

- This has evolved in recent years into a focus on chemical compounds in the environment in terms of incomplete degradation, toxicity and the persistence and risk of these products.
- Chemistry—in labs, classrooms, and industry—is a central science for the development of sustainable technologies and innovations. Industry is responsible for the natural resource and environmental impacts of its actions.
- Provides insight into the chemical and biochemical technologies that are being studied, optimized, and eventually developed to promote environmental sustainability.

ISBN: 978-1-98463-590-7
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## 3GE COLLECTION ON PHYSICS & CHEMSITRY: ENVIRONMENTAL TOXICOLOGY AND CHEMISTRY

- Provides principles and applications through numerous illustrative examples and special topics that highlight current environmental distresses.
- Aims to enable students to combine biological and chemical knowledge to solve problems related to environmental pollution.

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## 3GE COLLECTION ON PHYSICS & CHEMISTRY: CHEMISTRY OF WATER

- This collection provides the fundamentals of chemistry as it applies to the water industry. The intent is to lay the foundation for operators to understand more advanced theories involving chemical reactions in water.
- Conveys the key concepts of equilibrium chemistry, particularly as they apply to natural and engineered aquatic systems.

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## THEORY, PRACTICE AND TECHNIQUES IN FOOD CHEMISTRY

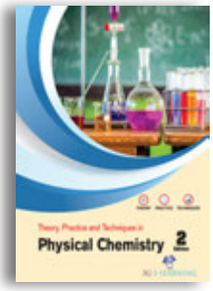
- Finding new, safe ways to consume food has become complicated as people become more health conscious about the foods they put into their bodies.
- With concise explanations and detailed illustrations, this edition includes extensive revision of key information on the most important chemical and functional properties of food constituents, and the relationship of these properties to nutritional and sensory qualities.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.




## THEORY, PRACTICE AND TECHNIQUES IN INDUSTRIAL CHEMISTRY

- Aims to provide information on chemicals and processes and comprehensive introductions to broad areas of knowledge.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.
- Some new chapters covering current topics are also added in this revised edition.

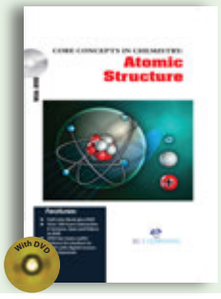
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## THEORY, PRACTICE AND TECHNIQUES IN PHYSICAL CHEMISTRY

- Illustrates the link between the theory and practice of physical chemistry.
- Presents a greater emphasis on the molecular view of physical chemistry and a move away from classical thermodynamics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.
- Some new chapters covering current topics are also added in this revised edition.

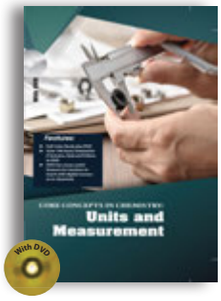
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## CORE CONCEPTS IN CHEMISTRY: ATOMIC STRUCTURE (BOOK WITH DVD)

- The purpose of this book is to provide learners with basic knowledge of atomic structure, bonding and the periodic table.
- Discloses the story of how scientists revealed the secrets of the atom and revolutionized the way we look at the world around us.

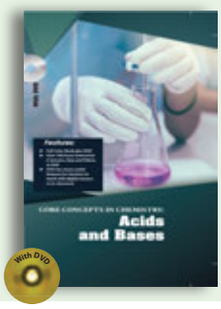
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## CORE CONCEPTS IN CHEMISTRY: UNITS AND MEASUREMENT (BOOK WITH DVD)

- Chemistry includes a quantitative description, comparison, and measurement of certain physical quantities. To measure or compare a physical quantity we need to fix some standard unit of the quantity.
- In this book, readers will know the units of measurement and how it is central to chemistry.

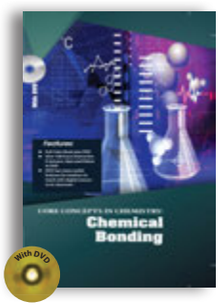
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## CORE CONCEPTS IN CHEMISTRY: ACIDS AND BASES (BOOK WITH DVD)

- Acids and bases are essential components of the natural world that play key roles in today industries.
- Contains materials for the acid-base chemistry, including acid and base definitions, pH, acid-base equilibria, acid-base properties of salts, and the pH of salt.
- Presents emphasis on fundamental aspects and chemical principles.

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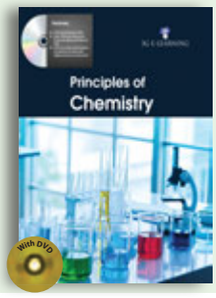



## CORE CONCEPTS IN CHEMISTRY: CHEMICAL BONDING (BOOK WITH DVD)

- Provides the student with knowledge of the fundamental principles of chemistry with an emphasis on the control of chemical reactions and the chemistry of the elements.
- Focuses on how atoms come together to form bonds and how certain molecular structures are formed as a result of bonding interactions.

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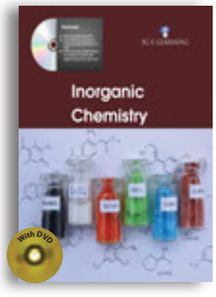
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## PRINCIPLES OF CHEMISTRY (BOOK WITH DVD)

- Provides context and structure for learning the fundamental principles of chemistry, enabling the reader to proceed from simple to complex examples in a systematic and logical way.
- It includes coverage on chemical equations, stoichiometry, gases, thermochemistry, equilibrium, electronic structure of atoms, periodic trends, molecular bonding and structure, intermolecular forces, and modern materials.

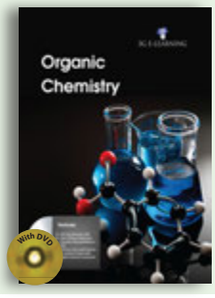
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## INORGANIC CHEMISTRY (BOOK WITH DVD)

- Provides a foundation for the understanding of the varying chemistries of the elements of the Periodic Table, with emphasis on inorganic materials.
- Topics include principles of structure, bonding, and chemical reactivity with application to compounds of the main group and transition elements, including organometallic chemistry.

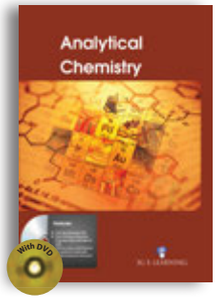
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## ORGANIC CHEMISTRY (BOOK WITH DVD)

- Provides the student with the necessary background to understand the chemistry of carbon-containing compounds.
- Topics will include structure, stereochemistry, nomenclature, synthesis, properties, and reactions of the major classes of organic compounds.

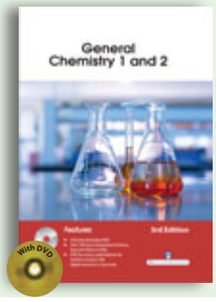
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## ANALYTICAL CHEMISTRY (BOOK WITH DVD)

- Offers an introduction to sampling, error and statistical analysis as applied to analytical chemistry.
- Introduces the basic analytical techniques of sample preparation and separation as well as data collection, quantitation and treatment using titrimetric and instrumental methods of analysis.

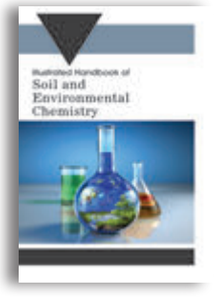
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## GENERAL CHEMISTRY 1 AND 2 (BOOK WITH DVD)

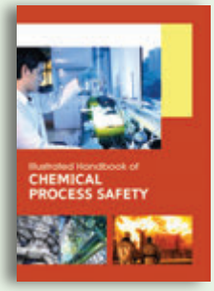
- Explores the key areas of chemistry needed for engineers. This study guide is a supplemental resource to help students learn/review the important concepts covered in the General Chemistry course.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

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## ILLUSTRATED HANDBOOK OF SOIL AND ENVIRONMENTAL CHEMISTRY

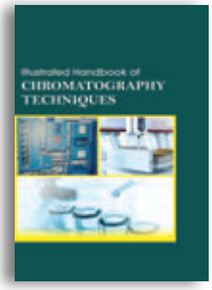
- The book explores biological resources and their relationship with physical and chemical aspects of the environment.
- The book brings together current knowledge and information about cyanide release to and behavior in the environment, and explores how to control or remediate these releases.




## ILLUSTRATED HANDBOOK OF CHEMICAL PROCESS SAFETY

- Provides guidelines for industries that manufacture, consume, or handle chemicals, by focusing on new ways to design, correct, or improve process safety management practices.
- Provides a pragmatic guide to the basic tools of chemical safety assessment, from information retrieval, through hazard and risk assessment to safety evaluation and legal aspects.

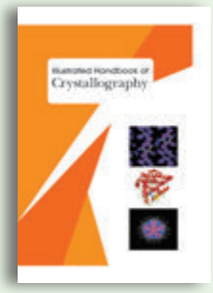
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## ILLUSTRATED HANDBOOK OF CHROMATOGRAPHY TECHNIQUES

- This book is the perfect introduction into a methodology which is the underlying principle of the vast majority of separation methods worldwide – chromatography.
- This work introduces students of all disciplines to the chromatographic process and how it functions.

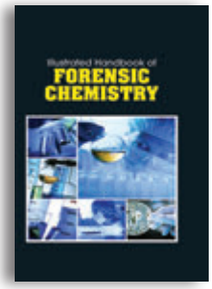
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## ILLUSTRATED HANDBOOK OF CRYSTALLOGRAPHY

- This handbook covers clear, concise explanation of logical development of basic crystallographic concepts.
- Provides an up-to-date overview of crystallographic instrumentation and methods of diffraction measurements used for crystal and molecular structure determination.

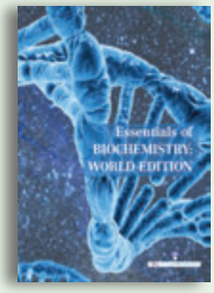
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## ILLUSTRATED HANDBOOK OF FORENSIC CHEMISTRY

- A concise, robust introduction to the various topics covered by the discipline of forensic chemistry.
- Focuses on a marvel approach that blends chemistry with forensic science and is used for the examination of controlled substances and clandestine operations.

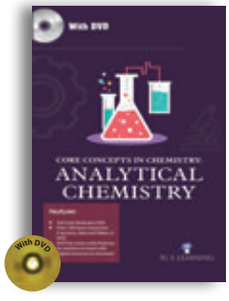
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## ESSENTIALS OF BIOCHEMISTRY: WORLD EDITION

- The book is beautifully designed and executed, and renders the study of biochemistry enormously appealing to medical students and various allied health students.
- Strengthens the link between biochemistry and medicine and allows the student to learn about this interaction as the biochemistry is presented.

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## CORE CONCEPTS IN CHEMISTRY: ANALYTICAL CHEMISTRY (BOOK WITH DVD)

- Provides students with a thorough comprehension of analytical chemistry and its applications.
- This book deals with the principle and applications of analytical chemistry, and is useful for Chemistry students and for those who want to work in analytical research laboratories of drug, pesticide and other chemical industries.

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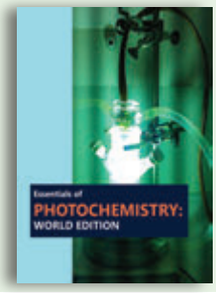
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## ESSENTIALS OF PHOTOCHEMISTRY: WORLD EDITION

- Surveys of all areas of organic, inorganic, physical and biological photochemistry.
- Covers on the latest advances in the field of photochemistry with specific topical highlights relevant to a wide range of academic and commercial disciplines.
- Draws together, analyzes, and presents our current understanding of polymer photochemistry and photophysics.

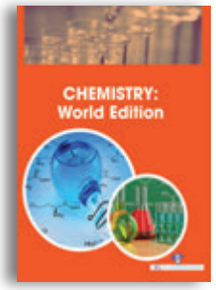
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## CHEMISTRY: WORLD EDITION

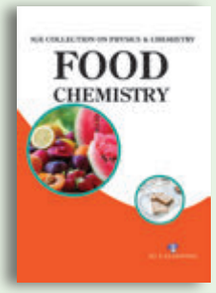
- Focuses on chemical principles and the chemical structure to be very important and essential for the understanding of substances and their properties; for them, the structure of matter is of highest significance.
- This book highlights the importance of chemistry in human well-being by introducing the readers to the basic usefulness of chemistry in everyday life.

ISBN: 978-1-98462-374-4

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## 3GE COLLECTION ON PHYSICS & CHEMISTRY: FOOD CHEMISTRY

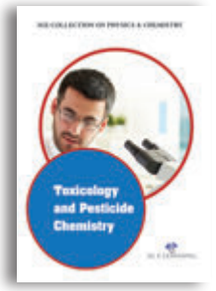
- Providing an in-depth coverage of modern food chemistry, this work offers information on the field of changing foods for human consumption.
- Finding new, safe ways to consume food has become complicated as people become more health conscious about the foods they put into their bodies. Food additives and toxic substances in foods are also included in this book.

ISBN: 978-1-98462-375-1

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## 3GE COLLECTION ON PHYSICS & CHEMISTRY: TOXICOLOGY AND PESTICIDE CHEMISTRY

- Covers pesticide chemistry, metabolic/degradation pathways, biochemical toxicology, therapy and antidotes, nano-pesticides and terminologies associated with pesticide toxicology.
- Explores how resistance to pesticides develops, how resistance can be used to illustrate the theory of evolution, and how it can be used to produce herbicide-resistant crop plants.

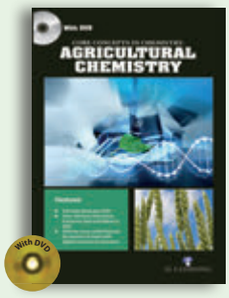
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## CORE CONCEPTS IN CHEMISTRY: AGRICULTURAL CHEMISTRY (BOOK WITH DVD)

- Deals with the study of both chemistry and biochemistry which are important in agricultural production, the processing of raw products into foods and beverages, and in environmental monitoring and remediation.
- Provides fully updated chemical, regulatory, health, and safety information on nearly pesticides and other agricultural chemicals.

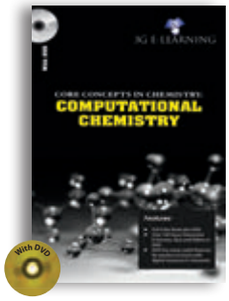
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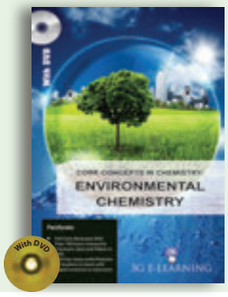
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## CORE CONCEPTS IN CHEMISTRY: COMPUTATIONAL CHEMISTRY (BOOK WITH DVD)

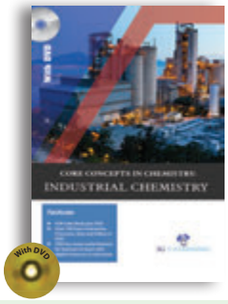
- Focuses on accurately applying computational chemistry techniques to everyday chemistry problems.
- Presents an overview of recent progress in computational techniques as well as examples of the application of existing computational methods in different areas of chemistry, physics, and biochemistry.




## CORE CONCEPTS IN CHEMISTRY: ENVIRONMENTAL CHEMISTRY (BOOK WITH DVD)

- Environmental chemistry concerns with the extensive interpretation on what environmental chemistry is and discusses chemistry in relation to environmental topics.
- Presents chemical analyses of our most pressing waste, pollution, and resource problems for the undergraduate or graduate student.

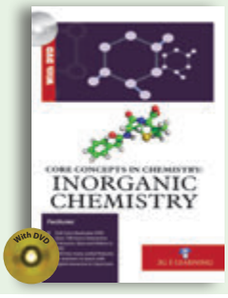
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Binding: Softcover




## CORE CONCEPTS IN CHEMISTRY: INDUSTRIAL CHEMISTRY (BOOK WITH DVD)

- This book discusses, illustrates and explains many of the major chemical processes performed by industry, looks at how transformations affect the quality of our lives.
- Discusses the connectivity between major chemicals, showing how a chemical is made along with why and some of the business considerations.

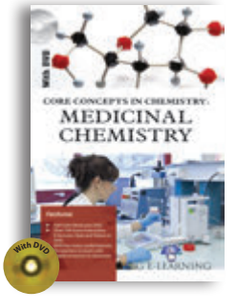
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## CORE CONCEPTS IN CHEMISTRY: INORGANIC CHEMISTRY (BOOK WITH DVD)

- Presenting the subject in an easy-to-understand manner, the text provides introductory coverage along with tools for enhanced learning, thereby helping students appreciate and understand the fundamentals clearly.
- Includes a clear exposition of general topics concerning the structures of solids, and a systematic description of the structural chemistry of elements and their compounds.

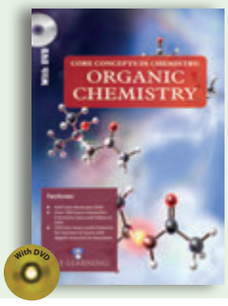
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## CORE CONCEPTS IN CHEMISTRY: MEDICINAL CHEMISTRY (BOOK WITH DVD)

- Provides a contemporary and forward-looking critical analysis and summary of recent developments, emerging trends, and recently identified new areas where medicinal chemistry is having an impact.
- A text intended for students who want to study courses in the various fields of medicinal chemistry, pharmacy, medical and dental programs.

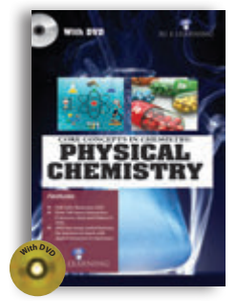
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## CORE CONCEPTS IN CHEMISTRY: ORGANIC CHEMISTRY (BOOK WITH DVD)

- Ideal for those interested in the relationship between the structure and function of organic compounds, and is suitable for students of organic chemistry.
- A complete guide to Organic Chemistry. In this book, you will learn topics such as those in your book plus much more.

EDITION ①
ISBN: 978-1-98462-020-0
Price: $75
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## CORE CONCEPTS IN CHEMISTRY: PHYSICAL CHEMISTRY (BOOK WITH DVD)

- Concerned with the physical structure of chemical compounds, the amount of energy they have, the way they react with other compounds, and the bonds that hold their atoms together.
- An introductory text for students which will bring them up to speed ready for first-year university level physical chemistry.

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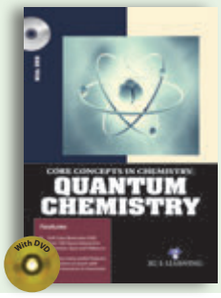
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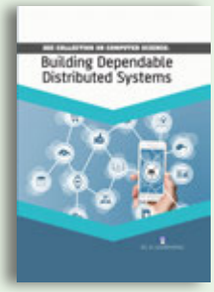
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## CORE CONCEPTS IN CHEMISTRY: QUANTUM CHEMISTRY (BOOK WITH DVD)

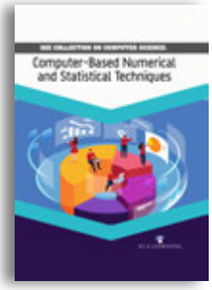
- Provides a comprehensive account, from first principles, of the methods of numerical quantum mechanics, beginning with formulations and fundamental postulates.
- Designed to help the non-specialist user of spectroscopic measurements and electronic structure computations to achieve a basic understanding of the underlying concepts of quantum chemistry.




## 3GE COLLECTION ON COMPUTER SCIENCE: BUILDING DEPENDABLE DISTRIBUTED SYSTEMS

- A particular emphasis is placed on cloud computing, which is where most of the state-of-the-art work in distributed systems is put into practice today.
- This collection covers state of the art techniques for designing and building dependable distributed systems.
- This book treats subversion as a form of fault, and suggests that designing accountability into the system provides the means to detect, isolate, and tolerate such faults, and even to prevent them by removing incentives for malicious behavior.

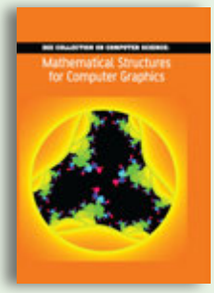
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## 3GE COLLECTION ON COMPUTER SCIENCE: COMPUTER-BASED NUMERICAL AND STATISTICAL TECHNIQUES

- Methods of numerical analysis are used to approximate the problem satisfactorily so that an approximate solution, amenable to precise analysis, within a desired degree of accuracy is obtained.
- It plays an important role in the theory of large samples and it forms a basis of the testing of hypothesis. The aim of numerical analysis is, therefore, to provide constructive methods for obtaining answers to such problems in a numerical form.

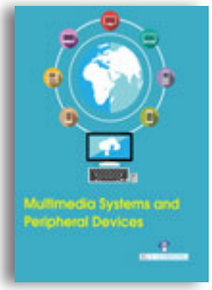
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## 3GE COLLECTION ON COMPUTER SCIENCE: MATHEMATICAL STRUCTURES FOR COMPUTER GRAPHICS

- Continuous mathematics is an important foundation for many science and engineering disciplines. Similarly, discrete mathematics and logic are foundations for computer based disciplines such as computer science, software engineering and information systems.
- All these skills are vital when it comes to programming and computer science in general.
- This book presents an accessible introduction to the mathematical ideas and techniques necessary for two- and three-dimensional computer graphics.

**ISBN: 978-1-98463-569-3**
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## MULTIMEDIA SYSTEMS AND PERIPHERAL DEVICES

- Multimedia technology has the potential to evolve the paradigm of end user computing, from the interactive text and graphics model that has developed since the 1950s.
- Presents fundamental characteristics and properties of multimedia operating and communication systems.

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## OPERATIONS IN CYBERSECURITY

- Introduces students to the interdisciplinary field of cybersecurity by discussing the evolution of information security into cybersecurity, cybersecurity theory, and the relationship of cybersecurity to nations, businesses, society, and people.
- This book provides insight into a range of data science techniques for addressing these pressing concerns.

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**Binding: Softcover**




## SYSTEMS PROGRAMMING

- System Programming refers to writing code that prioritizes operating system support for programmers. A computer needs an operating system to manage its resources and provide support for common functions, such as accessing peripherals.
- This book intends to provide you with a basic understanding of the issues involved in writing system programs on a Linux or UNIX system.

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## INFORMATION SECURITY AND CCP SCHEME

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- This book is a pragmatic guide to information assurance for students taking a course in information technology.
- Provides you with fundamental knowledge of information security in both theoretical and practical aspects.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

## SOFTWARE TESTING AND USER EXPERIENCE

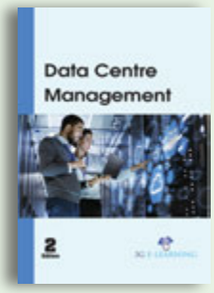
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- The hardware and software of computing have changed markedly in the three decades.
- Fully updated throughout, includes revised material on software testing, pragmatic view of testing, addressing emerging areas like extreme testing and ad hoc testing.
- Some new chapters covering current topics are also added in this revised edition.

## DATA CENTRE MANAGEMENT

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- Covers essential and recent development in the engineering and management of data centres.
- This second edition will teach readers the basic concepts behind the design and scaling of server farms using data center and content switching technologies.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

## PROJECT AND PROGRAMME MANAGEMENT

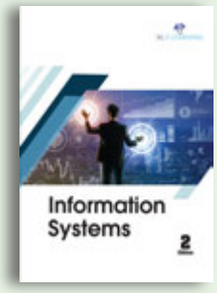
EDITION ②
ISBN: 978-1-98463-682-9
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- Provides authoritative guidance and advice, templates, concepts, systems and approaches on every aspect of successful programme management.
- Describes the skills and capabilities that organizations need to develop in order to manage change programmes effectively. This is an easy book to dip into to how to improve the project and programme management competences.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers and some new chapters are added in this edition.

## INFORMATION SYSTEMS

EDITION ②
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- Covers various aspects of information systems, including enterprise resource planning, customer relationship management, and supply chain management systems.
- Highlights the most important methods for information systems acquisition development, such as process modeling and systems acquisition design.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

## LIVING IN THE IT ERA (BOOK WITH DVD)

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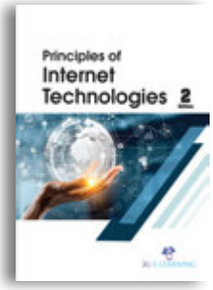

- This edition examines the role of translation with regard to the emerging digital technologies and analyses their social, cultural and political consequences.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.
- Fully updated throughout, some new chapters covering current topics are also added in this revised edition.




## DATABASE SYSTEMS

- Provides students a systematic introduction to and an in-depth treatment of these advanced database areas for understanding recent innovations in the field.
- This second edition will teach readers the recent and emerging technologies in the field of database technology.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

EDITION 2
ISBN: 978-1-98463-686-7
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## PRINCIPLES OF INTERNET TECHNOLOGIES

- Provides the most thorough examination of Internet technologies and applications in a variety of related fields.
- Introduces those technologies and is aimed at the Internet user who wishes to understand the technologies on which much of today's business and recreational computing is based.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

EDITION 2
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## INFORMATION TECHNOLOGY PROJECT MANAGEMENT

- Fully updated throughout, includes revised material on the growing trends, issues, and applications of technology project management.
- Weaves theory with successful practices for an integrated focus on the concepts, tools, and techniques that are most effective today.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

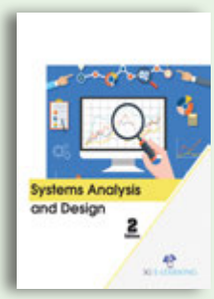
EDITION 2
ISBN: 978-1-98463-688-1
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## INFORMATION TECHNOLOGY SERVICE MANAGEMENT

- IT service management is often equated with the Information Technology Infrastructure Library (ITIL), even though there are a variety of standards and frameworks contributing to the overall ITSM discipline.
- With concise explanations and detailed illustrations, this edition includes extensive revisions of the material on the basics of IT service management and its implementation and interpretation in an easy, self-study approach.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

EDITION 2
ISBN: 978-1-98463-689-8
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## SYSTEMS ANALYSIS AND DESIGN

- This revised edition has been thoroughly updated with substantial additions including with planning the development of information systems through understanding and specifying in detail what a system should do
- This book gives you the tools to learn practice, and perfect your skills in systems analysis and design.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

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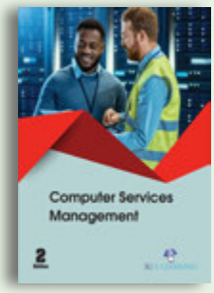



## ADVANCED DATABSE MANAGEMENT SYSTEMS

- Intended to provide an organized introduction to and an in-depth treatment of these advanced database areas.
- With concise explanations and detailed illustrations, this edition includes extensive revisions of the material of basic concepts, methods and techniques, as well as important issues and trends across the broad.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.

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## COMPUTER SERVICES MANAGEMENT

- Deals with some of the problems that have confronted those in charge of computer services. Teaches the practices and principles needed to build, upgrade, and troubleshoot your PC.
- Fully updated throughout, includes revised material on the computer usage in business organizations with specific reference to commercial data processing systems.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

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## KNOWLEDGE BASED SYSTEMS

- Provides the coverage of both the theory and the practical applications of knowledge-based systems.
- Focusing on fundamental scientific and engineering issues, this book communicates the principles of building and using knowledge systems from the conceptual standpoint as well as the practical.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

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## OBJECT ORIENTED PROGRAMMING

- Fully updated throughout, includes revised material on fundamentals of Object Oriented Programming.
- Provides a unique overview of the main approaches to object-oriented languages.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

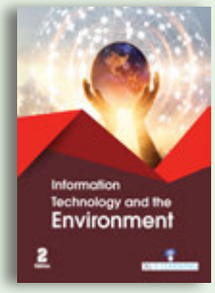
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## MANAGEMENT INFORMATION SYSTEMS

- Fully updated throughout, includes revised material on the structure of MIS and shows how to use them to aid in decision making, determine accountability, manage personnel, and identify information needs.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.
- Designed to serve as a text for the students of management and computer applications.

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## INFORMATION TECHNOLOGY AND THE ENVIRONMENT

- This second edition will teach readers the nature and the impact of the new information and communication technologies on business and society.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.
- Suitable for undergraduate students, willing to build a solid foundation of the information technology skills needed at the workplace.

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## WEB ENGINEERING

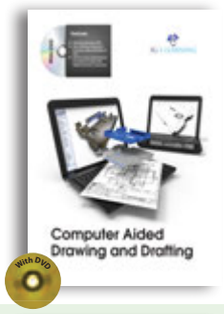
- This revised edition has been thoroughly updated with substantial additions including the innovative aspects of web engineering which will be crucial for the holistic understanding of the subject matter.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.
- A must-have book for all those students who are associated with the field of Web engineering.




## CYBER SECURITY

- With concise explanations and detailed illustrations, this edition includes extensive revisions of the material on the essentials of Cybersecurity, even if you have a non-technical background.
- This revised edition has been thoroughly updated with substantial additions including the challenges of cyberspace in an interdependent world and at the need for new, cooperative modes of governance to build cyber security.
- Some new chapters covering current topics are also added in this revised edition.

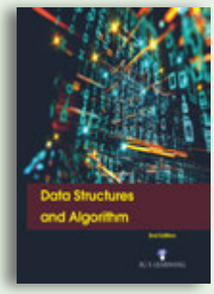
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## COMPUTER AIDED DRAWING AND DRAFTING (BOOK WITH DVD)

- Teaches advanced computer-aided drafting concepts and equipment designed to develop a general understanding of components of a typical CAD system and its operation.
- Examines interactive computer graphics and its use in designing industrial robots, computer control of manufacturing processes, computer-integrated production control, automated inspections, and flexible manufacturing.

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## DATA STRUCTURES AND ALGORITHM

- An extensively revised edition of a mathematically rigorous yet accessible introduction to algorithms; contains up-to-date and easy-to-use text on data structures and algorithms.
- Topics include elementary data structures, (including arrays, stacks, queues, and lists), advanced data structures (including trees and graphs), the algorithms used to manipulate these structures, and their application to solving practical engineering problems.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

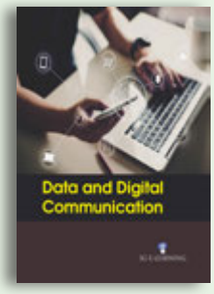
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## SOFTWARE DESIGN

- The text presents a formal top-down design process that consists of several design activities with varied levels of detail, including the macro-, micro-, and construction-design levels.
- Introduces coding languages, logic, tools, work environments, and software used to create computer applications.

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## DATA AND DIGITAL COMMUNICATION

- Intended to equip the students with basic knowledge for designing, analyzing, comparing, and managing digital communication systems ranging from data networks and internet to mobile data communication systems such as cellular and WiFi systems.
- Provides in-depth knowledge of communication fundamentals, which include Digital transmission of information across discrete and analog channels.

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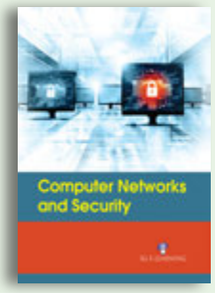



## OPERATING SYSTEMS

- Intends to provide a proper understanding of the theoretical and practical concepts of Operating system. Introduces the core concepts of operating systems, such as processes and threads, scheduling, synchronization, memory management, file systems, input and output device management and security.
- Presents the coverage of the most current topics and applications, improved conceptual coverage and additional content to bridge the gap between concepts and actual implementations.

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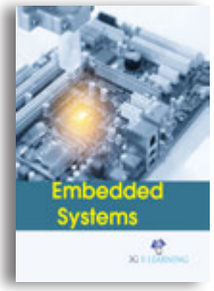
EDITION ①
ISBN: 978-1-98463-849-6
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## COMPUTER NETWORKS AND SECURITY

- The principles and practice of computer networking, with emphasis on the network security.
- Covers about computer network organization and implementation, obtaining a theoretical understanding of data communication and computer networks, and gaining practical experience in installation, monitoring, and troubleshooting of current LAN systems.

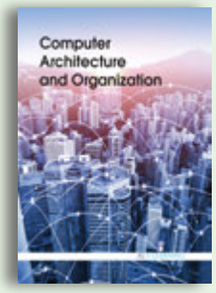
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## EMBEDDED SYSTEMS

- This book introduces a modern prospect to embedded system design, including software design and hardware design in an integrated approach.
- In this book, the fundamentals of embedded system hardware and firmware design will be explored.
- Issues such as embedded processor selection, glue logic, circuit design, circuit layout, circuit debugging, development tools, firmware architecture, firmware design, and firmware debugging will be discussed.

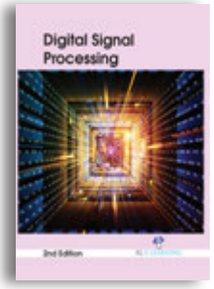
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## COMPUTER ARCHITECTURE AND ORGANIZATION

- This book provides an inclusive coverage of the architecture and organization of modern computers, including a basic background on the computers evolution, its design process and its internal characteristics.
- Covers the treatment of performance related topics such as pipelines, caches and RISCs as well as emphasizing basic principles.

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ISBN: 978-1-98463-852-6
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## DIGITAL SIGNAL PROCESSING

- Concerned with the representation, transformation and manipulation of signals on a computer.
- This second edition will teach readers the basic concepts and techniques for processing discrete-time signal on a computer.
- Fully updated throughout, enables electrical engineers and technicians in the fields of the biomedical, computer, and electronics engineering, to provide the essential fundamentals of DSP principles and practice.

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Binding: Softcover




## 3G HANDY GUIDE: BUILDING WEB SITES (BOOK WITH DVD)

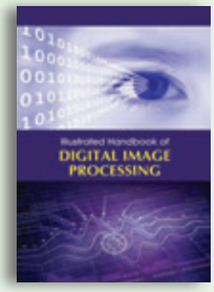
- Will teach you how to create a hosting account and domain name for your website and how to use a web editor to develop your website.
- The guide progresses from introductory work on web design to a culminating project in which students design and develop websites for local community organizations.

EDITION ①
ISBN: 978-1-98462-384-3
Price: $70
Copyright: 2019
Binding: Softcover




## 3G HANDY GUIDE: GRAPHIC DESIGNING

- Completely updates the information on the production process, highlighting new techniques and expanding its coverage on digital technologies.
- This book offers learners, novice designers, and battle-toughened professionals alike an insider's guide to the complexities of current graphic design practice and thinking.




## ILLUSTRATED HANDBOOK OF DIGITAL IMAGE PROCESSING

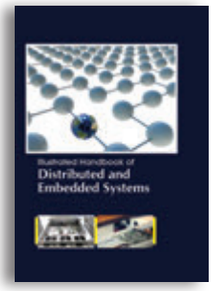
- Provides a clear, comprehensive and up-to-date introduction to Digital Image Processing in a pragmatic style.
- Presents coverage of the latest methods and applications of digital image processing describing various computer architectures ideal for satisfying specific image processing demands.

**ISBN: 978-1-68094-967-4**

**Price: $180**

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**Binding: Hardcover**




## ILLUSTRATED HANDBOOK OF DISTRIBUTED AND EMBEDDED SYSTEMS

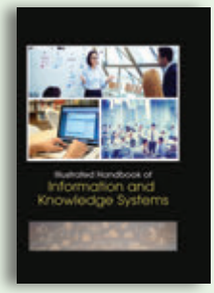
- Indispensable tool for embedded systems and security professionals, new and experienced. An important contribution to the understanding of the security of embedded systems.
- A perfect tool for those starting out as technical professionals such as engineers, programmers and designers of embedded systems; and also for students of computer science, computer engineering and electrical engineering.

**ISBN: 978-1-68094-974-2**

**Price: $180**

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**Binding: Hardcover**




## ILLUSTRATED HANDBOOK OF INFORMATION AND KNOWLEDGE SYSTEMS

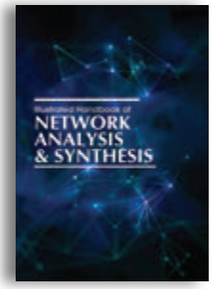
- This text serves as a complete introduction to the subject of knowledge management, incorporating technical, and social aspects of knowledge management, as well as practical examples, traditional approaches, and emerging topics.
- Demonstrates how knowledge management systems can be used as a source of power to outmaneuver business competitors.

**ISBN: 978-1-68094-975-9**

**Price: $180**

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**Binding: Hardcover**




## ILLUSTRATED HANDBOOK OF NETWORK ANALYSIS & SYNTHESIS

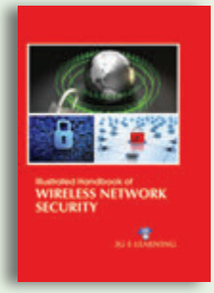
- Provides a comprehensive coverage of the important topics in electrical circuit analysis, offers an excellent and practically oriented introduction to the basic concepts of modern circuit theory.
- This handbook is intended to be suitable for students in the specialized branches of electrical and radio engineering, and engineers extending their theoretical knowledge.

**ISBN: 978-1-68094-976-6**

**Price: $180**

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**Binding: Hardcover**




## ILLUSTRATED HANDBOOK OF WIRELESS NETWORK SECURITY

- Presents mobile and wireless network security and privacy.
- A comprehensive source of information on basic concepts, major issues, design approaches, current trends, and the interaction between these components.
- Suitable for graduate-level students in computer science and electrical engineering.

**ISBN: 978-1-68094-977-3**

**Price: $180**

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**Binding: Hardcover**




## ILLUSTRATED HANDBOOK OF PARTICLE SWARM OPTIMISATION

- Presents information on particle swarm optimization such as using mono-objective and multi-objective particle swarm optimization for the tuning of process control laws; convergence issues in particle swarm optimization.
- Explores multidimensional particle swarm optimization, a technique developed by the authors that addresses these requirements in a well-defined algorithmic approach.

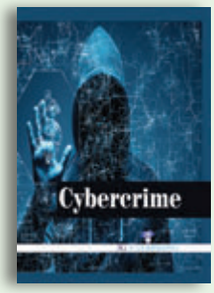
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**Binding: Hardcover**

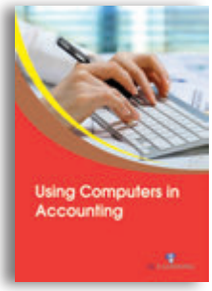
ISBN: 978-1-98462-263-1
Price: $100
Copyright: 2019
Binding: Hardcover




## CYBERCRIME

- This innovative text provides an excellent introduction to technology-assisted crime and the basics of investigating such crime, from the criminal justice perspective.
- Discusses the history of communications and how the new computer crimes have developed into debate, exploring various angles of Internet crime, censorship, and online security.

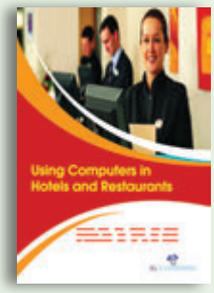
EDITION ①
ISBN: 978-1-98462-276-1
Price: $75
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Binding: Softcover




## USING COMPUTERS IN ACCOUNTING

- Information technologies affect every aspect of accounting, and as technologies advance, so does our accounting profession. Computers are very important in accounting, because they perform accounting operations, with ease, accuracy and speed.
- This book will be an invaluable guide to everyone—beginners, end-users, programmers, and trainers.

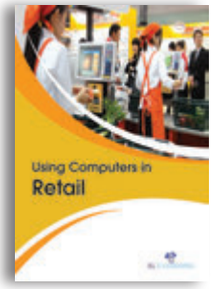
EDITION ①
ISBN: 978-1-98462-277-8
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Binding: Softcover




## USING COMPUTERS IN HOTELS AND RESTAURANTS

- Today a modern restaurant is a high-tech computerized environment where many tasks are accomplished automatically by computers to make the operation run smoothly and to lighten the load on the employees of this demanding service business.
- This book is intended for hotel management students to understand the fundamentals of computers and also its applications in the hospitality industry.

EDITION ①
ISBN: 978-1-98462-278-5
Price: $75
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Binding: Softcover




## USING COMPUTERS IN RETAIL

- Computers, which have had an impact on nearly every economic sector, are especially prevalent in retail where their effect is visible at each level of the retail organization.
- This book is intended for management students to understand the fundamentals of computers and also its applications in the retail industry.

EDITION ①
ISBN: 978-1-98462-279-2
Price: $75
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Binding: Softcover




## USING COMPUTERS IN BANKING

- It is hard to imagine banks without technology. The book explains the role of computer in the banking sector. It further describes the need and importance for banks makes use of Micro Computers.
- This book provides a comprehensive look at the role of technology in banking, and the impact it will have in the coming years.

EDITION ①
ISBN: 978-1-98462-280-8
Price: $75
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Binding: Softcover




## USING COMPUTERS IN SMALL BUSINESS

- Computers have become essential business tools. They are used in every aspect of a company's operations, including product creation, marketing and administration.
- Presents a thorough review of all aspects of computer systems and technology suited to small businesses.
- Intended to highlight the challenges faced by SMEs and how they are coping with the adverse environment through skillful use of IT and technologies.




## BASIC COMPUTER CODING: HTML

- Demonstrates the basics of HTML while explaining how to design Web sites, format text, add multimedia effects, and create forms, tables, lists, and style sheets.
- This book is intended for Web designers and programmers' online editors and content editors marketing & e-commerce managers Bloggers and hobbyists.

EDITION 1
ISBN: 978-1-98462-281-5
Price: $75
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Binding: Softcover




## BASIC COMPUTER CODING: CSS

- This book provides the most modern and effective tips, tricks, and instructions on CSS available today.
- Provides the most handy and up-to-date listing available on CSS compatibility across browsers and operating systems so Webmasters can finally know which CSS properties are safe to use.

EDITION 1
ISBN: 978-1-98462-282-2
Price: $75
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Binding: Softcover




## BASIC COMPUTER CODING: JAVA SCRIPT

- Provides information on using JavaScript, jQuery, and HTML5 Canvas to create Web applications for desktop and mobile devices.
- A valuable resource for Webmasters presents a number of readytogo JavaScript applications, along with thorough documentation, to help provide additional functionality to Web sites of all kinds.

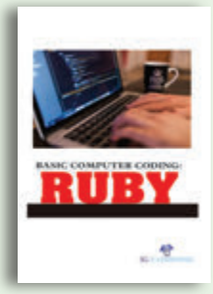
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ISBN: 978-1-98462-283-9
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Binding: Softcover




## BASIC COMPUTER CODING: PYTHON

- A comprehensive, in-depth discussion to the core Python language with this hands-on book.
- This book contains cross-platform coverage for the Mac, Windows, and Unix environments as it teaches techniques for cookies, session management, and integration with XML.

EDITION 1
ISBN: 978-1-98462-284-6
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Binding: Softcover




## BASIC COMPUTER CODING: RUBY

- This book will excite students on the capabilities of computer programming and inspire them to delve deeper into the computer science discipline with an introduction to a time-saving programming language—Ruby.
- The book focuses on the features of Ruby, including such topics as strings, class hierarchies, arrays and hashes, loops, methods, exception handling, symbols, YAML, and debugging.

EDITION 1
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Price: $75
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## BASIC COMPUTER CODING: SQL

- In this book, you'll quickly learn how to put the power and flexibility of this language to work.
- Providing an overview of the SQL language and surveys how it is integral for the storage and retrieval of database information, this book guides the readers through the most important aspects of declarative and procedural SQL.

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EDITION ①

ISBN: 978-1-98462-287-7

Price: $75

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Binding: Softcover




## BASIC COMPUTER CODING: RESPONSIVE DESIGN

- In the field of Web design and development, we are swiftly receiving to the point of being unable to keep up with the endless new resolutions and devices. This book is intended to show practical examination of how this fundamental shift affects the way we design and build our sites.
- Design workflow hasn't really changed, but best practices have. This book will give an overview about responsive Web design, showing many situations and techniques in which this approach can be applied.

EDITION ①

ISBN: 978-1-98462-288-4

Price: $75

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Binding: Softcover




## BASIC COMPUTER CODING: C++

- Focusing on C++, the text also incorporates material on the C programming language.
- Covers the programming language, covering topics including syntax, coding standards, object classes, templates, debugging, and the C++ preprocessor.

EDITION ①

ISBN: 978-1-98462-289-1

Price: $75

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Binding: Softcover




## BASIC COMPUTER CODING: PHP

- A guide to PHP essentials and the basics of object-oriented programming, this book explains how to develop dynamic Web applications, such as guest books, chat rooms, and shopping carts.
- This book portrays how PHP, MySQL, JavaScript, and HTML5 are vital tools for creating dynamic, database-driven websites and are especially important for e-commerce sites Serves as essential reading for web designers who are new to these technologies.

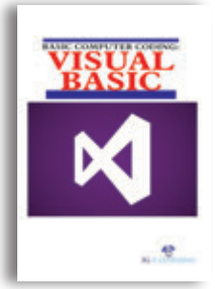
EDITION ①

ISBN: 978-1-98462-290-7

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## BASIC COMPUTER CODING: VISUAL BASIC

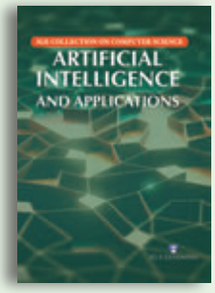
- This book is an essential guide for VB programmers looking to make the change to the .NET programming environment.
- This book will guide you from your very first steps through to complete mastery of Visual Basic .NET.

ISBN: 978-1-98462-349-2

Price: $160

Copyright: 2019

Binding: Hardcover




## 3GE COLLECTION ON COMPUTER SCIENCE: ARTIFICIAL INTELLIGENCE AND APPLICATIONS

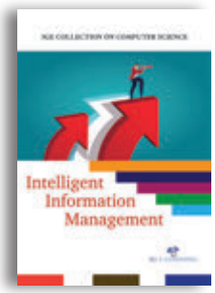
- The purpose of this book is to provide insights on how today's computer engineers can implement AI in real world applications.
- The purpose of this book is to elucidate the techniques associated with the field of artificial intelligence. How artificial intelligence can be applied in business. Existing applications & future prospects; for those interested in practical applications.

ISBN: 978-1-98462-350-8

Price: $160

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Binding: Hardcover




## 3GE COLLECTION ON COMPUTER SCIENCE: INTELLIGENT INFORMATION MANAGEMENT

- Portrays the latest methodologies, frameworks, and advances in the field of intelligent information technologies.
- Provides various aspects of intelligent information technologies as they are applied to organizations to assist in improving productivity through the use of autonomous decision-making systems.




## 3GE COLLECTION ON COMPUTER SCIENCE: DEEP LEARNING TECHNOLOGIES

- Provides an overview of general deep learning methodology and its applications to a variety of signal and information processing tasks.
- This book covers topics in deep learning, namely convolutional neural networks, deep belief network and stacked autoencoders.

**ISBN: 978-1-98462-351-5**

**Price: $160**

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**Binding: Hardcover**




## 3GE COLLECTION ON COMPUTER SCIENCE: CONTINUOUS SOFTWARE ENGINEERING

- Provides information on the essential approaches of continuous software engineering in which equipment maintains the production of software in short cycles of time, ensuring that the product can be released reliably and in real.
- Provides essential insights on the adoption of modern software engineering practices at large companies producing software-intensive systems, where hundreds or even thousands of engineers collaborate to deliver on new systems.

**ISBN: 978-1-98462-352-2**

**Price: $160**

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**Binding: Hardcover**




## CORE CONCEPTS IN COMPUTER SCIENCE: OBJECT ORIENTED PROGRAMMING (BOOK WITH DVD)

- This book covers fundamentals of Object Oriented Programming at basic levels.
- The book describes fundamental object-oriented programming methods and explains how readers may apply them.

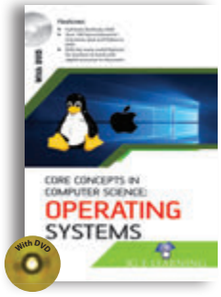
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**ISBN: 978-1-98462-062-0**

**Price: $75**

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## CORE CONCEPTS IN COMPUTER SCIENCE: OPERATING SYSTEMS (BOOK WITH DVD)

- Provides the readers with the basic under-standing of the theoretical and practical aspects of operating systems.
- Intends to provide a proper understanding of the theoretical and practical concepts of Operating system.

**EDITION ①**

**ISBN: 978-1-98462-063-7**

**Price: $75**

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## CORE CONCEPTS IN COMPUTER SCIENCE: DATABASE MANAGEMENT SYSTEMS (BOOK WITH DVD)

- Intended to provide an insight into the DBMS concepts.
- This book addresses issues related to managing data across a distributed database system.
- A perfect blend of theoretical and practical aspects.

**EDITION ①**

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## CORE CONCEPTS IN COMPUTER SCIENCE: JAVA PROGRAMMING (BOOK WITH DVD)

- Explains programming concepts and software development practices for solving problems in a clear and precise manner.
- An introductory level text that instills an understanding of basic concepts before gradually moving to advanced topics like swing, socket programming, JAVA native interface, remote method invocation and serialization.

**EDITION ①**

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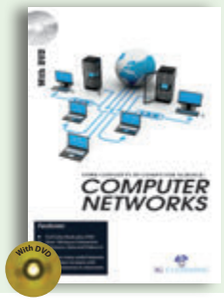
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ISBN: 978-1-98462-066-8

Price: $75

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## CORE CONCEPTS IN COMPUTER SCIENCE: COMPUTER NETWORKS (BOOK WITH DVD)

- Provides an introduction to the immensely important area of computer networking.
- Focused on fundamental concepts and practical applications, this book provides a strong foundation in the principles and terminology of computer networking and internet technology.
- The organized and accessible format of this book allows students to learn the important concepts in an easy-to-understand.

EDITION ①

ISBN: 978-1-98462-067-5

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## CORE CONCEPTS IN COMPUTER SCIENCE: SOFTWARE ENGINEERING (BOOK WITH DVD)

- The book is structured to cover the key aspects of the subject Software Engineering.
- Provides logical method of explaining various complicated concepts and stepwise methods to explain the important topics.
- Designed for use as an introductory software engineering course for programmers.

EDITION ①

ISBN: 978-1-98462-068-2

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## CORE CONCEPTS IN COMPUTER SCIENCE: CLOUD COMPUTING (BOOK WITH DVD)

- This book lays a good foundation to the core concepts and principles of cloud computing.
- Explains what cloud computing is and how this new technology is being used to make lives easier.
- Provides state-of-the-art cloud computing design and implementation techniques.

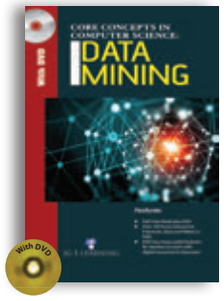
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## CORE CONCEPTS IN COMPUTER SCIENCE: DATA MINING (BOOK WITH DVD)

- Explains data mining and the tools used in discovering knowledge from the collected data.
- Presents various theories, methodologies, and algorithms, using both classical approaches and hybrid paradigms.

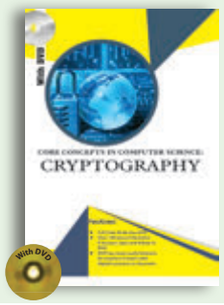
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## CORE CONCEPTS IN COMPUTER SCIENCE: CRYPTOGRAPHY (BOOK WITH DVD)

- Aims to develop a deep understanding of cryptography, and provide a way of understanding how privacy, identity provision and integrity can be enhanced with the usage of encryption.
- Gives a broad overview of public-key cryptography - its essence and advantages, various public-key cryptosystems, and protocols - as well as a comprehensive introduction to classical cryptography and cryptoanalysis.

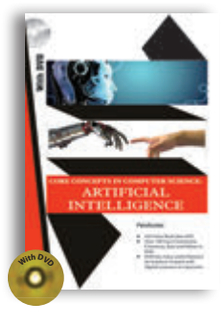
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ISBN: 978-1-98462-071-2

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Binding: Softcover




## CORE CONCEPTS IN COMPUTER SCIENCE: ARTIFICIAL INTELLIGENCE (BOOK WITH DVD)

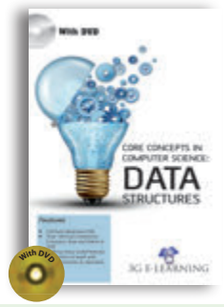
- Presents a practical guide to artificial intelligence (AI), including agents, machine learning and problem-solving simple and complex domains.
- Introduces artificial intelligence, what it can do, myths about it, and ways it may expand in the future.




## CORE CONCEPTS IN COMPUTER SCIENCE: WEB TECHNOLOGY & DESIGN (BOOK WITH DVD)

- Deals with all the technologies used in the design of services over the web.
- Details a variety of front-end technologies and techniques and reviews Web design fundamentals while explaining how to work with HTML, graphics, and multimedia and interactive applications.

EDITION ①
ISBN: 978-1-98462-072-9
Price: $75
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Binding: Softcover




## CORE CONCEPTS IN COMPUTER SCIENCE: DATA STRUCTURES (BOOK WITH DVD)

- A comprehensive treatment focuses on the creation of efficient data structures and algorithms.
- You will learn how to implement data structures to store and modify sets of objects and mappings from one type of objects to another one.

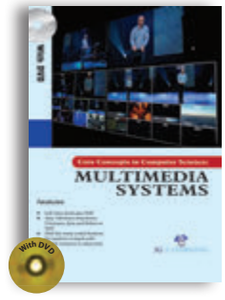
EDITION ①
ISBN: 978-1-98462-073-6
Price: $75
Copyright: 2019
Binding: Softcover




## CORE CONCEPTS IN COMPUTER SCIENCE: COMPUTER GRAPHICS (BOOK WITH DVD)

- This book presents a broad overview of computer graphics (CG), its history, and the hardware tools it employs.
- Reflects the several changes that computer graphics technology has under gone; equips the readers with all the basic and advanced concepts of computer graphics and multimedia.

EDITION ①
ISBN: 978-1-98462-074-3
Price: $75
Copyright: 2019
Binding: Softcover




## CORE CONCEPTS IN COMPUTER SCIENCE: MULTIMEDIA SYSTEMS (BOOK WITH DVD)

- Presents fundamental characteristics and properties of multimedia operating and communication systems.
- Explores the design of advanced multimedia systems in depth--the characteristics of multimedia systems, the design challenges, the emerging technologies that support advanced multimedia systems.

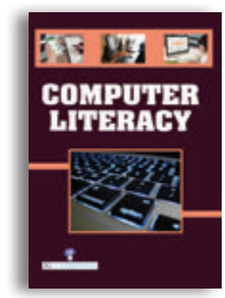
EDITION ①
ISBN: 978-1-98462-075-0
Price: $75
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Binding: Softcover




## FUNDAMENTALS OF IT & PROGRAMMING

- This book introduces students to the basics of computers, software and internet along with how to program computers using the language.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

EDITION ②
ISBN: 978-1-98462-403-1
Price: $90
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Binding: Softcover




## COMPUTER LITERACY

- This book is an attempt to fill a gap in current understanding of how we become computer literate and proposes a theory of how computer literacy skills emerge in computer users.
- Provides a state of the art introduction to computer concepts and software applications, designed in an easy to read style.

EDITION ①
ISBN: 978-1-98462-496-3
Price: $90
Copyright: 2019
Binding: Softcover

EDITION ①

ISBN: 978-1-68094-893-6

Price: $70

Copyright: 2019

Binding: Softcover




## 3G HANDY GUIDE: DIGITAL PRODUCTION AND EDITING

- This innovative, practical guide is specifically designed to cater to these training demands, covering the entire spectrum of modern print media production. This is the source for everything you need to bring your ideas from the page to the screen.
- This handy guide covers all aspects of movie making. Techniques for making dramatic features, documentaries, corporate, broadcast, and experimental videos and films are illustrated.




## ILLUSTRATED HANDBOOK OF GEOARCHAEOLOGY

- Geoarchaeology is significant to society because it informs archaeologists about the geomorphology of the soil, sediments and the rocks on the buried sites and artifacts they're researching on.
- This Illustrated Handbook of Geoarchaeology provides a more inclusive and longer-term view of human–geosphere interactions, and serves as a valuable aid to those who try to determine sustainable policies for the future.

**ISBN: 978-1-98463-527-3**

**Price: $180**

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**Binding: Hardcover**




## ILLUSTRATED HANDBOOK OF LANDSCAPE ARCHITECTURE

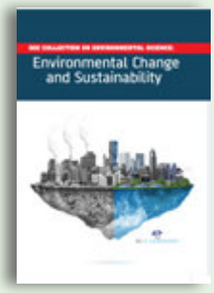
- Landscapes and features are important because they contribute significantly to our well-being and quality of life. People are more aware nowadays of the importance of preserving the environment and because of this; landscape architecture is now viewed as more important than it used to be.
- Landscape architecture provides solutions to many existing environmental issues, protects ecology and helps to protect national treasures.
- This handbook will provide a definitive path to developing research within landscape architecture.

**ISBN: 978-1-98463-528-0**

**Price: $180**

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## 3GE COLLECTION ON ENVIRONMENTAL SCIENCE: ENVIRONMENTAL CHANGE AND SUSTAINABILITY

- Efforts to cope with the impacts of climate change and attempts to promote sustainable development share common goals and determinants including access to resources (including information and technology), equity in the distribution of resources, stocks of human and social capital, access to risk-sharing mechanisms and abilities of decision-support mechanisms to cope with uncertainty.
- Explores environmental change in different places around the world and the diverse responses to such changes.
- Examines the way climate change is affecting the lives and environments of the poor. It provides a global picture of these impacts as well as finer detail on specific regions.

**ISBN: 978-1-98463-559-4**

**Price: $160**

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## 3GE COLLECTION ON ENVIRONMENTAL SCIENCE: ENVIRONMENTAL MONITORING

- Monitoring Environment is very helpful to take decisions for government and non-governmental bodies.
- Environmental monitoring is essential to gather information about and assess the effectiveness of the environment in which collections are kept.
- Intends to see and analyze trends & patterns of presence of air pollutants in atmosphere.
- Covers current methods for detecting and monitoring pollution in air, soil and water in the context of legal requirements and industry standards.

**ISBN: 978-1-98463-560-0**

**Price: $160**

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## 3GE COLLECTION ON ENVIRONMENTAL SCIENCE: ENVIRONMENTAL QUALITY MANAGEMENT

- This book investigates the importance of quality management practices for the success of environmental management initiatives. It has been recently established that sustainability initiatives whether in terms of social or environmental investments can improve organizational performance.
- This book is intended to explore the role of quality management in the environmental management—performance relationship. Specifically, we assess whether or not quality management practices interact with environmental practices to drive operational performance.

**ISBN: 978-1-98463-561-7**

**Price: $160**

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**Binding: Hardcover**




## 3GE COLLECTION ON ENVIRONMENTAL SCIENCE: ENVIRONMENTAL TOXICOLOGY AND CHEMISTRY

- Toxicology of Environment is a vast field of Science which deals with the study of harmful effects of different chemical, physical and biological living organisms. It occupies an important niche among toxicology, environmental health, and public policy.
- Its major contribution has been providing tools and scientific evidence to policy-makers and the public in preventing substantially greater environmental degradation, including adverse human health impacts.
- This book aims at cover innovative insights into toxic pollutants in the environment and their impacts on natural ecosystems.

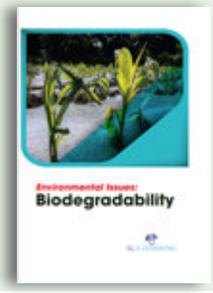
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ISBN: 978-1-98463-668-3
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## ENVIRONMENTAL ISSUES: BIODEGRADABILITY

- Biodegradability is an essential property for design scaffolds in tissue regeneration. In spite of this, a typical scaffold should have similar mechanical properties to the host tissue. However, the rate of biodegradation is another factor that requires in vivo study.
- Presents the concept of biodegradation and its processes. Types of enzymes that catalyze biological transformations substantial for nature and human beings. The microbiological processes, biological filtration, microbial interactions with pollutants, microorganisms as bioindicators and active actors in the field of environmental protection.

ISBN: 978-1-98463-669-0
Price: $100
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Binding: Hardcover




## ENVIRONMENTAL ISSUES: CONVERSATION

- Examines the scientific principles behind global environmental issues.
- It highlights such issues as human populations and environmental impact; loss of species biodiversity; air, water, and soil pollution; energy use; climate change; and waste management.
- The objective of this book is for students to develop the knowledge base and skills for environmental conservation.

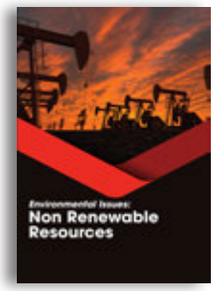
ISBN: 978-1-98463-670-6
Price: $100
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Binding: Hardcover




## ENVIRONMENTAL ISSUES: RECYCLING

- Recycling is fundamentally processing of waste into useful products, a venture which revolves around collection and conversion of trash into new things.
- Examines how resource management and zero waste policies and programs are developed within a community, what type of planning and facilities are needed, and how to finance the systems.
- Sheds light on novel approaches used in converting materials otherwise classified as waste into usable forms

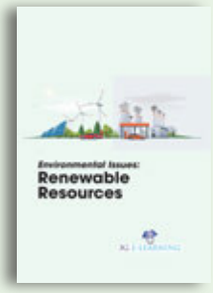
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Binding: Hardcover




## ENVIRONMENTAL ISSUES: NON RENEWABLE RESOURCES

- We use a variety of resources in our everyday lives, but did you know that once some of these resources run out, they can't be replenished?
- In this book, you will know what nonrenewable resources are and take a look at some examples.
- Understand why it is necessary for our world to develop away from non-renewable energy resources.

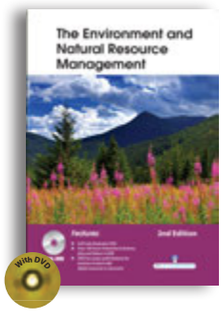
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## ENVIRONMENTAL ISSUES: RENEWABLE RESOURCES

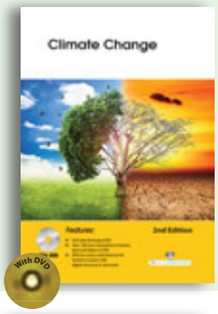
- This book considers the unchanging principles of renewable resources alongside modern applications.
- Explore society's present needs and future energy demands, examine conventional energy sources and systems, including fossil fuels and nuclear energy, and then focus on alternate, renewable energy sources such as solar, and biomass.
- Provides valuable insight into the often neglected legal, administrative, and bureaucratic aspect of natural resource management.

EDITION ②
ISBN: 978-1-98462-536-6
Price: $90
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Binding: Softcover




## THE ENVIRONMENT AND NATURAL RESOURCE MANAGEMENT (BOOK WITH DVD)

- The aim of this book is intended to provide global interest in the pursuit of transformational changes in natural resource and environmental management.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.
- Fully updated throughout, some new chapters covering current topics are also added in this revised edition.




## CLIMATE CHANGE (BOOK WITH DVD)

- This 2nd edition focuses on current practices for managing climate risks to food security, water resources, livelihoods, human health and infrastructure, deficits between current practices and needs for effective management of climate risks.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.
- Fully updated throughout, some new chapters covering current topics are also added in this revised edition.

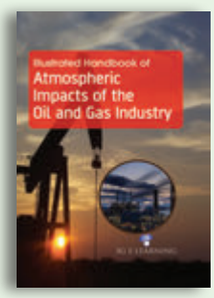
EDITION ②
ISBN: 978-1-98462-541-0
Price: $90
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Binding: Softcover




## ILLUSTRATED HANDBOOK OF REMOTE SENSING

- It includes applications, data analysis, algorithm development, modeling and backscatter behavior analysis.
- A leading text for undergraduate- and graduate-level courses, this book introduces widely used forms of remote sensing imagery and their applications in plant sciences, hydrology, earth sciences, and land use analysis.

ISBN: 978-1-68094-979-7
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Binding: Hardcover




## ILLUSTRATED HANDBOOK OF ATMOSPHERIC IMPACTS OF THE OIL AND GAS INDUSTRY

- Explores the impact of oil and gas to the atmospheric pollution in the world.
- Portrays a concise overview of these methods to facilitate the implementation of solutions that promote sustainable energy production.
- Shows you how to plan and manage production activities to minimize and even eliminate some environmental problems without severely disrupting operations.

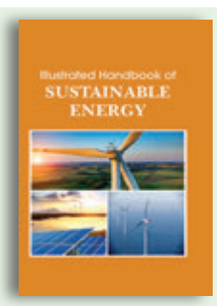
ISBN: 978-1-68094-982-7
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Binding: Hardcover




## ILLUSTRATED HANDBOOK OF NATURAL RESOURCES CONSERVATION AND MANAGEMENT

- Presents the ecological principles, policies, and practices required to create a sustainable future.
- This book explores the changes that are leading to a new century of natural resources management.
- This book is interested to undergraduate students and engineers to examine natural resource management and its role in framing sustainability.

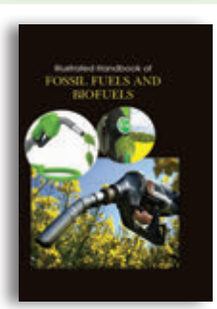
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## ILLUSTRATED HANDBOOK OF SUSTAINABLE ENERGY

- This new book reports from the forefront of the energy struggle in the developing world, offering a guide to implementation of sustainable energy management in practice.
- Presents information on a variety of occupations in the renewable energy field, including solar energy, wind energy, geothermal energy, and transportation.
- Examines the newest technologies and strategies for sustainable energy.

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Binding: Hardcover




## ILLUSTRATED HANDBOOK OF FOSSIL FUELS AND BIOFUELS

- Portrays the formation, composition, properties and processing of the principal fossil and biofuels, ideal for graduate students and professionals.
- Discusses the pros and cons of their use, where they come from, the history of their use, different types, and new developments.

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Price: $180

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Binding: Hardcover




## ILLUSTRATED HANDBOOK OF NATURAL HAZARDS AND DISASTER MANAGEMENT

- This book is a study of natural hazards and how they turn into disasters.
- An essential, interdisciplinary text for students, emergency managers, planners and organisations involved in disaster response and mitigation.
- Examines how to ensure that the preventive measures are worthwhile and effective, and how people can make decisions individually and collectively at different levels of government.

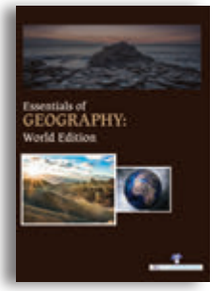
EDITION ①

ISBN: 978-1-68094-833-2

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## ESSENTIALS OF GEOGRAPHY: WORLD EDITION

- Offers readers a short and highly accessible account of the ideas and concepts constituting geography.
- Outlines key concepts, introduces modern geographical theory in an accessible format and reflects the changing nature of the subject.

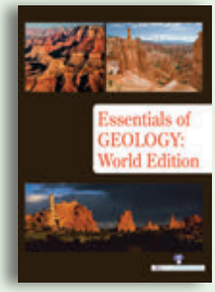
EDITION ①

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## ESSENTIALS OF GEOLOGY: WORLD EDITION

- This book bridges the gap between geology and geophysics.
- Provides a basic grounding in the principles of geology and explains how to apply them.
- Provides a comprehensive introduction of the application of geologic fundamentals to civil engineering.

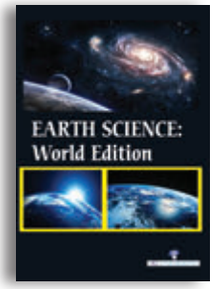
EDITION ①

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## EARTH SCIENCE: WORLD EDITION

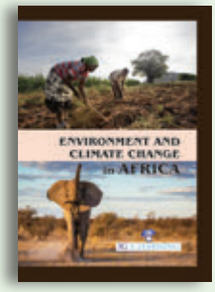
- Earth science is the study of the Earth, its origin, its structure, the changes it has undergone, and the past and future consequences of those changes.
- Covers a broad range of topics, including weather patterns, monitoring for pre-earthquake signals, using earthquakes to uncover new information about the earth system.
- The book is intended to be a meaningful, nontechnical survey for undergraduate students with little background in science.

ISBN: 978-1-98462-259-4

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## ENVIRONMENT AND CLIMATE CHANGE IN AFRICA

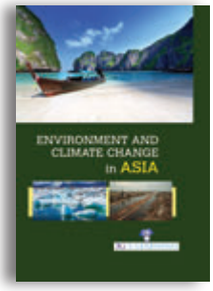
- This book is to document the effects of climate change in Africa and to discuss strategies for adaptation to hotter weather and less predictable rainfall.
- This book will be of great interest to students and scholars of climate change, food security, environmental management and sustainable development.

ISBN: 978-1-98462-260-0

Price: $100

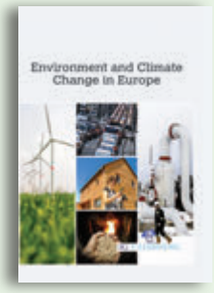
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## ENVIRONMENT AND CLIMATE CHANGE IN ASIA

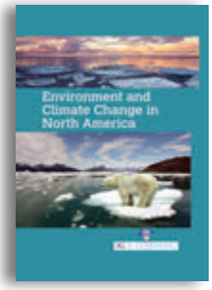
- This book addresses the climate change crisis in Asia about the relationship between climate change and security in Southeast Asia.
- Reviews existing impact and possible future effects of global change in Asia.
- This book addresses the natural resource issues in South Asia, particularly in relation to climate change and variability.




## ENVIRONMENT AND CLIMATE CHANGE IN EUROPE

- Provides a critical analysis of the political, moral and legal response to climate change in the focus of significant socio-economic policy shifts.
- This timely book focuses on the EU-wide greenhouse gas emissions trading scheme for major sources.
- This book will be of key interest to students, scholars and practitioners of climate change and policy, energy and environmental policy, European studies, and international relations.

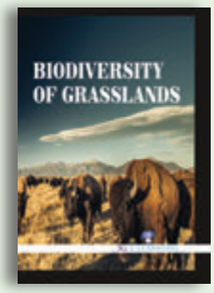
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## ENVIRONMENT AND CLIMATE CHANGE IN NORTH AMERICA

- This book provides an understanding about the complex relationship between International Relations, the environment, and climate change.
- This book presents a novel approach in the field of global change by presenting a comprehensive analysis of interhemispheric linkages of climate, present and past, and their effects on human societies.

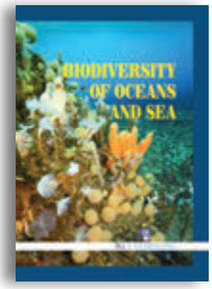
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## BIODIVERSITY OF GRASSLANDS

- This book discusses the relationship between management and vegetation, and also suggests ways to conserve the species diversity of both plants and butterflies in semi-natural grassland.
- Protection and reasonable use of grasslands are thus attracting more attention world-wide. This book provides researchers with diverse aspects of the latest advances in grasslands research.

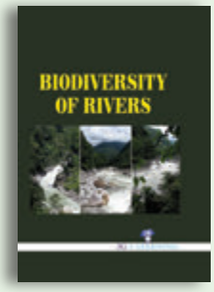
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## BIODIVERSITY OF OCEANS AND SEA

- This book discusses the consequences for the evolution, ecology and biodiversity of the Oceans and Sea.
- This book addresses emerging challenges for the World Ocean in the Anthropocene epoch and the effects of increasing globalization on the seas.
- Intended to provide knowledge and tools for marine conservation and to identify issues and mechanisms for undergraduate students.

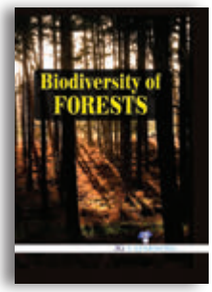
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## BIODIVERSITY OF RIVERS

- Determining and understanding relationships between biodiversity and hydrology is a critical goal in ecology, particularly given biodiversity in the freshwater realm is in crisis.
- This book looks at the interaction between the Indus River and its landscape, biodiversity, resources, and people, as well as its future.

**ISBN: 978-1-98462-266-2**
**Price: $100**
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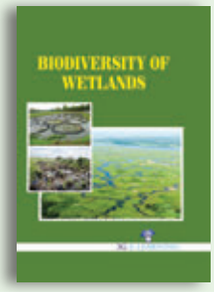



## BIODIVERSITY OF FORESTS

- This book focuses on the diverse impact of forest history in general, and of forest continuity, fragmentation and past management in particular, on the diversity and distribution of species.
- Focuses on how forests and land-use change can both exacerbate and mitigate climate change.
- The book is intended for students in the field of forest and environmental planning and environmental policies.

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## BIODIVERSITY OF WETLANDS

- Examines swamps, marshes, and other kinds of wetlands, plants and animals that live there, and environmental threats.
- This book describes how natural or constructed wetlands can be used to reduce pollution of freshwater and coastal ecosystems, while still preserving their biodiversity and ecological functions.

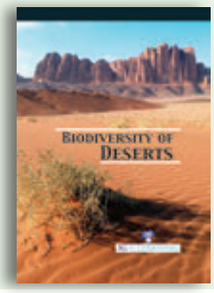
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## BIODIVERSITY OF COASTS

- Provides straightforward discussions of the broad spectrum of coastal environments with emphasis on their physical and geological characteristics.
- Provides an overview of the physical and environmental features of the world's many unique coastlines.
- The book furnishes a basic understanding of the tectonic framework, hydrographic regime, climatic setting, and geologic materials that determine the morphology of a coast.

ISBN: 978-1-98462-270-9
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Binding: Hardcover




## BIODIVERSITY OF DESERTS

- A comprehensive guide to deserts covering formation, location, structure, dunes, and soil.
- Presents insights about how deserts are formed and how they change, the special characteristics of desert wildlife and ecosystems, the extreme nature of desert weather, and how people use and abuse deserts.

ISBN: 978-1-98462-271-6
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Binding: Hardcover




## ENVIRONMENTAL ISSUES: ECOLOGICAL FOOTPRINTS

- A lucid presentation of the fundamental concepts and principles of ecology and environmental science.
- Provides an introduction to global warming that explains why and how it occurs and the accuracy and inaccuracy of the media type that accompanies it.
- The book will be of interest to environmental educators, ecologists interested in environmental education, and curriculum and resource developers.

ISBN: 978-1-98462-272-3
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## ENVIRONMENTAL ISSUES: POLLUTION

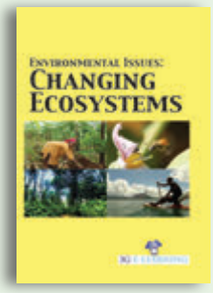
- Presents a concise overview of global and individual environmental pollution for undergraduate courses, presenting students with the tools to assess environmental issues.
- Examines a number of important contemporary environmental issues in an informative and easy-to-read style.
- The challenge of maintaining a sustainable environment is the most pressing issue of our time.

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## ENVIRONMENTAL ISSUES: GLOBAL WARMING

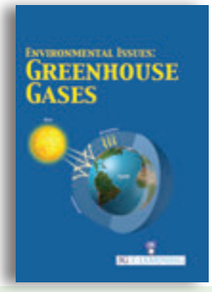
- Defines and discusses global warming, its possible effects on the world, and arguments about whether or not such a phenomenon is really occurring.
- Explains the effects of global warming on our planet, such as increasingly intense weather patterns, and suggests ways to help slow the process.




## ENVIRONMENTAL ISSUES: CHANGING ECOSYSTEMS

- Discusses the dynamics of natural ecosystems and changes in the natural landscape in response to changes in the environment.
- This book presents what an ecosystem is, how animals and plants interact within an ecosystem, the difference between an ecosystem and a biome, how scientists measure ecosystem changes, the major causes of ecosystem change through time, how ecosystems are changing today, and how animals adapt to changes in the ecosystem.

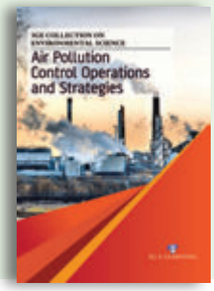
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**Price: $100**
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## ENVIRONMENTAL ISSUES: GREENHOUSE GASES

- While there are many factors that contribute to global warming, the most notable factor is the emission of greenhouse gases into the atmosphere. This book discusses an overview of recently developed techniques, methods, and strategies.
- Provides wide-ranging cover on greenhouse gases, discussing their sources, effect on the environment, role in global warming, and how they can be curbed.

**ISBN: 978-1-98462-275-4**
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## 3GE COLLECTION ON ENVIRONMENTAL SCIENCE: AIR POLLUTION CONTROL OPERATIONS AND STRATEGIES

- Presenting the fundamentals of air pollution, this book covers principles and practices of air pollution such as sampling, analysis and control.
- This is a comprehensive guide designed to provide you the practical information and data you need for indoor air pollution control!

**ISBN: 978-1-98462-340-9**
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## 3GE COLLECTION ON ENVIRONMENTAL SCIENCE: MODERN TRENDS IN ENVIRONMENTAL GEOMECHANICS

- Covers a range of topics that are of increasing importance in engineering practice: natural hazards, pollution, and environmental protection through good practice.
- Giving a critical appraisal of the understanding and assessment of the stress-strain-time and strength characteristics of geomaterials, this book explores new interpretation methods for measuring properties of a variety of soil formations.

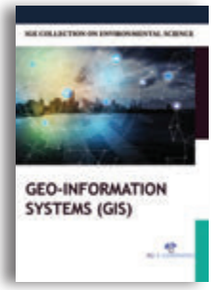
**ISBN: 978-1-98462-341-6**
**Price: $160**
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**Binding: Hardcover**




## 3GE COLLECTION ON ENVIRONMENTAL SCIENCE: ENVIRONMENTAL RADIOACTIVITY

- Intended to summarize the sources of environmental radioactivity and their possible radiological impact in terms of resulting doses to the population, and to present a sound review of the measuring methods and techniques.
- This book is an essential guide for students studying radiation safety, as well as for radiation protection.

**ISBN: 978-1-98462-342-3**
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## 3GE COLLECTION ON ENVIRONMENTAL SCIENCE: GEO-INFORMATION SYSTEMS (GIS)

- Covers the fundamentals of these approaches in detail, with an emphasis on global, regional, and local applications. It provides an overview to the GPS satellite positioning system in the context of data integration.
- This book is intended to provide students in a first or second GIS course with a solid foundation in both GIS concepts and the use of GIS.

**ISBN: 978-1-98462-343-0**
**Price: $160**
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ISBN: 978-1-98462-344-7

Price: $160

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Binding: Hardcover




## 3GE COLLECTION ON ENVIRONMENTAL SCIENCE: GLOBAL ENVIRONMENTAL REGULATION

- Presents information on the subject of global warming and regulation, examining the causes of global warming, the seriousness of the threat, and the effectiveness of government regulation.
- Discusses these issues from different legal perspectives and highlights the challenges of governing human activity in an age of remarkable interconnectedness.

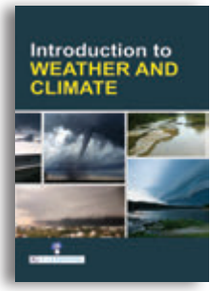
EDITION ①

ISBN: 978-1-98462-492-5

Price: $90

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## INTRODUCTION TO WEATHER AND CLIMATE

- Contains a history of weather and climate, providing definitions and explanations of related topics.
- Explanations of basic physical and chemical principles of the atmosphere to descriptions of regional climates and their changes, this popular text presents a comprehensive coverage of global climatology.

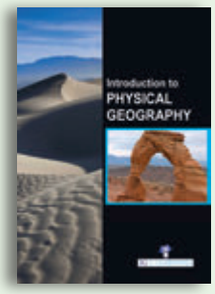
EDITION ①

ISBN: 978-1-98462-493-2

Price: $90

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Binding: Softcover




## INTRODUCTION TO PHYSICAL GEOGRAPHY

- With a strong focus on processes and the interrelationships among Earth's systems, this text guides students to an understanding and appreciation of how the various natural systems function and of how humans are an integral component.
- The book provides a solid introduction to mapwork and fieldwork skills in addition to covering the key physical topics of rivers and coasts, weather and climate, and earthquakes and volcanoes.




## 3GE COLLECTION ON EDUCATION: ETHICS, EDUCATION, AND DEVELOPMENT

- Ethics is important enough to warrant a different teaching and educational approach.
- The book explores the significance, relevance, and usefulness of professional ethics in the context of education.
- Provides the wide-ranging topics in the field of ethical educational leadership.

**ISBN: 978-1-98463-585-3**
**Price: $160**
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**Binding: Hardcover**




## 3GE COLLECTION ON EDUCATION: GLOBAL EDUCATION POLICY

- The book examines the role and inspiration of knowledge production by international establishments within the field of global education reform.
- Exploring the interaction between globalization, education and international development, this book surveys the impact of global education policies on local policy in developing countries.

**ISBN: 978-1-98463-586-0**
**Price: $160**
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**Binding: Hardcover**




## 3GE COLLECTION ON EDUCATION: CRITICAL THEORIES IN EDUCATION

- Draws from a range of viewpoints to demonstrate that another education, and indeed, another world, is possible.
- This book is intended to examine critical theories in education research from various points of view in order to critique the relations of power and knowledge in education and schooling practices.

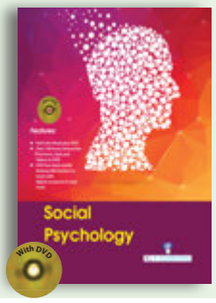
**ISBN: 978-1-98463-587-7**
**Price: $160**
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**Binding: Hardcover**




## 3GE COLLECTION ON EDUCATION: CAREER AND TECHNICAL EDUCATION

- This collection provides students with the academic and technical skills, knowledge and training necessary to succeed in future.
- Provides an authoritative reference collection on global insights into the integration of technology tools and applications with adult and vocational instruction.

**ISBN: 978-1-98463-588-4**
**Price: $160**
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**Binding: Hardcover**




## SOCIAL PSYCHOLOGY (BOOK WITH DVD)

- Social psychology refers to the intriguing study of social context and the way it influences our thoughts, feelings, and behaviors.
- This book provides an introduction to the study of how people think, feel and behave in social contexts.

EDITION ①
**ISBN: 978-1-98463-618-8**
**Price: $90**
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**Binding: Softcover**




## COMMUNITY-BASED LEARNING AND TEACHING (BOOK WITH DVD)

- Community-based learning refers to a wide variety of instructional methods and programs that educators use to connect what is being taught in schools to their surrounding communities, including local institutions, history, literature, cultural heritage, and natural environments.
- This book will cover the theory and practice of using CBR in a variety of university- and community-based educational settings.

EDITION ①
**ISBN: 978-1-98463-627-0**
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**Binding: Softcover**

EDITION ①

ISBN: 978-1-98463-628-7

Price: $90

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Binding: Softcover




## 21ST CENTURY LEARNING (BOOK WITH DVD)

- Guide students through a variety of models and processes that allow them to make analytical thinking routine.
- This book presents a modern focus on some significant techniques in teaching and learning that are valuable in preparing students for the 21st century.

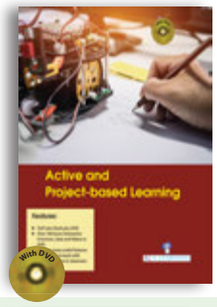
EDITION ①

ISBN: 978-1-98463-629-4

Price: $90

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Binding: Softcover




## ACTIVE AND PROJECT-BASED LEARNING (BOOK WITH DVD)

- Project-based learning (PBL) is a student-centered pedagogy that involves a dynamic classroom approach in which it is believed that students acquire a deeper knowledge through active exploration of real-world challenges and problems.
- This book will serve as an essential guide to creating classrooms and schools where students—and teachers—excel.

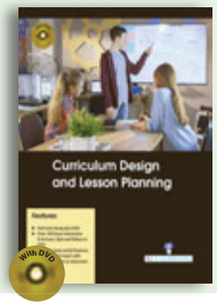
EDITION ①

ISBN: 978-1-98463-630-0

Price: $90

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Binding: Softcover




## CURRICULUM DESIGN AND LESSON PLANNING (BOOK WITH DVD)

- This book introduces students to the ideas and procedures involved in curriculum development, innovation and evaluation.
- An understanding of how curriculum design facilitates student-learning opportunities will be examined.

EDITION ②

ISBN: 978-1-98463-723-9

Price: $90

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Binding: Softcover




## QUALITY IN EDUCATION (BOOK WITH DVD)

- This revised edition has been thoroughly updated with substantial additions including the concept of quality circles in education.
- A conceptual framework is presented that makes quality.
- The edition is revised and updated with the latest information and new chapters are added.

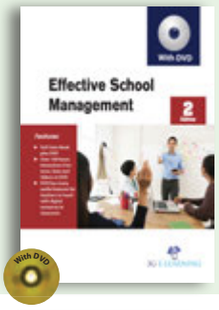
EDITION ②

ISBN: 978-1-98463-733-8

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## EFFECTIVE SCHOOL MANAGEMENT (BOOK WITH DVD)

- This revised edition has been thoroughly updated with substantial additions including an investigation into the extent to which a sample of schools can be determined as having restructured their curriculum delivery and management procedures to have become more effective schools.
- Directed towards the leadership demands on managers, both within the school and in its com¬munity setting.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

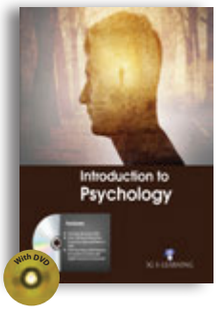
EDITION ①

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Price: $90

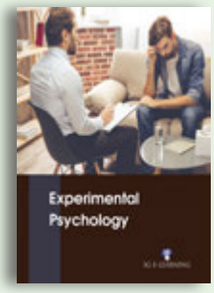
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Binding: Softcover




## INTRODUCTION TO PSYCHOLOGY (BOOK WITH DVD)

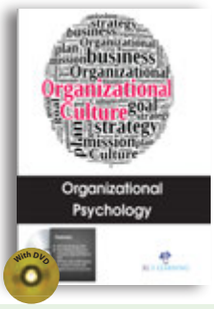
- Provides an introduction to the concepts and theories of psychology and to their application to real life situations, including various topics in psychology, such as cognition, motivation, learning, memory, and abnormal psychology.
- Provides an accessible introduction to psychological research and theory, relating these to healthcare experiences and practice.




## EXPERIMENTAL PSYCHOLOGY

- Intended to provide students with knowledge about and hands-on practice with experimental research methods in psychology.
- Introduces the student to the basic principles of experimental design through a description of experimental investigations in various subject areas such as perception, learning, memory, and social psychology.

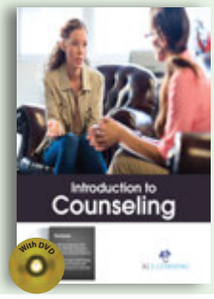
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ISBN: 978-1-98463-641-6
Price: $85
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Binding: Softcover




## ORGANIZATIONAL PSYCHOLOGY (BOOK WITH DVD)

- Focuses on the social and psychological processes operating in organisations, containing a comprehensive history of industrial and organizational psychology, covering numerous topics in the discipline.
- Provides the student with a cutting-edge introduction to the field of work and organizational psychology.
- Covers a practical, problem-solving approach to understanding the role of psychology in the workplace and focuses on employability skills that will benefit you in your future career.

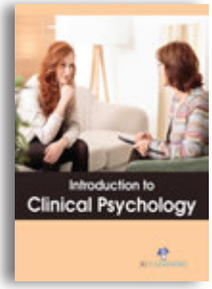
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ISBN: 978-1-98463-645-4
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## INTRODUCTION TO COUNSELING (BOOK WITH DVD)

- Deals with the application of counseling theory to the practical interview situation, the counseling process and the core elements of a facilitative counseling relationship will be examined.
- Presents a comprehensive introduction to counseling, a profession that helps individuals and groups resolve troubles arising from personal conflicts experienced in everyday life.

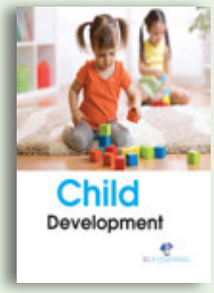
EDITION 1
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Binding: Softcover




## INTRODUCTION TO CLINICAL PSYCHOLOGY

- Provides practical clinical recommendations that can be applied in work settings in line with contemporary research, policy and guidance.
- Offers a comprehensive exploration of the methods, approaches, theories and issues surrounding personal development, incorporating a number of different views from both those practising and training in the field.

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## CHILD DEVELOPMENT

- Takes a chronological approach, from prenatal development to adolescence, looking at social, cognitive, emotional and physical aspects of child development.
- Subject includes an in-depth study of the inter-relatedness of physical, cognitive, social and emotional aspects of development.
- Development is studied in the context of family, gender, culture, language, ability, socioeconomics, diversity, and society.

EDITION 1
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## FOUNDATIONS OF EARLY CHILDHOOD EDUCATION

- Presents an introduction to methods and materials to assist preschool children in the learning process.
- Offers an academic, critical approach to theories underpinning current practice in early childhood care and education.
- Presents social and cultural perspectives on current theories of learning in early childhood education.

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EDITION ①

ISBN: 978-1-98463-868-7

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Binding: Softcover




## NUMERACY DEVELOPMENT

- Numeracy is mathematical literacy. Its development and internalization in students is essential to students' success in school and beyond, but there are factors that can affect students' development of this critical skillset.
- Presents the relations between the home and family environment on children's mathematics development.

EDITION ①

ISBN: 978-1-98463-869-4

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## LITERACY DEVELOPMENT

- Provides a critical examination of the major areas of speaking, listening, reading, and writing experiences of children.
- Focuses on current issues related to children's literacy development in the early years.
- Evaluate various techniques of nurturing children's listening abilities and to promote the development of oral language.

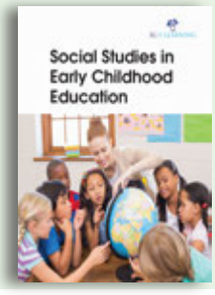
EDITION ①

ISBN: 978-1-98463-870-0

Price: $85

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Binding: Softcover




## SOCIAL STUDIES IN EARLY CHILDHOOD EDUCATION

- Takes a global approach to the theory and practice of teaching social studies to the undeveloped children.
- Presents interesting and sensible ways to integrate social studies in other areas of the curriculum, including science, the arts, literacy, and mathematics.
- Examines social sciences within early childhood education. It offers various tools for teaching the subject while breaking down related terms and concepts.

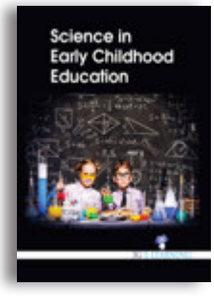
EDITION ①

ISBN: 978-1-98463-871-7

Price: $85

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Binding: Softcover




## SCIENCE IN EARLY CHILDHOOD EDUCATION

- Outlines a number of different concepts, systems, and components to know in the field of science, with lessons particularly geared towards early childhood education.
- The approaches taught here will help children construct the concepts and skills essential to a basic understanding of science.
- Emphasizes the significance of teaching science in early childhood classrooms, to know about science and provides key points on effectively teaching science to young children.

EDITION ①

ISBN: 978-1-98463-872-4

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## FOUNDATION OF SPECIAL AND INCLUSIVE EDUCATION

- This book will address the identification and needs of students with Autism and related spectrum disorders and ongoing assessment techniques for the purposes of designing appropriate teaching strategies and monitoring student progress.
- Provides overviews and approaches to inclusive education from around the world.
- Designed to provide experiences for students to participate with exceptional children in public schools and/or residential facilities and with professional personnel associated with the lives of exceptional students including special education teachers, child care workers, therapists, etc.

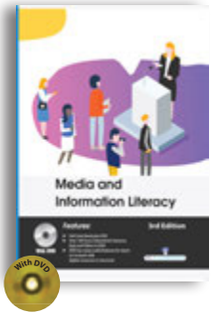
EDITION ③

ISBN: 978-1-98462-508-3

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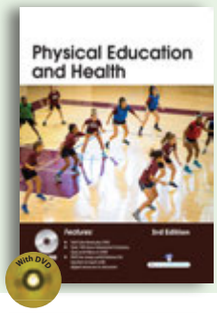
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## MEDIA AND INFORMATION LITERACY (BOOK WITH DVD)

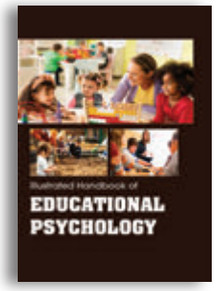
- This updated edition presents insight into that students need to know about searching for, and evaluating, information, and how teaching and learning can be planned and carried out to improve Media and Information Literacy skills.
- Fully updated throughout, some new chapters covering current topics are also added in this third edition.
- This updated edition offers students real advice in navigating the ever-changing academic background.




## PHYSICAL EDUCATION AND HEALTH (BOOK WITH DVD)

- Aimed to provide a review and analysis of new directions in physical education and health world-wide.
- Fully updated throughout, some new chapters covering current topics are also added in this third edition.
- Through this updated edition, you can learn to use the latest life-changing information to improve your fitness and enhance your quality of life.

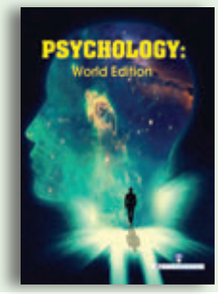
EDITION ③
ISBN: 978-1-98462-511-3
Price: $90
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Binding: Softcover




## ILLUSTRATED HANDBOOK OF EDUCATIONAL PSYCHOLOGY

- A pleasant blend of the theoretical and practical aspects of educational psychology; introduces students of education to the elements of educational psychology.
- Discusses the major differences between education prior to the influence of educational psychology and then examines the impact this had on the education of children and the experience of teachers.

ISBN: 978-1-68094-356-6
Price: $180
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Binding: Hardcover




## PSYCHOLOGY: WORLD EDITION

- Presents an overview of the latest information on various topics in psychology, such as cognition, motivation, learning, memory, and abnormal psychology.
- Explores key topics in psychology, showing how they can be critically examined.
- Discusses psychology in the light of its historical development, some of the major controversies, and considers such areas as social, developmental and cognitive psychology.

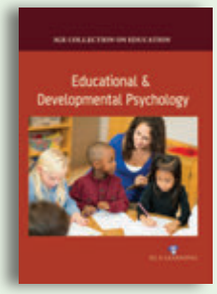
EDITION ①
ISBN: 978-1-68094-839-4
Price: $95
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Binding: Softcover




## KNOWLEDGE AND EDUCATION

- An original analysis of a range of areas in the sociology of knowledge and education which will stimulate debate among educationalists.
- This book examines critical theories in education research from various points of view in order to critique the relations of power and knowledge in education and schooling practices.

ISBN: 978-1-68094-759-5
Price: $100
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Binding: Hardcover




## 3GE COLLECTION ON EDUCATION: EDUCATIONAL & DEVELOPMENTAL PSYCHOLOGY

- Psychology is of interest to academics from many fields; this book presents key trends in developmental psychology and demonstrates how these can inform practice in early years educational settings.
- It provides material for important theoretical innovations regarding the notions of practice, performativity, or subjectivity.

ISBN: 978-1-98462-327-0
Price: $160
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Binding: Hardcover

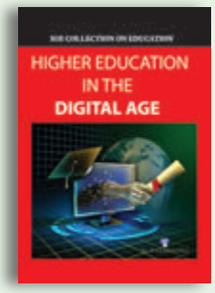



## 3GE COLLECTION ON EDUCATION: CURRICULUM ORGANIZATION & TEACHING METHODS

- This book deals with various methods of selecting curriculum contents and their organization for the successful outcomes of education.
- Explains the different theories of teaching and learning, together with their underlying principles and methods. This book is intended to specifically examine these issues from an educational perspective.

ISBN: 978-1-98462-328-7
Price: $160
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Binding: Hardcover

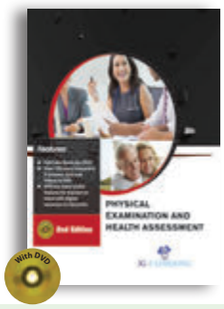
ISBN: 978-1-98462-329-4
Price: $160
Copyright: 2019
Binding: Hardcover




## 3GE COLLECTION ON EDUCATION: HIGHER EDUCATION IN THE DIGITAL AGE

- Intended to examine a number of foundational aspects of Web 2.0 technologies and social media applications and to understand the implications for teaching, learning, and professional development.
- Provides a critical commentary on key issues around learning in the digital age in both formal and informal educational settings.

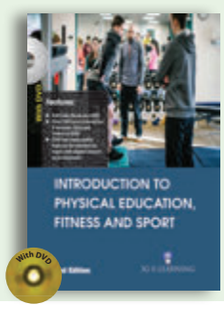
EDITION ②
ISBN: 978-1-98462-400-0
Price: $85
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Binding: Softcover




## PHYSICAL EXAMINATION AND HEALTH ASSESSMENT (BOOK WITH DVD)

- A comprehensive guide that provides all the information necessary to conduct a holistic health assessment across the life span.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

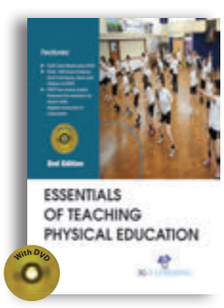
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## INTRODUCTION TO PHYSICAL EDUCATION, FITNESS, AND SPORT (BOOK WITH DVD)

- This comprehensive edition introduces students to the fields of physical education, exercise science, and allied health - presenting the history and trends in physical education.
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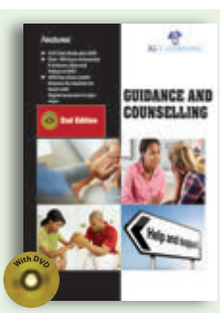
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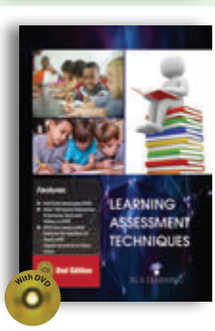
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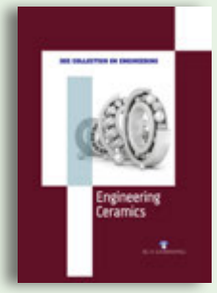
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- In the past century, much progress has been made in the hydrodynamics of explosion, the science dealing with liquid flows under shock-wave loading.
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- Deals with issues in both traditional ceramics—glass, whitewares, refractories, and porcelain enamel—and advanced ceramics.

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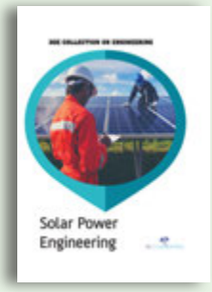



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- Electromagnetism has important scientific and technological applications. It is used in many electrical appliances to generate desired magnetic fields.
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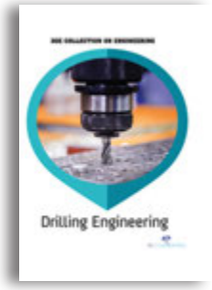
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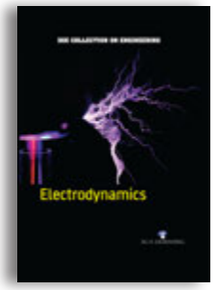
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## PROGRAMMING ROBOTICS SYSTEMS (BOOK WITH DVD)

- Covers fundamental concepts and methods to analyze, model and control robotic mechanisms which move in the physical world and manipulate it.
- Focuses on designing and building robotic manufacturing cells, and explores the capabilities of today's robotic equipments as well as the latest computer and software technologies.

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## REAL-TIME EMBEDDED SYSTEMS PROGRAMMING (BOOK WITH DVD)

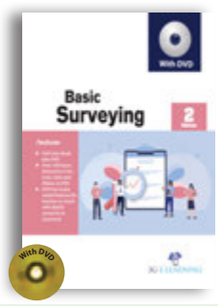
- Provides a complete insight into the modern design of digital systems fundamentals from an eminently practical point of view.
- The book provides an integrated approach to developing low-power systems with hardware, software, sensors, actuators, controllers and networking.




## MOBILE ROBOTIC DEVICES EMBEDDED SYSTEMS (BOOK WITH DVD)

- Introduces the students to the programming of embedded systems in the real-world. Nowadays embedded systems control a lot of the common devices, such as watches, DVD players, mobile phones or medical instruments.
- Discloses information on embedded computer systems and mobile robots, including topics such as hardware and software design, actuators, sensors, PID control, neural networks, and genetic algorithms.

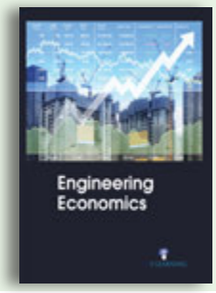
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## BASIC SURVEYING (BOOK WITH DVD)

- Aims to provide current practice and equipment for students or non-specialist surveyors in the various professions involved in the construction industry and the environment.
- This revised edition has been thoroughly updated with substantial additions including the major changes in the technology now used for the measurement and processing of topographic and non-topographic spatial data, with emphasis on the new and emerging technology and its applications.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.

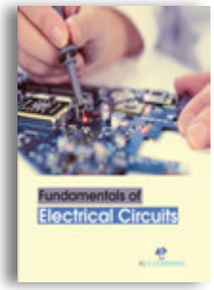
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- Aims to provide sound and comprehensive coverage of the concepts of engineering economics, including the practical concerns of engineering economics.
- Discusses the fundamentals of statistics and economic analysis and explains methods for evaluating engineering alternatives in terms of cost and worth.
- Emphasizes the systematic evaluation of the costs and benefits associated with proposed technical projects.

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- To learn about the circuits, including wires, resistors, capacitors, inductors, voltage and current sources, and operational amplifiers.
- Covers fundamental concepts in electrical circuits; circuit analysis and network theorems; linearity and superposition; series/parallel circuits etc.
- Deals with the principal areas of electrical engineering theory, ranging from simple resistive circuits to Fourier and transient analysis.

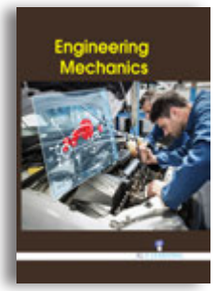
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## PROGRAMMING LOGIC AND DESIGN

- Covers the fundamentals of programming logic, design and implementation.
- Examines problem-solving techniques applied to program design; giving students an understanding of how languages work to implement the programmer's logic and design.

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- Introduces the principles and practices required to solve engineering mechanics problems.
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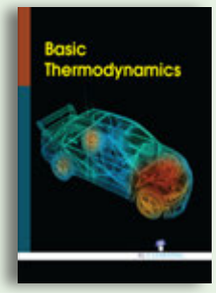
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## BASIC THERMODYNAMICS

- Provides an introduction to the most powerful engineering principles you will ever learn.
- Presents the fundamental concepts of thermodynamics and describes the theory of work and heat.
- The understanding of thermodynamic properties and processes will assist students in other related coursework.

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## INSTRUMENTATION AND CONTROL

- Covers an introduction to data networks in technical and industrial systems.
- Covers the measurement terminology, differentiating between analog and digital, describe the instrumentation used for electronic testing and develop the principles of operation of transducers used for industrial process measurement and control.
- The overall approach of this book makes it an ideal work for all students in control engineering and instrumentation.

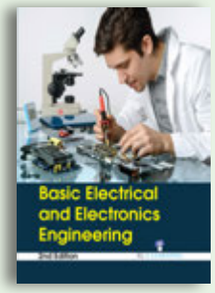
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## BASIC ELECTRICAL AND ELECTRONICS ENGINEERING

- This book provides an overview of the basics of electrical and electronic engineering.
- With its simple language and clear-cut style of explanation, this revised edition presents a detailed exposition of the basic facets of electrical and electronics engineering.
- It is also intended to cover the vast and fast-growing field of electrical and electronic materials and their engineering in accordance with modern developments.

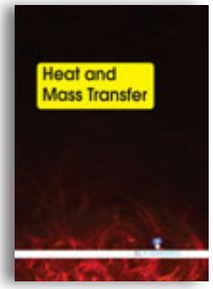
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## HEAT AND MASS TRANSFER

- Covers topics in heat and mass transfer, containing extensive information in the form of interesting and realistic examples, illustrations, and more.
- Provides a complete introduction to the physical origins of heat and mass transfer.
- The book will give an introductory treatment of the governing laws for heat and mass transfer.

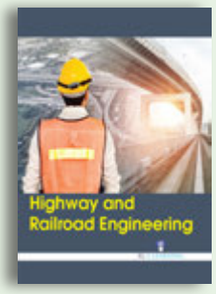
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## HIGHWAY AND RAILROAD ENGINEERING

- Assists readers maximize effectiveness in all facets of highway engineering including planning, design, operations, safety, and geotechnical engineering.
- An essential introduction to the theory and practice of railway track engineering.
- It presents the analytical tools and design methods necessary to accurately interpret the complex design requirements in the selection process and construction of robust railway bridges.

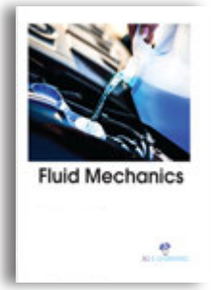
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## FLUID MECHANICS

- The multidisciplinary field of fluid mechanics is one of the most dynamically developing fields of physics, mathematics and engineering. In this book, the fundamental ideas of fluid mechanics are presented from a physics perspective.
- Topics covered in the book include pressure, hydrostatics, and buoyancy; open systems and control volume analysis; mass conservation and momentum conservation for moving fluids; viscous fluid flows, flow through pipes; dimensional analysis; boundary layers, and lift and drag on objects.




## IRRIGATION AND DRAINAGE ENGINEERING

- Delivers students a comprehensive introduction to the water balance of cropped fields and the technology to manage this balance.
- Students are given exposures about different techniques for irrigation including micro and sprinkler irrigation systems, drainage engineering, groundwater, wells and pumps, management of canal irrigation systems, minor irrigation and command area development, precision farming techniques for protected cultivation, etc.

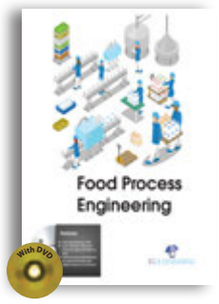
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## FOOD PROCESS ENGINEERING (BOOK WITH DVD)

- Presents detailed understanding of food process engineering theory, methods and practice.
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- Covers food process engineering operations in detail, including theory, process equipment, engineering operations, and application examples and problems

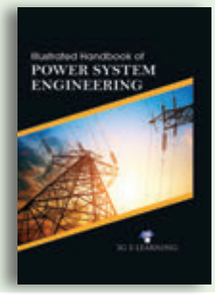
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## ILLUSTRATED HANDBOOK OF POWER SYSTEM ENGINEERING

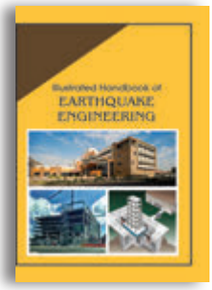
- This book presents comprehensive technical information on power system engineering, covering the fundamental theory of power systems and their components, and the related analytical approaches.
- This book is intended for engineers and managers in the electricity supply industry, advanced students of electrical engineering, and workers in other industries with interest in resource allocation problems.

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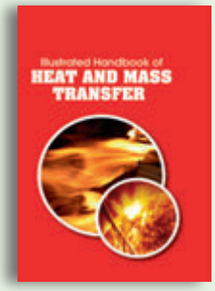
- Describes the purpose, main aspects, and historical development of earthquake engineering and provides an overview of the type and extent of damage an earthquake can produce.
- Provides comprehensive coverage of earthquake engineering problems, an overview of traditional methods, and the scientific background on recent developments.

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## ILLUSTRATED HANDBOOK OF HEAT AND MASS TRANSFER

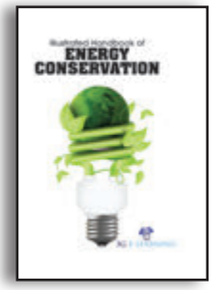
- Provides a solid foundation in the principles of heat and mass transfer and shows how to solve problems by applying modern methods.
- Covers topics in heat and mass transfer, containing extensive information in the form of interesting and realistic examples, tables, illustrations, and more.

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## ILLUSTRATED HANDBOOK OF ENERGY CONSERVATION

- Presents an integrated treatment of the major theoretical and practical issues involved in the use of economic incentives for energy conservation.
- Procedure and methodology of energy conservation has been covered in greater detail. Also included in the book are the recent developments such as the total energy concepts and integrated energy systems.

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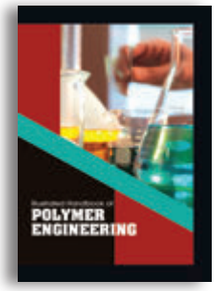
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- Presents clearly the trend in future optoelectronic devices.
- Provides a practical engineering introduction to optoelectronic LEDs and silicon sensor technology for the infrared, visible, and ultraviolet portion of the electromagnetic spectrum.
- Details of design, material selection and working processes as well as the limitations of various optoelectronic devices and fiber-optic sensor systems.

## ILLUSTRATED HANDBOOK OF POLYMER ENGINEERING

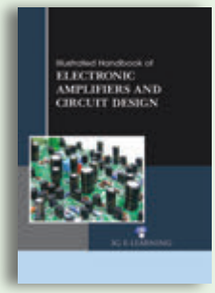
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- Brings up-to-date coverage for undergraduates studying materials and polymer science.
- Provides a comprehensive overview of the nature, manufacture, structure, properties, processing, and applications of commercially available polymers.
- Describes advances in synthesis, processing, and technology of environmentally friendly polymers generated from renewable resources.

## ILLUSTRATED HANDBOOK OF ELECTRONIC AMPLIFIERS AND CIRCUIT DESIGN

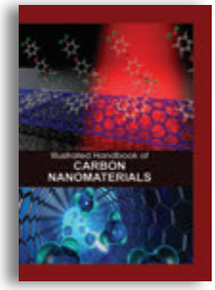
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- Describes amplifier types, how they work, their properties, advantages and disadvantages, and applications.
- This book covers the fundamental aspects of fiber lasers and fiber amplifiers, and includes a wide range of material from laser physics fundamentals to state-of-the-art topics, as well as industrial applications in the rapidly growing field.

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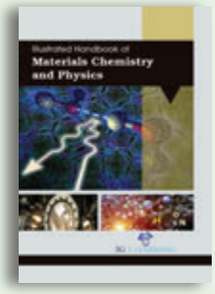
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- Provides information on synthesis, properties, and applications of carbon nanomaterials.
- Covers the theory and application of nanomaterials including carbon nanotubes, composites, metallic nanomaterials and much more.
- Covers modern techniques to characterize chemically functionalized carbon nanomaterials as well as characterization of surface functional groups.

## ILLUSTRATED HANDBOOK OF MATERIALS CHEMISTRY AND PHYSICS

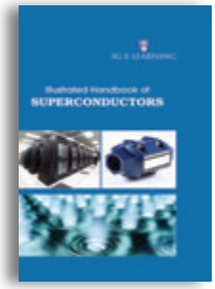
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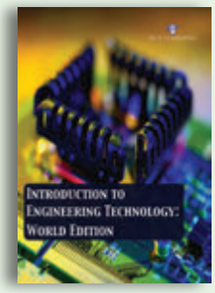



- Focuses on important aspects of materials chemistry by providing an overview of the theoretical aspects of materials chemistry, by describing the characterization and analysis methods for materials.
- Describes the principles and concepts of biomineralization and their application in the new field of biomimetic materials chemistry.
- An ideal text for undergraduates and graduate students in chemistry, materials science, and chemical engineering.

## ILLUSTRATED HANDBOOK OF SUPERCONDUCTORS

ISBN: 978-1-68094-350-4
Price: $180
Copyright: 2019
Binding: Hardcover






## INTRODUCTION TO ENGINEERING TECHNOLOGY: WORLD EDITION

- This book exposes the reader to a wide array of engineering principles and their application to varied fields.
- Focuses on the dissemination of information of permanent interest in engineering applications and engineering technology.

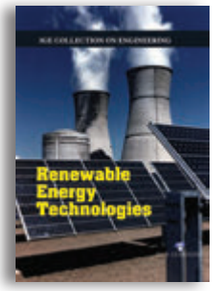
EDITION ①

ISBN: 978-1-68094-867-7

Price: $95

Copyright: 2019

Binding: Softcover




## 3GE COLLECTION ON ENGINEERING: RENEWABLE ENERGY TECHNOLOGIES

- Renewable energy power generation has grown as a result of clean energy policies in many countries. This book examines the practical and economic potential of renewable energy sources to provide sustainable energy.
- Covers hydropower, wind energy, solar-thermal electricity, ocean energy systems, geothermal energy, gasification biomass power, fuel alcohol, and solar hydrogen.

ISBN: 978-1-98462-353-9

Price: $160

Copyright: 2019

Binding: Hardcover




## 3GE COLLECTION ON ENGINEERING: ADVANCED MANUFACTURING

- This state-of-the-art book is sure to be an effective resource for anyone wanting to stay up to date with the very latest technologies in manufacturing.
- This book provides an overview of the processes in manufacturing systems, and emphasizes concepts relating to the interconnection of the wide range of activities involved.

ISBN: 978-1-98462-354-6

Price: $160

Copyright: 2019

Binding: Hardcover




## 3GE COLLECTION ON ENGINEERING: ENGINEERING MECHANICS

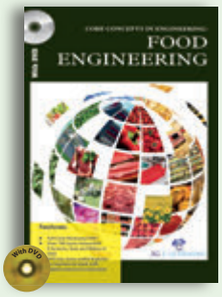
- Provides a thorough understanding of the principles and applications of engineering mechanics.
- Delivers a comprehensive discussion of the fundamental theories and principles of engineering mechanics.

ISBN: 978-1-98462-355-3

Price: $160

Copyright: 2019

Binding: Hardcover




## CORE CONCEPTS IN ENGINEERING: FOOD ENGINEERING (BOOK WITH DVD)

- Presents a significant and up-to-date review of various integrated approaches to food engineering.
- Focuses on the thermophysical properties of food and the rate constants of change in food components during processing.

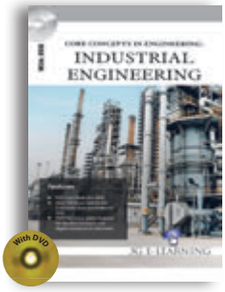
EDITION ①

ISBN: 978-1-98462-041-5

Price: $75

Copyright: 2019

Binding: Softcover




## CORE CONCEPTS IN ENGINEERING: INDUSTRIAL ENGINEERING (BOOK WITH DVD)

- Discusses various concepts and provides practical knowledge related to the area of Industrial Engineering and Management.
- Provides discussions and the exchange of information on principles, strategies, models, techniques, methodologies and applications of industrial engineering.

EDITION ①

ISBN: 978-1-98462-042-2

Price: $75

Copyright: 2019

Binding: Softcover

EDITION ①

ISBN: 978-1-98462-043-9

Price: $75

Copyright: 2019

Binding: Softcover




## CORE CONCEPTS IN ENGINEERING: CIVIL ENGINEERING (BOOK WITH DVD)

- Discusses the importance of civil engineering in the history of civilization, explores problems civil engineers face each day, and outlines some modern accomplishments in the field.
- Designed to enrich the preliminary conceptual knowledge about civil engineering to the students of non-civil branches of engineering.

EDITION ①

ISBN: 978-1-98462-044-6

Price: $75

Copyright: 2019

Binding: Softcover




## CORE CONCEPTS IN ENGINEERING: MECHANICAL ENGINEERING (BOOK WITH DVD)

- Covers applications employed in many different facets of mechanical engineering, from basic through advanced, to ensure that you will easily find answers you need in this handy guide.
- Covers all aspects of mechanical engineering, including thermodynamics, heat transfer, combustion, stress analysis, design, manufacturing, materials mechanics, dynamics, vibrations, and control.

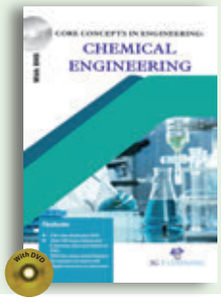
EDITION ①

ISBN: 978-1-98462-045-3

Price: $75

Copyright: 2019

Binding: Softcover




## CORE CONCEPTS IN ENGINEERING: CHEMICAL ENGINEERING (BOOK WITH DVD)

- This new dictionary provides a quick and authoritative point of reference for chemical engineering, covering areas such as materials, energy balances, reactions, and separations.
- Outlines the concepts of chemical engineering so that non-chemical engineers can interface with and understand basic chemical engineering concepts.

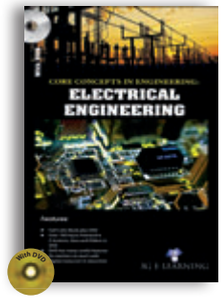
EDITION ①

ISBN: 978-1-98462-046-0

Price: $75

Copyright: 2019

Binding: Softcover




## CORE CONCEPTS IN ENGINEERING: ELECTRICAL ENGINEERING (BOOK WITH DVD)

- The book presents a detailed exposition of the basic facets of electrical and electronics engineering.
- This book is intended to enlighten and refresh knowledge to help educate engineering students.

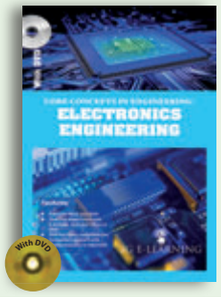
EDITION ①

ISBN: 978-1-98462-047-7

Price: $75

Copyright: 2019

Binding: Softcover




## CORE CONCEPTS IN ENGINEERING: ELECTRONICS ENGINEERING (BOOK WITH DVD)

- Covers the study of electronic components, circuits, transmitter, receiver, integrated circuits.
- Covers both the theory of electrical and electronics engineering as well as practical applications for industry.

EDITION ①

ISBN: 978-1-98462-048-4

Price: $75

Copyright: 2019

Binding: Softcover




## CORE CONCEPTS IN ENGINEERING: GEOENGINEERING (BOOK WITH DVD)

- Geoengineering is the deliberate manipulation of the environment in an attempt to counteract the harmful effects of human-influenced climate change.
- This book covers activities specifically and deliberately designed to effect a change in the global climate with the aim of minimizing or reversing anthropogenic climate change.




## CORE CONCEPTS IN ENGINEERING: TELECOMMUNICATIONS ENGINEERING (BOOK WITH DVD)

- Highlights important terms and definitions, along with illustrated formulae to make learning easy, with appropriate diagrams, whenever it is appropriate.
- It will provide knowledge about the theory and practice of telecommunications engineering.

**EDITION** ①

**ISBN: 978-1-98462-049-1**

**Price: $75**

**Copyright: 2019**

**Binding: Softcover**




## BASICS OF ELECTRONICS & MICROPROCESSOR (BOOK WITH DVD)

- The second edition of this book covers basic logic gates used in this emerging field. This book covers basic logic gates used to perform arithmetic operations, and proceeds up through sequential logic and memory circuits used to interface to modern PCs.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

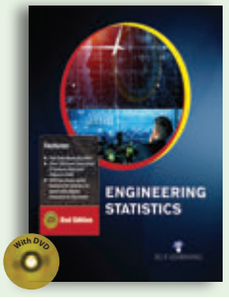
**EDITION** ②

**ISBN: 978-1-98462-413-0**

**Price: $90**

**Copyright: 2019**

**Binding: Softcover**




## ENGINEERING STATISTICS (BOOK WITH DVD)

- This book helps readers understand statistical methodology and use it to solve engineering problems.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

**EDITION** ②

**ISBN: 978-1-98462-414-7**

**Price: $90**

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**Binding: Softcover**




## FINITE ELEMENT METHOD (BOOK WITH DVD)

- Designed for engineering students, this edition emphasizes the role of finite element modeling and simulation in the engineering design process.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

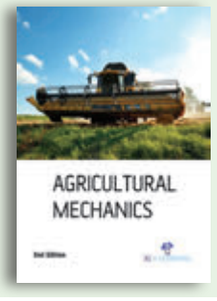
**EDITION** ②

**ISBN: 978-1-98462-415-4**

**Price: $90**

**Copyright: 2019**

**Binding: Softcover**




## AGRICULTURAL MECHANICS

- Provides a thorough introduction to agricultural mechanics, covering fundamental mechanical and engineering theory, common tools and materials, and a wide range of practical applications.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

**EDITION** ②

**ISBN: 978-1-98462-424-6**

**Price: $90**

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**Binding: Softcover**




## AC/DC PRINCIPLES (BOOK WITH DVD)

- Theorems and analysis techniques that are practical and typically used in real-world circuit analysis are addressed. Explores how to manipulate components of power electronics converters and systems to produce a desired effect by controlling system variables.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

**EDITION** ②

**ISBN: 978-1-98462-425-3**

**Price: $90**

**Copyright: 2019**

**Binding: Softcover**

EDITION ①

ISBN: 978-1-98463-658-4

Price: $85

Copyright: 2020

Binding: Softcover




## 21ST CENTURY FOODS: THE FACTORY FOODS (BOOK WITH DVD)

- No country has embraced the movement toward commercialized and prepackaged foods.
- This book covers principles of operation and design of industrial equipment, used in the processing, storage and packaging of foods.
- Food quality and food safety aspects, related to food processing equipment, are emphasized.

EDITION ①

ISBN: 978-1-98463-659-1

Price: $85

Copyright: 2020

Binding: Softcover




## 21ST CENTURY FOODS: GMOS (BOOK WITH DVD)

- You will know what exactly are genetically modified organisms (GMOs) and why do scientists develop them?
- Understand the basics of genetic engineering and biotechnology and examine why the GMO is politically contentious.
- Gain an understanding of how biotechnology intersects with globalization, trade, poverty, food security, and environmental sustainability.

EDITION ①

ISBN: 978-1-98463-660-7

Price: $85

Copyright: 2020

Binding: Softcover




## 21ST CENTURY FOODS: SNACK FOODS (BOOK WITH DVD)

- Providing a clear, comprehensive overview of the industry, this book highlights on developing, preparing, and processing shelf-stable savory snack foods.
- Shows you how to improve nutritional value, increase shelf-life, and package products from popcorn and chips through meat-based and puffed snacks.

EDITION ①

ISBN: 978-1-98463-661-4

Price: $85

Copyright: 2020

Binding: Softcover




## 21ST CENTURY FOODS: MANUFACTURED MEATS (BOOK WITH DVD)

- The nutritive value of all foods, including meat and meat products, is being seriously considered in view of consumer interest and demand.
- Covers the theory and practices of meat processing including curb, smoking, and manufacture of sausage products.
- To develop technological and manipulative skills in the slaughter and cutting of meat animals and the processing of meat products.

EDITION ①

ISBN: 978-1-98463-662-1

Price: $85

Copyright: 2020

Binding: Softcover




## 21ST CENTURY FOODS: SOFT DRINKS (BOOK WITH DVD)

- This book provides an overview of carbonated soft drinks production in the early part of the twenty first century, presenting the history of soft drinks, from mineral water to caffeine-free diet soda, and provides recipes and experiments for making and using soft drinks.
- Providing an overview of the chemistry and technology, this book presents the key issues in the technology of the soft drinks industry.

EDITION ③

ISBN: 978-1-98463-701-7

Price: $90

Copyright: 2020

Binding: Softcover




## FOOD TECHNOLOGY (BOOK WITH DVD)

- This edition is designed to match the specification of the subject and is designed to reinforce ex-actly what the students need to know.
- Describes new technologies used in food production such as gene technology, farming technology and robots, nanotech, packaging, and discusses the implications of using these technologies.
- Some new chapters covering current topics are also added in this revised edition.




## THE ADVANCED ART OF BAKING (BOOK WITH DVD)

- Gives professional and home bakers peerless up-to-date coverage of the theory and practice of baking.
- With concise explanations and detailed illustrations, this edition includes extensive revisions of the material on the basic equipment and techniques and information on how to troubleshoot common baking problems.
- Offers an excellent foundation for mastering the art and craft of baking.
- Some new chapters covering current topics are also added in this revised edition.

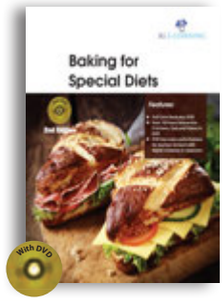
**EDITION** ②

**ISBN: 978-1-98463-711-6**

**Price: $90**

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**Binding: Softcover**




## BAKING FOR SPECIAL DIETS (BOOK WITH DVD)

- With concise explanations and detailed illustrations, this edition describes delicious recipes for special diets including vegan, vegetarian, diabetic, gluten-free and low-calorie recipe.
- Explains the wide range of dietary challenges of which pastry chefs and bakers should be conscious.
- Gives clear, detailed information on selecting the proper ingredients, mixing and baking techniques, makeup and assembly, presentation, and more.
- Some new chapters covering current topics are also added in this revised edition.

**EDITION** ②

**ISBN: 978-1-98463-712-3**

**Price: $90**

**Copyright: 2020**

**Binding: Softcover**




## BASIC FOODS (BOOK WITH DVD)

- The present book demonstrates an understanding of basic principles and techniques of food.
- Understanding the basics of food preparation means acquiring some important skills in the kitchen.
- Presents the coverage of fundamental principles of food preparation and cookery, including cooking techniques, material handling, heat transfer, sanitation, safety, nutrition, and professionalism.

**EDITION** ①

**ISBN: 978-1-98463-546-4**

**Price: $90**

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**Binding: Softcover**




## BASIC NUTRITION (BOOK WITH DVD)

- Explores the basics of nutrition, from vitamins and minerals to the major food groups.
- Introduces to the body's metabolic process as well as to the basics of healthy eating.
- Covers the principles of diet evaluation, nutritional assessment, energy balance, weight control, nutrition and fitness, and how food choices can enhance health and reduce the risk of chronic disease are emphasized.

**EDITION** ①

**ISBN: 978-1-98463-547-1**

**Price: $90**

**Copyright: 2020**

**Binding: Softcover**




## MEAL MANAGEMENT (BOOK WITH DVD)

- Guide to planning nutritious meals, source and functions of food nutrients, difference in food habits.
- Involves planning, organizing, controlling and evaluating the meal service.
- Principles of food preparation with emphasis on standards of selection, purchasing, preparation, storage, and preservation; includes management principles essential to menu planning, food preparation, and meal service, and evaluation.

**EDITION** ①

**ISBN: 978-1-98463-550-1**

**Price: $90**

**Copyright: 2020**

**Binding: Softcover**




## FOOD SERVICE SYSTEMS (BOOK WITH DVD)

- Provides a comprehensive treatment of the interrelated elements of food service systems as presented in the conference.
- Explores how to determine food, labor and related costs in foodservice operations.
- Covers principles of sustainability to kitchen design, waste stream management and production.
- How to utilize human resources management techniques to operate a foodservice.

**EDITION** ①

**ISBN: 978-1-98463-570-9**

**Price: $90**

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**Binding: Softcover**

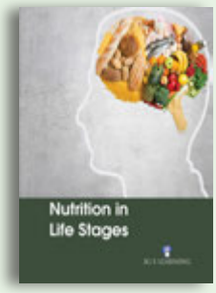
EDITION ①

ISBN: 978-1-98463-574-7

Price: $85

Copyright: 2020

Binding: Softcover




## NUTRITION IN LIFE STAGES

- Covers clinical and nutritional interventions for each part of the life cycle.
- Intended to explore the nutritional foundations and the growth, development and normal functioning of individuals through each stage of life.
- Involves the study of special nutritional needs, physiology, and health concerns of pregnant and lactating women, infants, children, adolescents, and older adults.

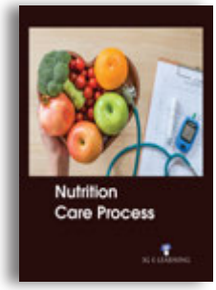
EDITION ①

ISBN: 978-1-98463-582-2

Price: $85

Copyright: 2020

Binding: Softcover




## NUTRITION CARE PROCESS

- Presents a systematic approach to providing high quality nutrition care.
- Topics include the steps of the NCP (nutrition assessment, nutrition diagnosis, nutrition intervention, nutrition monitoring/evaluation), why health care professionals use care processes, the diagnostic thought process, and diagnosing nutrition problems with the NCP.
- Covers information intended to make decisions, identify nutrition-related problems and determine and evaluate nutrition interventions.

EDITION ①

ISBN: 978-1-98463-591-4

Price: $85

Copyright: 2020

Binding: Softcover




## NUTRITION THERAPY

- Presents a wealth of current information and techniques for strengthening counseling skills to face real-world issues in nutrition therapy.
- Designed to provide students with an understanding of the fundamental concepts of human nutrition, including digestion, absorption, metabolism, and the function of nutrients as they relate to human health and disease.
- Will enable readers to more effectively help their clients improve their nutrition and overall health.

EDITION ①

ISBN: 978-1-98463-593-8

Price: $85

Copyright: 2020

Binding: Softcover




## PUBLIC HEALTH NUTRITION

- Provides students with the knowledge and skills required to address food and nutrition issues at the population level.
- Offers a comprehensive perspective on public health issues in food and nutrition, and familiarizes students with strategies used to improve the health of populations.
- Prepares students to become successful global public health professionals, with a clear understanding of the critical need for public health nutrition programs around the globe.

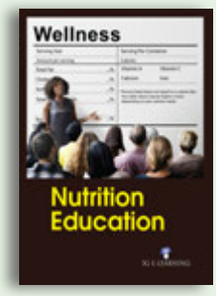
EDITION ①

ISBN: 978-1-98463-594-5

Price: $85

Copyright: 2020

Binding: Softcover




## NUTRITION EDUCATION

- Introduces students to nutrition education basics, definition, history, aims field and challenges.
- Emphasizes the development, implementation, and evaluation of nutrition programs to effectively reduce the risk factors associated with chronic disease and improve health.
- Shows how nutrition education can facilitate dietary changes in a group of people.
- Introduces students to the science of nutrition, its application in health education process.

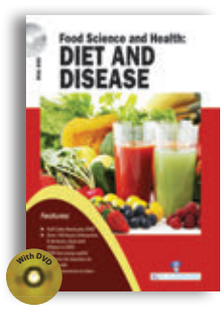
EDITION ①

ISBN: 978-1-98462-315-7

Price: $85

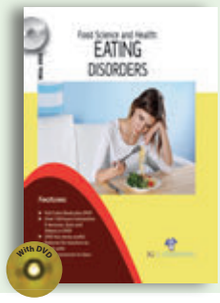
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Binding: Softcover




## FOOD SCIENCE AND HEALTH: DIET AND DISEASE (BOOK WITH DVD)

- Discusses the connection between poor diet and disease and what can be done to prevent illnesses using diet, exercise, and nutrition.
- Diet and Health examines the many complex issues concerning diet and its role in increasing or decreasing the risk of chronic disease.




## FOOD SCIENCE AND HEALTH: EATING DISORDERS (BOOK WITH DVD)

- This guides to eating disorders for teenagers, their families, and others involved in their lives defines what the diseases are, considers who suffers from them and why, discusses the warning signs and complications.
- This comprehensive guide considers why eating disorders occur, and then looks at each in turn, describing the eating behaviours, diagnosis, and treatments available.

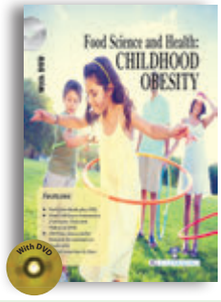
**EDITION** ①

**ISBN: 978-1-98462-316-4**

**Price: $85**

**Copyright: 2019**

**Binding: Softcover**




## FOOD SCIENCE AND HEALTH: CHILDHOOD OBESITY (BOOK WITH DVD)

- This book highlights obesity in children and discusses the need to develop multifactorial and multi-agency strategic plans to contain this epidemic.
- Focuses on the developmental aspects of obesity, especially on the influences and factors predisposing individuals to obesity from early periods of life.

**EDITION** ①

**ISBN: 978-1-98462-317-1**

**Price: $85**

**Copyright: 2019**

**Binding: Softcover**




## FOOD SCIENCE AND HEALTH: FOOD ALLERGIES (BOOK WITH DVD)

- Offers readers guidance on living with food allergies, discussing how the allergies develop, symptoms of a reaction, and recommendations for tests for diagnosing the allergies and the chronic health problems they can cause.
- Offers a complete overview for food allergies and food intolerance, and suggests that food sensitivity could be the cause of some chronic, unexplained health problems.

**EDITION** ①

**ISBN: 978-1-98462-318-8**

**Price: $85**

**Copyright: 2019**

**Binding: Softcover**




## FOOD SCIENCE AND HEALTH: FOOD SAFETY (BOOK WITH DVD)

- The book is broad in coverage and provides a foundation for a practical understanding in food safety initiatives and safety rules; covers current developments in the chemistry, biochemistry and physiological effects of toxicants that might have an impact on human health and welfare.
- Also, identifies emerging food safety challenges that they expect to face over the next decade.

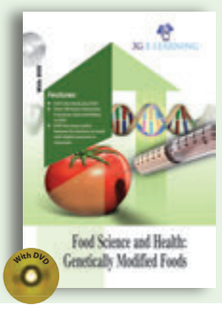
**EDITION** ①

**ISBN: 978-1-98462-319-5**

**Price: $85**

**Copyright: 2019**

**Binding: Softcover**




## FOOD SCIENCE AND HEALTH: GENETICALLY MODIFIED FOODS (BOOK WITH DVD)

- Presents comprehensive, interdisciplinary treatment about genetically modified foods; this book covers the history and development of the science and techniques that underpin plant biotechnology.
- Introduces genetically modified foods, describing current trends, health concerns, and their effect on modern agriculture.

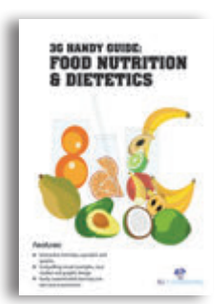
**EDITION** ①

**ISBN: 978-1-98462-320-1**

**Price: $85**

**Copyright: 2019**

**Binding: Softcover**




## 3G HANDY GUIDE: FOOD NUTRITION & DIETETICS

- A practical guide to nutrition in the prevention and treatment of disease and the maintenance of good health. Provides a comprehensive overview of professions relating to nutrition, with its primary focus on dietetics.
- Explores the areas of food and eating habits from the perspective of the healthy diet as well as from the viewpoint of disease management and dietary intervention in clinical practice.

**EDITION** ①

**ISBN: 978-1-68094-953-7**

**Price: $70**

**Copyright: 2019**

**Binding: Softcover**

ISBN: 978-1-98463-600-3
Price: $160
Copyright: 2020
Binding: Hardcover




## 3GE COLLECTION ON TOURISM: CLIMATE CHANGE AND TOURISM

- Climate sensitive industries like tourism are vulnerable to climate change. It is for this reason that tourism researchers have continued to explore the relationship between tourism and climate change.
- Covers a comprehensive overview of the theory and practice of climate change and tourism at the tourist, enterprise, destination and global scales.

ISBN: 978-1-98463-601-0
Price: $160
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Binding: Hardcover




## 3GE COLLECTION ON TOURISM: FOOD & SAFETY LAW IN HOTELS

- Presents a systems approach to food safety that answers public health concerns, reduces sanitation risks, and ensures satisfaction for food establishment guests, staff members, and owners.
- It covers the various laws related to the hotel industry.

ISBN: 978-1-98463-602-7
Price: $160
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Binding: Hardcover




## 3GE COLLECTION ON TOURISM: IDENTITY TOURISM

- Students learn about tourism as a tool for economic and community development and the impacts it can have on a community's sense of identity, control, and wellbeing.
- Ethnic, cultural, national, gender/sexual and regional identities are not simply marketed for tourists, but these various dimensions of tourees' identities can be reaffirmed or altered via tourism.
- This book gives considerable analysis to the complex relationship between the two domains and indeed, the multifaceted strategies used to define that relationship.

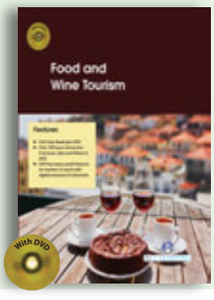
EDITION ①
ISBN: 978-1-98463-636-2
Price: $90
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Binding: Softcover




## CONVENTION AND BANQUET MANAGEMENT (BOOK WITH DVD)

- Convention management is one of the hospitality industry's fastest growing occupations.
- Covers all aspects of hospitality, including booking rooms, providing food services, and setting up the venues for activities.

EDITION ①
ISBN: 978-1-98463-637-9
Price: $90
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## FOOD AND WINE TOURISM (BOOK WITH DVD)

- Food and wine tourism is a rapidly growing sector of tourism, which reflects changing lifestyles and increasing diversification within the tourism industry.
- Equip readers with the development of food and wine tourism enterprises, food and wine tourism marketing, and trends and opportunities.

EDITION ①
ISBN: 978-1-98463-638-6
Price: $90
Copyright: 2020
Binding: Softcover




## LEISURE AND RECREATION MANAGEMENT (BOOK WITH DVD)

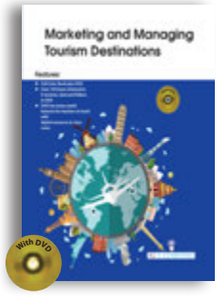
- Equip students with exposure to reading, interpreting, critiquing, and presenting data from relevant studies.
- The topics coverage includes leisure history, key leisure concepts, trends, provision, management practices, and operational issues.
- Involves the study of recreation, looks at the business and structure of the recreation industry, from national parks to amusement parks, from forests to sport fishing.




## MANAGING HOSPITALITY HUMAN RESOURCES (BOOK WITH DVD)

- Presents a critical approach to human resource practice within the hospitality industry.
- Provides the basic functions of the human resource manager in hospitality and travel organizations.
- Covers the establishment and use of effective training, and performance evaluating measures to improve productivity.

EDITION ①
ISBN: 978-1-98463-639-3
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## MARKETING AND MANAGING TOURISM DESTINATIONS (BOOK WITH DVD)

- Principles of destination marketing and management in formulating strategies to promote tourism in a variety of locations.
- Offers a comprehensive understanding of the concept and scope of the tourism industry in general and of destination marketing and management in particular.
- Contains management and marketing theories with the aim to evaluate complex business problems and formulate strategies for small and medium tourism companies and tourism destinations.

EDITION ①
ISBN: 978-1-98463-832-8
Price: $90
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Binding: Softcover




## TOURISM, TRANSPORT AND TRAVEL MANAGEMENT (BOOK WITH DVD)

- This book is a cohesive and comprehensive look at this multi-million dollar industry sector from a variety of perspectives relevant to the teaching of tourism.
- Covering all aspects of management of travel and tourism industry, this book looks at the core disciplines and the application of theory to practice.

EDITION ①
ISBN: 978-1-98463-833-5
Price: $90
Copyright: 2020
Binding: Softcover




## APPLIED BUSINESS TOOLS AND TECHNOLOGY IN TOURISM (BOOK WITH DVD)

- This book examines the process of transformation as it relates to the tourism industry, and the changes to that industry from modern tools and techniques.
- Over the past sixty years, the tourism sector has grown to become a pillar of the global economy, driven by political cooperation, social change and far - reaching advances in technology; both in communications and infrastructure.

EDITION ①
ISBN: 978-1-98463-836-6
Price: $90
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Binding: Softcover




## HOTEL OPERATIONS REPORTS, CALCULATIONS, AND BOOKKEEPING (BOOK WITH DVD)

- Reports are important for the management who need information and data handy in order to make decisions that impact the hotel's performance.
- This revised edition covers a solid grip of accounting fundamentals that will empower to swiftly acquire, understand, and apply the accounting policies and procedures in the hospitality operations.
- Provides important accounting principles and methods of calculations, and provide the knowl edge and skills that every hospitality manager will need.

EDITION ③
ISBN: 978-1-98463-702-4
Price: $90
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Binding: Softcover




## MEETING, CONFERENCE AND CONVENTION MANAGEMENT (BOOK WITH DVD)

- This edition identifies the criteria and standards which can be used in planning, designing, equipping and operating conference, convention and exhibition facilities.
- Meeting and conventions planning is presented in a clear concise manner that shows the art as well as the science of good planning.
- This book is an invaluable tool to students following events management, hospitality and tourism programs.

EDITION ③
ISBN: 978-1-98463-703-1
Price: $90
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Binding: Softcover

## SMALL FOOD SERVICE VENTURE (BOOK WITH DVD)

EDITION ③

ISBN: 978-1-98463-704-8

Price: $90

Copyright: 2020

Binding: Softcover




- This updated edition reveals all the hidden facets of this fast-paced business and shows you how to succeed as a food service manager.
- Study how to start organizing and managing a food service keeping in mind essential principles to follow.
- Learn how to organize a food service establishment, effective management, administrative aspects of management, personnel management, and personnel policies common to all types of food service.

## FOOD PRODUCTION OPERATIONS (BOOK WITH DVD)

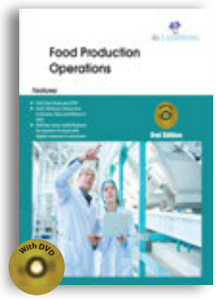
EDITION ②

ISBN: 978-1-98463-705-5

Price: $90

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Binding: Softcover




- Discusses basic menu planning, and principles and methods of cooking.
- With concise explanations and detailed illustrations, this edition includes extensive revisions of the material on all aspects of food production, including basics of all kitchens, modern kitchen equip-ment, layout and basic cuts.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

## CRUISE MARKETING AND MANAGEMENT (BOOK WITH DVD)

EDITION ②

ISBN: 978-1-98463-708-6

Price: $90

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Binding: Softcover




- Fully updated throughout, includes revised chapters and cases on topics such as cruise marketing and management in global context.
- Discusses all the aspects of cruise marketing and management.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

## HOSPITALITY E-MARKETING (BOOK WITH DVD)

EDITION ②

ISBN: 978-1-98463-710-9

Price: $90

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Binding: Softcover




- Shows how to apply the principles of marketing within the hospitality industry.
- Covers e-marketing strategies for all types of hospitality businesses.
- With concise explanations and detailed illustrations, this edition includes extensive revisions of the material on the impact that the internet has had on both marketing and hospitality.
- Some new chapters covering current topics are also added in this revised edition.

## THE BAR AND BEVERAGE HANDBOOK (BOOK WITH DVD)

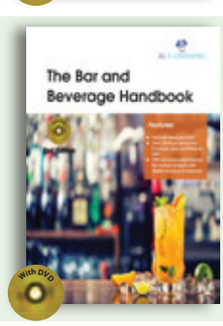
EDITION ②

ISBN: 978-1-98463-713-0

Price: $90

Copyright: 2020

Binding: Softcover




- With concise explanations and detailed illustrations, this edition describes the latest developments and new complexities of managing modern bars.
- Gives numerous examples and case studies from within the bar and beverage industry.
- Explores many critical techniques to help maximize the potential for any club and bar.
- Some new chapters covering current topics are also added in this revised edition.

## SUPERVISION IN THE HOSPITALITY INDUSTRY (BOOK WITH DVD)

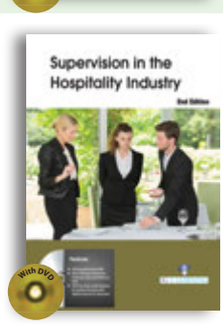
EDITION ②

ISBN: 978-1-98463-714-7

Price: $90

Copyright: 2020

Binding: Softcover




- With concise explanations and detailed illustrations, this edition provides a basic understanding of a leader's role and responsibilities applied to the hospitality industry.
- Considers the viewpoints of all levels of associates to create an informed picture of management and supervision in the hospitality industry.
- Focuses on the different roles of employees from beginning leaders in hospitality industry.
- Some new chapters covering current topics are also added in this revised edition.




## ENTREPRENEURSHIP MANAGEMENT IN HOSPITALITY INDUSTRY (BOOK WITH DVD)

- Fully updated throughout, includes revised material on both entrepreneurial theory and practice applied to the tourism and hospitality industry.
- Consolidates all aspects of foodservice, lodging, and tourism operations into an up–to–date, comprehensive overview of hospitality management.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

EDITION ②
ISBN: 978-1-98463-715-4
Price: $90
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Binding: Softcover




## HOTEL SALES AND REVENUE MANAGEMENT (BOOK WITH DVD)

- Provides concise ideas to start a revenue management culture in all departments.
- Fully updated throughout, includes revised matter on revenue management from the lodging, foodservice, and integrated perspectives.
- Enhances skills to reap opportunities in hospitality industry.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.

EDITION ②
ISBN: 978-1-98463-716-1
Price: $90
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Binding: Softcover




## SPECIALIZED CATERING OPERATIONS (BOOK WITH DVD)

- This revised edition has been thoroughly updated with substantial additions including all the information that caterers need to set up and run a successful catering business of any kind.
- Provides the tools to fully understand the challenges and benefits of running a successful catering business.
- Discusses every aspect of the catering business, showing operators how to troubleshoot and creatively solve problems.

EDITION ②
ISBN: 978-1-98463-718-5
Price: $90
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Binding: Softcover




## THEORY, PRACTICE AND TECHNIQUES IN FOOD AND BEVERAGE COST CONTROL

- This revised edition provides students and food managers with a wealth of comprehensive resources and the specific tools they need to keep costs low and profit margins high.
- Presents emphasis on practical activities that managers in food service operations of all sizes can use to plan and control their operations.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.

EDITION ②
ISBN: 978-1-98463-740-6
Price: $80
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Binding: Softcover




## KITCHEN ESSENTIALS AND BASIC FOOD PREPARATION (BOOK WITH DVD)

- A study of the fundamental principles of food preparation, cooking techniques, material handling, and food safety and nutrition.
- Covers basic safety and hygiene procedures in the storage, preparation and handling of food identifies susceptible foods which can cause food poisoning cleans food storage, preparation areas and equipment in kitchen follows essential personal hygiene procedures identifies key hazards in the kitchen.
- Master basic cooking techniques which can then be used to create an endless variety of dishes.

EDITION ①
ISBN: 978-1-98463-757-4
Price: $90
Copyright: 2020
Binding: Softcover




## FUNDAMENTALS OF LODGING OPERATIONS (BOOK WITH DVD)

- Lodging operations are characterized by high fixed costs but low variable costs, potentially yielding a strong upside if an adequate level of sales volume is reached.
- Covers the history of the lodging industry, and place contemporary hotels in a larger context of the hospitality industry.
- Emphasizes the rooms divisions, and addresses how it relates to food and beverage, sales and marketing, hospitality, and security divisions.
- The book is designed to provide an introduction to Hotel & Lodging Management.

EDITION ①
ISBN: 978-1-98463-758-1
Price: $90
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Binding: Softcover

EDITION ①

ISBN: 978-1-98463-759-8

Price: $90

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Binding: Softcover




## SUPPLY CHAIN MANAGEMENT IN HOSPITALITY INDUSTRY (BOOK WITH DVD)

- Covers key principles including: marketing and product development, demand forecasting, supplier selection and management, distribution channels, capacity management, customer relationship management, and tourism supply management.
- This book equips readers with the tools of supply chain to show them what they need to know.

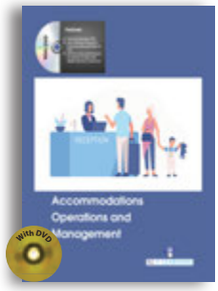
EDITION ①

ISBN: 978-1-98463-760-4

Price: $90

Copyright: 2020

Binding: Softcover




## ACCOMMODATIONS OPERATIONS AND MANAGEMENT (BOOK WITH DVD)

- Offers students a uniquely concise, accessible and comprehensive introduction to hotel accommodation management that covers the range of managerial subjects and disciplines in the sector.
- This student-centred guide to accommodation operations in the hotel industry employs a user-friendly approach to encourage self-access and enable students to progress at their own pace.

EDITION ①

ISBN: 978-1-98463-765-9

Price: $90

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Binding: Softcover




## TOURISM PRODUCT DEVELOPMENT (BOOK WITH DVD)

- Analyzes the processes used to develop tourism products and the integration of the community to enhance services and facilities to meet the needs of the visitor.
- Explores the key elements involved in planning, designing, and delivering tourism products.
- Explains the role of marketing within tourism management and the related areas of leisure and hospitality management.

EDITION ①

ISBN: 978-1-98463-635-5

Price: $90

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Binding: Softcover




## HOSPITALITY AND TOURISM FACILITIES MANAGEMENT AND DESIGN (BOOK WITH DVD)

- Presents an overview of the operation of hospitality facilities, including operating costs for various types of existing facilities, types and characteristics of major building systems, available technology, and the responsibilities of the engineering-maintenance department, and renovation needs of hospitality facilities.
- Includes all of the primary facility systems such as water and wastewater, electrical, HVAC, lighting, laundry, solid waste management, telecommunications, food service, energy management, and safety and security.

EDITION ①

ISBN: 978-1-98463-539-6

Price: $90

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Binding: Softcover




## SUSTAINABLE TOURISM ASSESSMENT AND DEVELOPMENT (BOOK WITH DVD)

- Explores the importance of destination branding and destination marketing as well as their implications on sustainability in tourism.
- Comprehensively examines the theoretical and applied dimensions of contemporary sustainable tourism from a global perspective.

EDITION ①

ISBN: 978-1-98463-633-1

Price: $90

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Binding: Softcover




## HALAL COOKERY (BOOK WITH DVD)

- Understanding of the importance of Halal food and Halal food production/preparation guidelines, for instance best practices of Halal food production/preparation, purification from najis and Halal slaughtering procedures.
- This book covers the best halal practices for manufacturers within the food industry.
- Delivers a wealth of information about Halal food guidelines for food production, domestic and international food markets, and Halal certification.




## QUICK FOOD SERVICE OPERATIONS (BOOK WITH DVD)

- The success of any food service program depends largely on its personnel. Well-defined personnel policies provide guidelines for an efficient operation and give stability to the program and security to the employees.
- In this book, readers will take a look on the concepts and characteristics of a quick service restaurant, which you probably better know as a fast food restaurant.

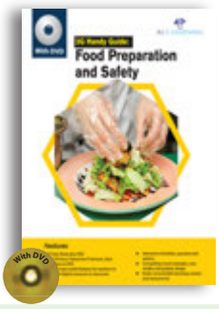
EDITION 1

ISBN: 978-1-98463-626-3

Price: $90

Copyright: 2020

Binding: Softcover




## 3G HANDY GUIDE: FOOD PREPARATION AND SAFETY (BOOK WITH DVD)

- Equips reader's proper food handling practices that will protect your food-service operation.
- Covers fundamental principles of food preparation and cookery to include cooking techniques, material handling, sanitation, safety, nutrition, and professionalism.

EDITION 1

ISBN: 978-1-98463-785-7

Price: $75

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Binding: Softcover




## A VISUAL REFERENCE TO HOUSEKEEPING

- This visual guide provides information on good housekeeping techniques which can be used as a tool for systematic approach for productivity, quality and safety improvement in all types of business.
- Equips readers with complex information quickly and clearly in a concise manner.

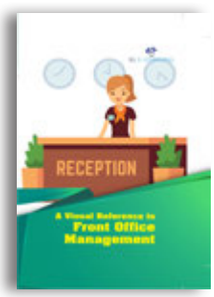
EDITION 1

ISBN: 978-1-98463-807-6

Price: $75

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Binding: Softcover




## A VISUAL REFERENCE TO FRONT OFFICE MANAGEMENT

- Front office staff needs to use different skills on technologies too, such as using the printers, fax machines and phone.
- Provides essential skills and to help busy working administration professionals to develop their administration skills and hence their progression options within business.

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ISBN: 978-1-98463-808-3

Price: $75

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Binding: Softcover




## A VISUAL REFERENCE TO ROOM SERVICE MANAGEMENT

- This visual reference guide provides students with a general knowledge of management in Dining Room Service and Practice.
- Introduces the principles, concepts, and systems of professional table service, including dining room organization, scheduling, and management of food service personnel.

EDITION 1

ISBN: 978-1-98463-809-0

Price: $75

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Binding: Softcover




## A VISUAL REFERENCE TO BARTENDING

- Provides knowledge of bar operations and procedures common in full service bars, along with techniques of pouring and mixing drinks.
- A visual reference guide to popular drinks as well as customer service and advice on how to run a bar, including bar setups, tools, and helpful techniques - recipes for the most popular drinks and punches.

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ISBN: 978-1-98463-810-6

Price: $75

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Binding: Softcover

EDITION ①

ISBN: 978-1-98463-811-3

Price: $75

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Binding: Softcover




## A VISUAL REFERENCE TO CULINARY ARTS

- Introduces students to proper dining room procedures and etiquette.
- A visual reference on recipe and menu planning, preparing and cooking of foods, supervising and training kitchen assistants, the management of food supplies and kitchen resources, aesthetics of food presentation, and familiarity or mastery of a wide variety of cuisines and culinary techniques.

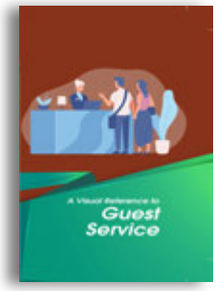
EDITION ①

ISBN: 978-1-98463-812-0

Price: $75

Copyright: 2020

Binding: Softcover




## A VISUAL REFERENCE TO GUEST SERVICE

- Guest service is a crucial buzzword in the corporate world today. Just about every hospitality establishment seems to understand just how important customer service is and its need.
- This visual reference is specifically designed to develop the learner's skills and behaviours to offer exceptional guest service.

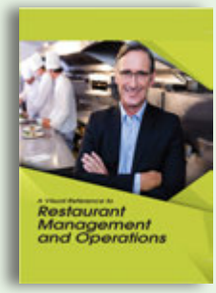
EDITION ①

ISBN: 978-1-98463-813-7

Price: $75

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Binding: Softcover




## A VISUAL REFERENCE TO RESTAURANT MANAGEMENT AND OPERATIONS

- Students will become familiar with all aspects of a restaurant operation.
- Presents visual information on operational issues, customer satisfaction, restaurant trends and challenges, financial accountability, service issues, and management development.

EDITION ①

ISBN: 978-1-98463-814-4

Price: $75

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Binding: Softcover




## A VISUAL REFERENCE TO FOOD STYLING

- Introduce readers to the specialised skills, knowledge and insight to nail professional-standard food styling.
- Readers will get an insight into the food styling industry and find out those tips and tricks that most food stylists only learn on the job.

EDITION ①

ISBN: 978-1-98463-815-1

Price: $75

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Binding: Softcover




## A VISUAL REFERENCE FOR EXECUTIVE CHEF

- The Executive Chef, or Head Chef, plays a combined creative and managerial role in the kitchen.
- This visual reference sheds light on executive chef roles and responsibilities such as managing food and labor costs, developing and pricing menus, and leading a culinary team and demonstrating food preparation skills.

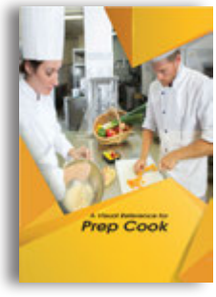
EDITION ①

ISBN: 978-1-98463-816-8

Price: $75

Copyright: 2020

Binding: Softcover




## A VISUAL REFERENCE FOR PREP COOK

- Food preparation workers perform preparation duties as part of a kitchen team at a restaurant, hotel, school, or anywhere else that serves food.
- Covers routine duties, such as slicing meats, peeling vegetables, cleaning and sanitizing equipment, recording food temperatures, and restocking buffets.
- A must-have visual reference for every 21st-century Prep Cook, this book gathers the best infographics of all food preparation styles.

EDITION ①

ISBN: 978-1-98463-817-5

Price: $75

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Binding: Softcover




## A VISUAL REFERENCE FOR SOUS CHEF

- The sous chef is essentially the “right hand man” of the head chef. Aspiring sous chefs can start their careers as food preparation workers or entry-level cooks in restaurants and work their way up with experience.
- This visual reference covers prime management skills and the ability to control the kitchen before, during, and after every service.

EDITION ①

ISBN: 978-1-98463-818-2

Price: $75

Copyright: 2020

Binding: Softcover




## A VISUAL REFERENCE FOR CHEF DE PARTIE

- This type of chef usually manages a small team of workers, which they must keep organised so that dishes go out on time and the work area remains clean and orderly.
- This visual guide aims to upskill, inspire and develop chefs for running a specific section of the kitchen such as fish, grill, saute or vegetable.

EDITION ①

ISBN: 978-1-98463-819-9

Price: $75

Copyright: 2020

Binding: Softcover




## A VISUAL REFERENCE FOR SPA THERAPIST

- Offers a clear and concise, exciting and unique look at the spa industry, bringing together all the elements of spas in one visual reference.
- Provides the tools and knowledge they need to become a massage therapist.
- Provides key areas of their work giving valuable guidance, advice and information on how to take care of the body, prepare the mind, protect and utilize the spirit.

EDITION ①

ISBN: 978-1-98463-820-5

Price: $75

Copyright: 2020

Binding: Softcover




## A VISUAL REFERENCE FOR COMMIS II

- Covers the daily food preparation and duties assigned to meet the set standard and qualities whereby your role will include different responsibilities as a kitchen assistant.
- Aims at imparting practical skills and theoretical knowledge for developing adequately trained cooks with a view to satisfy the manpower requirement of this category in non-commercial and commercial food production units.

EDITION ①

ISBN: 978-1-98463-821-2

Price: $75

Copyright: 2020

Binding: Softcover




## A VISUAL REFERENCE FOR KITCHEN MANAGER

- With this visual reference guide, you can learn the art of managing a commercial kitchen from the comfort of your home.
- You will know the basic kitchen management, proper food handling techniques, standard safety in the workplace policies and correct procedures in handling equipment.

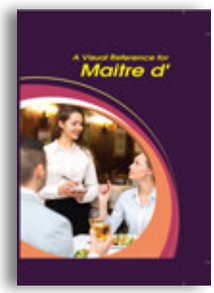
EDITION ①

ISBN: 978-1-98463-822-9

Price: $75

Copyright: 2020

Binding: Softcover




## A VISUAL REFERENCE FOR MAITRE D'

- Maître D’s are the first point of contact of the guests and patrons when entering a restaurant or any other dining establishment, as they are the ones welcoming the guests and showing them to their seats.
- Covers Maitres d' job role and responsibilities such as oversee the service of food and beverages to guests in restaurants and other eating places, check reservations, greet guests, and supervise waiters and waitresses.

EDITION ①

ISBN: 978-1-98463-823-6

Price: $75

Copyright: 2020

Binding: Softcover




## A VISUAL REFERENCE FOR FOOD & BEVERAGE SUPERVISOR

- A food and beverage supervisor is a management job in the restaurant industry, generally responsible for all of the business operations of a dining establishment.
- This visual reference sheds light on maintain knowledge and ensure compliance with departmental policies and standard service procedures, supervise efficient upkeep of tools through proper usage of equipment and devices, analyze all guest requirements and prepare plans resolve customer care related issues and satisfy guests.

EDITION ①

ISBN: 978-1-98463-824-3

Price: $75

Copyright: 2020

Binding: Softcover




## A VISUAL REFERENCE FOR SERVERS, HOST AND HOSTESS

- In a hospitality establishment, the host role is very important as the host is typically the first contact between the customer and restaurant whether it is scheduling a reservation or greeting the customer as they come through the door.
- This visual reference guide provides the important skills and knowledge any hostess needs to succeed in a restaurant.

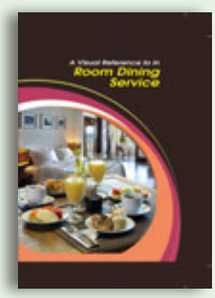
EDITION ①

ISBN: 978-1-98463-825-0

Price: $75

Copyright: 2020

Binding: Softcover




## A VISUAL REFERENCE TO IN ROOM DINING SERVICE

- In room dining servers take hotel guests' room service food orders, typically over the phone.
- Presents visual information on basic service principles while emphasizing the importance of meeting the needs and, whenever possible, exceeding the expectations of guests.

EDITION ①

ISBN: 978-1-98463-826-7

Price: $75

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Binding: Softcover




## A VISUAL REFERENCE FOR BANQUET SERVERS & BARTENDERS

- In a typical restaurant setting, the wait staff will have tables they are assigned to cover, but banquet servers are responsible for the complete service of food and beverages, catering to all guests' needs.
- Covers anticipating the needs of the guests, set up for events, carry trays, serve guests, and clean up at the event's conclusion.

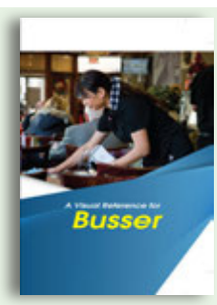
EDITION ①

ISBN: 978-1-98463-827-4

Price: $75

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Binding: Softcover




## A VISUAL REFERENCE FOR BUSSER

- A busser is an important part of a busy restaurant. Bussers might help waiters and waitresses bring food out to a table, restock utensils, napkins and other dining room.
- In this visual reference, you will learn everything you need to know about busser or busboy such as assist the servers in serving food, filling and re-filling drinks and cleaning the tables.

EDITION ①

ISBN: 978-1-98463-828-1

Price: $75

Copyright: 2020

Binding: Softcover




## A VISUAL REFERENCE TO CONCIERGE SERVICE

- Provides visual reference in the most practical duties a concierge must perform on a day-to-day basis.
- Provides guidelines how to prepare the staff to receive visitors formally and informally. Help the team to make a great impression on clients, customers, and other visitors to the organization. Outline the essential elements of planning a meeting.




## A VISUAL REFERENCE FOR PIT MANAGER

- Pit Managers coordinate work schedules and oversee the daily operations of the table games. They create budgets, evaluate employee performance and communicate with other managers.
- Presents visual information on monitor and track transactions, ensure dealers are doing their job correctly and efficiently, solve (customer) problems, train new hires, catch and handle cheaters, comp players and a lot of other things–many of which vary from casino to casino.

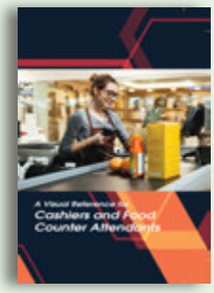
EDITION ①
ISBN: 978-1-98463-829-8
Price: $75
Copyright: 2020
Binding: Softcover




## A VISUAL REFERENCE FOR BANQUET SUPERVISOR

- Banquet supervisor should oversee banquet event and ensure that all service standards, departmental policies are followed by banquet staffs.
- Covers the all activities of a supervisor such as supervise all phases of all type of banquet functions, oversee banquet event and ensure that all service standards, and contact with the banquet host during the banquet function.

EDITION ①
ISBN: 978-1-98463-830-4
Price: $75
Copyright: 2020
Binding: Softcover




## A VISUAL REFERENCE FOR CASHIERS AND FOOD COUNTER ATTENDANTS

- Food attendant encompasses a myriad of workers who serve, prepare and assist customers at restaurants, cafeterias, coffee shops, hotels, hospitals, schools and concession stands.
- This visual reference guide covers on varied operations performed by food counter attendants and cashiers such as take customer orders, accept payment and serve customers at food counters, prepare, heat and finish cooking simple food items.

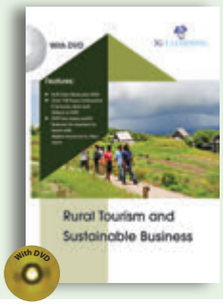
EDITION ①
ISBN: 978-1-98463-831-1
Price: $75
Copyright: 2020
Binding: Softcover




## ILLUSTRATED HANDBOOK OF HOSPITALITY ETHICS

- The hospitality industry is competitive, and that rivalry between brands can lead to a compromise of Hospitality Ethics.
- Hospitality managers are conscious of the responsibility and opportunities of their position of leadership.
- Takes a critical look at ethical issues in the tourism and hospitality industry, focusing on labor skills, ethics, rights, and more.

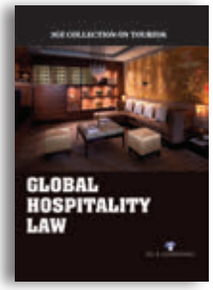
ISBN: 978-1-98463-549-5
Price: $180
Copyright: 2020
Binding: Hardcover




## RURAL TOURISM AND SUSTAINABLE BUSINESS (BOOK WITH DVD)

- Presents the theory and practice of tourism and recreation in rural areas.
- Provides a comprehensive, stimulating and up-to-date analysis of the key issues involved in the planning and management of rural tourism.
- Explores the business opportunities and challenges associated with the development and management of tourism in a rural environment.

EDITION ①
ISBN: 978-1-98462-326-3
Price: $90
Copyright: 2019
Binding: Softcover




## 3GE COLLECTION ON TOURISM: GLOBAL HOSPITALITY LAW

- Provides comprehensive coverage of the law relating to most types of business operating in the field of hospitality.
- This book is intended for hotel management students and professionals that cover the various laws related to the hotel industry may also be of relevance to environmentalists, policy-makers, NGOs, and investors working in the natural resources field.

ISBN: 978-1-98462-330-0
Price: $160
Copyright: 2019
Binding: Hardcover

EDITION ①

ISBN: 978-1-68094-868-4

Price: $90

Copyright: 2019

Binding: Softcover




## A COMPLETE GUIDE FOR TRAVEL PROFESSIONALS

- This guide introduces the travel and tourism industries, presents information about careers in these fields; the qualifications and experience needed to work in this area.
- Presents a guide to smart traveling, including suggestions on airlines, hotels, rental cars, group tours, and more.

EDITION ①

ISBN: 978-1-98462-321-8

Price: $90

Copyright: 2019

Binding: Softcover




## HOSPITALITY MANAGEMENT AND ORGANIZATIONAL BEHAVIOR (BOOK WITH DVD)

- Providing a comprehensive, integrated analysis of a diverse and complex industry, this book examines the whole of the hospitality industry and the ways in which it operates.
- A comprehensive introduction to students and for all those with an interest in hospitality, encouraging dialogue across disciplinary boundaries and areas of study.

EDITION ②

ISBN: 978-1-98462-322-5

Price: $90

Copyright: 2019

Binding: Softcover




## BANQUET FUNCTION AND CATERING SERVICE PROCEDURES (BOOK WITH DVD)

- Cooking is an art and a science. Catering involves making and serving meals for people. Emphasize the importance of becoming an efficient and effective caterer.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

EDITION ①

ISBN: 978-1-98462-323-2

Price: $90

Copyright: 2019

Binding: Softcover




## HOTEL & RESTAURANT DESIGN (BOOK WITH DVD)

- This work incorporates a diversity of style and form in designer hotels, luxury hotels, resorts, themed hotels and the stylish mainstream of international hotels for easy and frequent use by hospitality industry leaders and their architects and interior designers.
- Covers the latest technological advances in restaurant operations.
- Aimed at hospitality sector, foodies, interior design aficionados, as well as people who love beautiful and well-designed spaces.

EDITION ①

ISBN: 978-1-98462-324-9

Price: $90

Copyright: 2019

Binding: Softcover




## PURCHASING AND COSTING FOR THE HOSPITALITY INDUSTRY (BOOK WITH DVD)

- Right purchasing and costing decisions is a significant factor for success in the catering trade; this book is ideal for professionals in the hospitality fields who may be looking for answers to cost containment beyond traditional discussions of cost control.
- The book combines the financial aspect with the need to understand the consumer's ever-increasing quest for value.

EDITION ①

ISBN: 978-1-98462-325-6

Price: $90

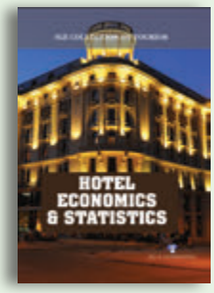
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Binding: Softcover




## TOURISM CRISIS AND DISASTER MANAGEMENT (BOOK WITH DVD)

- Offers comprehensive approaches to managing crises and appropriate tools and techniques of crisis management are explored, enabling readers to gain an insight into this critical aspect of tourism decision making.
- As crises continue to increase in prevalence and severity, this book provides a tangible framework to conceptualize crisis management in tourism industry.




## 3GE COLLECTION ON TOURISM: HOTEL ECONOMICS & STATISTICS

- This book takes students through all aspects of selling and servicing a convention at a hotel or other group meeting facility.
- The book may also be used by hotel general managers, marketing managers, revenue managers and other practitioners looking for ways to improve their knowledge in the field.

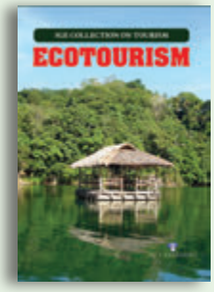
**ISBN: 978-1-98462-331-7**
**Price: $160**
**Copyright: 2019**
**Binding: Hardcover**




## 3GE COLLECTION ON TOURISM: SUSTAINABLE TOURISM DEVELOPMENT

- Tourism has become a major international industry, with many countries all over the world relying on the income it produces; this book provides an up-to-date, comprehensive coverage of the practice and management of the subject.
- Examines the theoretical and applied dimensions of contemporary sustainable tourism from a global perspective.

**ISBN: 978-1-98462-332-4**
**Price: $160**
**Copyright: 2019**
**Binding: Hardcover**




## 3GE COLLECTION ON TOURISM: ECOTOURISM

- The global tourism industry continues a trend of sustained growth, moving more people and generating domestic and foreign revenues; this book presents state-of-the-art and comprehensive knowledge base of the rapidly growing global ecotourism sector.
- This book will be of valued to students across a range of disciplines including geography, economics, business, ethics, biology, and environmental studies.

**ISBN: 978-1-98462-333-1**
**Price: $160**
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**Binding: Hardcover**




## 3GE COLLECTION ON TOURISM: TOURISM MARKETING

- Provides an overview to the marketing of travel strategy market segmentation, the business environment, marketing research as well as marketing planning, the efficiency of good strategies and practices and their impact on business and economic growth.
- Provides a thorough and detailed understanding of tourism marketing principles and practice within the context of inter- organisational collaboration.

**ISBN: 978-1-98462-334-8**
**Price: $160**
**Copyright: 2019**
**Binding: Hardcover**




## CORE CONCEPTS IN HOSPITALITY AND TOURISM: HOSPITALITY SERVICES MARKETING (BOOK WITH DVD)

- Discusses this vital discipline specifically for the tourism and hospitality industry.
- Analyzes the main issues in the field of hospitality marketing by focusing on past, present and future challenges and trends from a multidisciplinary global perspective.
- This book covers all the key marketing principles applied to tourism and hospitality, showing how these concepts work in practice and demonstrating the diverse range of tourism and hospitality.

**EDITION ①**
**ISBN: 978-1-98462-096-5**
**Price: $75**
**Copyright: 2019**
**Binding: Softcover**




## CORE CONCEPTS IN HOSPITALITY AND TOURISM: FOOD & BEVERAGE SERVICE (BOOK WITH DVD)

- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.
- This book aims at providing complete information and will act as a valuable tool for the students.

**EDITION ①**
**ISBN: 978-1-98462-097-2**
**Price: $75**
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**Binding: Softcover**

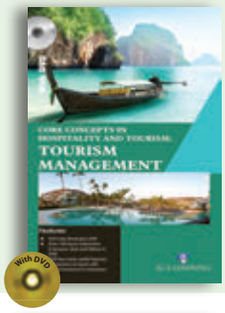
EDITION ①

ISBN: 978-1-98462-090-3

Price: $75

Copyright: 2019

Binding: Softcover




## CORE CONCEPTS IN HOSPITALITY AND TOURISM: TOURISM MANAGEMENT (BOOK WITH DVD)

- Examines the key elements of tourism - why it is an important global business and how it affects our everyday lives.
- The book tries to examine the complex global phenomenon of international tourism, exploring its various concepts in their different manifestations.

EDITION ①

ISBN: 978-1-98462-091-0

Price: $75

Copyright: 2019

Binding: Softcover




## CORE CONCEPTS IN HOSPITALITY AND TOURISM: HOTEL MANAGEMENT (BOOK WITH DVD)

- An essential text for hospitality management students, examines the relevance and applications of general management theory and principles to hospitality organizations.
- Covering the latest issues affecting the industry, this text gives students and professionals an up-to-date, dynamic learning resource.

EDITION ①

ISBN: 978-1-98462-092-7

Price: $75

Copyright: 2019

Binding: Softcover




## CORE CONCEPTS IN HOSPITALITY AND TOURISM: RESTAURANT SERVICE BASICS (BOOK WITH DVD)

- This book is essential for students in the hospitality field as well as newcomers who may be looking for answers to cost-containment and training issues.
- The book provides customer-facing professionals with short, simple, actionable advice designed to transform them into heroes in the eyes of the customers they serve.

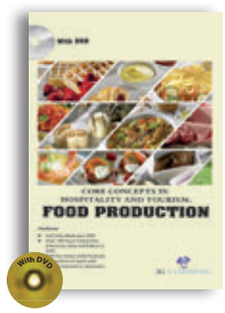
EDITION ①

ISBN: 978-1-98462-093-4

Price: $75

Copyright: 2019

Binding: Softcover




## CORE CONCEPTS IN HOSPITALITY AND TOURISM: FOOD PRODUCTION (BOOK WITH DVD)

- A comprehensive book specially designed to meet the needs of students of hotel management and aspiring chefs.
- Introduces students to the various aspects of the kitchen-ranging from the layout of the kitchen department to menu planning to production of food items.

EDITION ①

ISBN: 978-1-98462-094-1

Price: $75

Copyright: 2019

Binding: Softcover




## CORE CONCEPTS IN HOSPITALITY AND TOURISM: HOUSEKEEPING (BOOK WITH DVD)

- Explores the key elements of housekeeping, laying emphasis on theoretical foundations as well as practical techniques of housekeeping operations.
- Offers an updated view of the panning, provision and service of accommodation in hotels and similar establishments.

EDITION ①

ISBN: 978-1-98462-095-8

Price: $75

Copyright: 2019

Binding: Softcover




## CORE CONCEPTS IN HOSPITALITY AND TOURISM: HOTEL ACCOUNTING (BOOK WITH DVD)

- Intended to provide hospitality managers the knowledge and experience to be comfortable in using numbers to operate their departments.
- This book is an effort in this context to provide the students of hospitality management to have valuable tool for financial accounting.




## GLOBAL HOSPITALITY MANAGEMENT (BOOK WITH DVD)

- The book develops a critical view of the management theory and the traditional theories, looking at how appropriate they are in hospitality and tourism and in a multicultural context.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

**EDITION ②**

**ISBN: 978-1-98462-393-5**

**Price: $90**

**Copyright: 2019**

**Binding: Softcover**




## GREEN HOSPITALITY MANAGEMENT (BOOK WITH DVD)

- Sustainable tourism is attracting enormous attention today throughout the world. This book provides a conversant, comprehensive coverage of the practice and management of the subject.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

**EDITION ②**

**ISBN: 978-1-98462-396-6**

**Price: $90**

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**Binding: Softcover**




## CASINO OPERATIONS MANAGEMENT (BOOK WITH DVD)

- This second edition updates and expands the original text, addressing recent growth and changes in the casino industry both nationwide and internationally, and incorporating new games and new technology.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

**EDITION ②**

**ISBN: 978-1-98462-398-0**

**Price: $90**

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**Binding: Softcover**




## SPA SERVICES IN HOTEL INDUSTRY (BOOK WITH DVD)

- Intended to examine management practices in spa industry and offers a groundbreaking and comprehensive approach to global spa management.
- The edition is revised and restructured with the latest topics and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

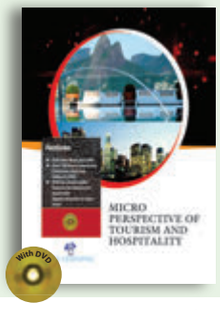
**EDITION ②**

**ISBN: 978-1-98462-427-7**

**Price: $90**

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**Binding: Softcover**




## MICRO PERSPECTIVE OF TOURISM AND HOSPITALITY (BOOK WITH DVD)

- The purpose of this book is to provide a framework for understanding the complex and multifaceted nature of the factors that affect destination competitiveness.
- Introduces students to the important topic of tourism ethics and illustrates how ethical principles and theory can be applied to address contemporary tourism industry issues.

**EDITION ①**

**ISBN: 978-1-98462-472-7**

**Price: $90**

**Copyright: 2019**

**Binding: Softcover**




## MULTICULTURAL DIVERSITY IN WORKPLACE FOR TOURISM PROFESSIONALS (BOOK WITH DVD)

- This book introduces readers to a powerful method for cross-cultural due diligence in mergers and organizational collaborations.
- It is intended to understand the relationship between culture, tourism and destination attractiveness.

**EDITION ①**

**ISBN: 978-1-98462-473-4**

**Price: $90**

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**Binding: Softcover**

EDITION ①

ISBN: 978-1-98462-465-9

Price: $90

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Binding: Softcover




## LEADERSHIP AND TEAM DEVELOPMENT IN HOSPITALITY SERVICE (BOOK WITH DVD)

- The nature of the leadership concept is explored; a guide to supervision and leadership in the tourism and hospitality industry.
- This book will discuss several theories and concepts, but will also provide you with several practical applications you will need to be successful.

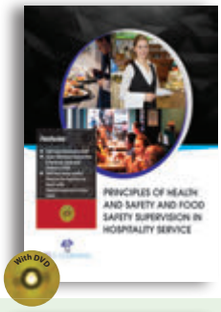
EDITION ①

ISBN: 978-1-98462-467-3

Price: $90

Copyright: 2019

Binding: Softcover




## PRINCIPLES OF HEALTH AND SAFETY AND FOOD SAFETY SUPERVISION IN HOSPITALITY SERVICE (BOOK WITH DVD)

- Provides insights into common food safety breaches along the food chain in the hospitality industry as well as the health consequences of producing and consuming unsafe food.
- Provides a thorough review of current food safety and sanitation information with practical applications.

EDITION ①

ISBN: 978-1-98462-468-0

Price: $90

Copyright: 2019

Binding: Softcover




## PRINCIPLES OF RESTAURANT RECEPTION SUPERVISION (BOOK WITH DVD)

- In the restaurant industry everyone has the same objective and goals in mind. This book covers all areas related to managing reception in restaurants, from communication, recruitment, and training to performance evaluation, discipline issues, and delegation.
- This comprehensive text on owning and operating a successful restaurant is designed to teach every aspect of the restaurant reception.

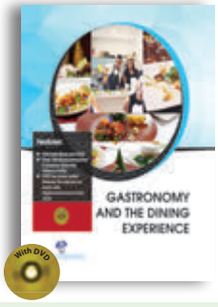
EDITION ①

ISBN: 978-1-98462-469-7

Price: $90

Copyright: 2019

Binding: Softcover




## GASTRONOMY AND THE DINING EXPERIENCE (BOOK WITH DVD)

- This book provides readers with crucial knowledge of the ingredients used to execute the fundamental step-by-step techniques provided and is designed to help readers expand their skills in the Molecular Gastronomy area.
- This book highlights techniques that have enabled chefs to achieve new and better ways of preparing food.

EDITION ①

ISBN: 978-1-98462-470-3

Price: $90

Copyright: 2019

Binding: Softcover




## CUSTOMER SERVICE IN TRAVEL & TOURISM (BOOK WITH DVD)

- A unique text and vital to both students as it explains not only the theory behind the importance of customer service but also acts as a guidebook for those wishing to make a career in travel and tourism.
- This book explores the challenges of managing tourism and hospitality businesses in order to produce maximum customer satisfaction.

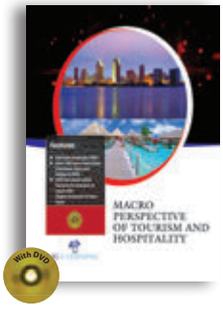
EDITION ①

ISBN: 978-1-98462-471-0

Price: $90

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Binding: Softcover




## MACRO PERSPECTIVE OF TOURISM AND HOSPITALITY (BOOK WITH DVD)

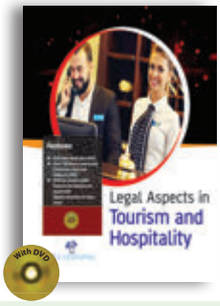
- Macro-environment trends that are political, economical, environmental, or social in nature can influence the direction of hospitality and tourism organizations.
- Covering micro-aspects of economics to the tourism destination, this is an invaluable resource for students learning about this subject.




## QUALITY SERVICE MANAGEMENT IN TOURISM AND HOSPITALITY (BOOK WITH DVD)

- This book is intended to enhance theoretical and practical understanding of quality management in tourism and hospitality.
- This book offers conceptual discourse, empirical evidence, application of existing and emerging theories, and implication of practical findings.

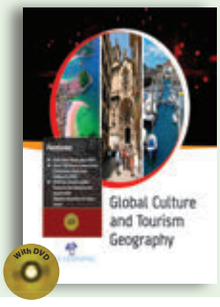
EDITION 1
ISBN: 978-1-98462-474-1
Price: $90
Copyright: 2019
Binding: Softcover




## LEGAL ASPECTS IN TOURISM AND HOSPITALITY (BOOK WITH DVD)

- The rules and regulations, ethics and morals; their practices and management and other legislation have been described in this book.
- Provides a comprehensive coverage of relevant law from a hospitality industry perspective.
- The primary focus of this text is to provide a bridge for students between the academic world and the real world.

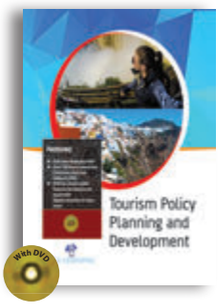
EDITION 1
ISBN: 978-1-98462-475-8
Price: $90
Copyright: 2019
Binding: Softcover




## GLOBAL CULTURE AND TOURISM GEOGRAPHY (BOOK WITH DVD)

- Tourism is an astonishingly complex phenomenon that is becoming an ever-greater part of life in today's global world. This book presents new directions both for tourism and cultural landscape studies in geography. .
- The book strives to connect tourism to key geographical concepts of globalization, mobility, production and consumption, physical landscapes, and post-industrial change.

EDITION 1
ISBN: 978-1-98462-476-5
Price: $90
Copyright: 2019
Binding: Softcover




## TOURISM POLICY PLANNING AND DEVELOPMENT (BOOK WITH DVD)

- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.
- Expands readers' knowledge about how tourism planning and policymaking takes place.

EDITION 1
ISBN: 978-1-98462-477-2
Price: $90
Copyright: 2019
Binding: Softcover




## 3G HANDY GUIDE: RESTAURANT OPERATIONS

- This book will be the perfect guide to train learners, covering all aspects of restaurant management and operations including illustrations and cases.
- This handy guide is essential for professionals in the hospitality field as well as newcomers who may be looking for answers to training issues.

EDITION 1
ISBN: 978-1-98462-406-2
Price: $70
Copyright: 2019
Binding: Softcover




## 3G HANDY GUIDE: TRAVEL AGENCY MANAGEMENT

- An entry-level handy guide for travel agency management, this work covers selling techniques, reservation procedures, marketing and selling ideas.
- This handy guide provides step-by-step designs on setting up a travel agency, making bookings, finding and keeping customers, and maximizing income.

EDITION 1
ISBN: 78-1-98462-412-3
Price: $70
Copyright: 2019
Binding: Softcover

EDITION ①

ISBN: 978-1-68094-793-9

Price: $70

Copyright: 2019

Binding: Softcover




## 3G HANDY GUIDE: BANQUET SERVICE PROCEDURES

- Food and beverage managers direct the food services of hotels. They oversee the operation of hotels' restaurants, cocktail lounges, and banquet facilities.
- This handy guide is fully illustrated delivering the steps, skills, and troubleshooting techniques learners will need to.

EDITION ①

ISBN: 978-1-68094-892-9

Price: $70

Copyright: 2019

Binding: Softcover




## 3G HANDY GUIDE: CATERING MANAGEMENT

- Culinary Arts learners enhance their skills in real-world locations that provide a rich blend of theory, skill development, and practical application.
- This handy guide is devoted to provide a quality education and training for all learners, especially those seeking to become hospitality professionals.

EDITION ①

ISBN: 978-1-68094-908-7

Price: $70

Copyright: 2019

Binding: Softcover




## 3G HANDY GUIDE: EVENT MANAGEMENT

- This is the indispensable guide for event professionals and event management learners who want to adjust their thinking and planning decisions towards sustainability.
- Complete with suggestions about all aspects of managing an event, this handy guide incorporates real-world cases tables, and photographs, as well as new material about the legal aspects of event planning.

EDITION ①

ISBN: 978-1-98462-313-3

Price: $70

Copyright: 2019

Binding: Softcover




## 3G HANDY GUIDE: FRONT OFFICE OPERATIONS

- This handy guide aims to train and empower learners and professionals with essentials of front office services in the hospitality industry.
- Provides clear and direct explanations of tools and techniques relevant to front office work. This guide is designed as an accompaniment to standard lodging or front office text books.

EDITION ①

ISBN: 978-1-98462-388-1

Price: $70

Copyright: 2019

Binding: Softcover




## 3G HANDY GUIDE: HOTEL FACILITIES MANAGEMENT

- Provides essential guidance on the law and practice of these various areas, with emphasis on practical implications and a how to approach, including budget summary spread sheets, cost-benefit analyses, case studies and exercises.
- This manual attempts to give readers that technical and human approach to housekeeping which will make their hotel the most sought after.

EDITION ①

ISBN: 978-1-98462-390-4

Price: $70

Copyright: 2019

Binding: Softcover




## 3G HANDY GUIDE: HOTEL OPERATIONS MANAGEMENT

- Covering the latest issues affecting the industry, this text gives learners and professionals an up-to-date, dynamic learning resource.
- This practical handbook, with emphasis on the day-to-day running of an operation, is filled with operational material that has been tried and used successfully.
- The handy guide will empower you with the knowledge and skills that will enable you to face daily activities with confidence.




## 3G HANDY GUIDE: BAR OPERATIONS

- With a clear layout and concise language this handy guide combines underpinning knowledge with real life examples so that learners can provide the highest level of customer service.
- This guide presents brand-new recipes and the latest techniques on creating specialty and theme cocktails for weddings and parties.

EDITION ①
ISBN: 978-1-98462-447-5
Price: $70
Copyright: 2019
Binding: Softcover




## 3G HANDY GUIDE: USE FOOD PREPARATION EQUIPMENT

- Food preparation equipment is the important stage between fresh food coming into the kitchen and being made ready for either cooking or direct service into the restaurant.
- This book illustrates on food preparation equipment, how to clean and handle them in a proper way. Food preparation generally requires the selection, measurement and combining of ingredients in an ordered procedure in an effort to achieve the desired result.

EDITION ①
ISBN: 978-1-98462-466-6
Price: $70
Copyright: 2019
Binding: Softcover




## 3G HANDY GUIDE: PREPARE DISHES USING BASIC METHODS OF COOKERY

- This handy guide presents methods and general principles of cookery. Different methods of cookery produce varying flavour characteristics and results in finished food items.
- The most important skill a chef needs to master is an understanding of the principles and methods of cookery.

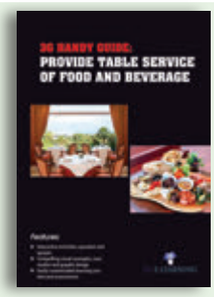
EDITION ①
ISBN: 978-1-98462-543-4
Price: $70
Copyright: 2019
Binding: Softcover




## 3G HANDY GUIDE: PRODUCE AND SERVE FOOD FOR BUFFETS

- This handy guide illustrates recipes suitable for a buffet-style including salads, main dishes, side dishes, breakfasts, and desserts.
- Buffets are an integral part of many commercial food operations. This book equip readers with the art of buffet and banquet entertaining with tantalizing, current recipes; guidance on plating, garnishing, and arranging; and design concepts and visual appeal.

EDITION ①
ISBN: 978-1-98462-544-1
Price: $70
Copyright: 2019
Binding: Softcover




## 3G HANDY GUIDE: PROVIDE TABLE SERVICE OF FOOD AND BEVERAGE

- This guide equips the readers' with hands-on manners in which food is laid out on the table including the table appointments used, the menus served, and the manner of waiting on the table.
- This handy guide also addresses the service needs of a wide range of dining establishments, from casual and outdoor dining to upscale restaurants and catering operations.

EDITION ①
ISBN: 978-1-98462-554-0
Price: $70
Copyright: 2019
Binding: Softcover




## 3G HANDY GUIDE: PRODUCE BAKERY PRODUCTS AND DESSERTS

- Successful preparation of pastry, cakes and desserts requires an understanding of the ingredients used, the techniques applied and the knowledge of how to bake correctly.
- This handy guide gives the practical and theoretical concepts, the methods and processes involved in the preparation of various bakery products.

EDITION ①
ISBN: 978-1-98462-555-7
Price: $70
Copyright: 2019
Binding: Softcover

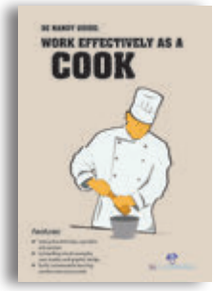
EDITION 1
ISBN: 978-1-98462-545-8
Price: $70
Copyright: 2019
Binding: Softcover




## 3G HANDY GUIDE: PREPARE FOOD TO MEET SPECIAL DIETARY REQUIREMENTS

- With nutrition and the impact of diet becoming a mainstream discussion, the adoption of other special diets by consumers without a specific medical diagnosis is also on the increase.
- This handy guide will be a valuable resource for undergraduate learners in culinary nutrition, nutrition science, food science and nutrition, and culinary arts courses.

EDITION 1
ISBN: 978-1-98462-546-5
Price: $70
Copyright: 2019
Binding: Softcover




## 3G HANDY GUIDE: WORK EFFECTIVELY AS A COOK

- This guide illustrates utilising all the preparation, cooking and presentation skills you have learnt and applying them under pressures of a real world kitchen.
- The guide demonstrates self-sufficiency and decision to complete routine activities and take limited responsibility in known and stable contexts within established parameters.

EDITION 1
ISBN: 978-1-98462-547-2
Price: $70
Copyright: 2019
Binding: Softcover




## 3G HANDY GUIDE: PREPARE SPECIALISED FOOD ITEMS

- This guide describes the performance outcomes, skills and knowledge required to prepare and cook food items that are more unusual in nature than those in standard recipes.
- A must for today's professional bakers, cake artists, baking and pastry learners, and cake decorating enthusiasts, this book is an indispensable one-stop resource on the art of cake design.

EDITION 1
ISBN: 978-1-98462-548-9
Price: $70
Copyright: 2019
Binding: Softcover




## 3G HANDY GUIDE: CLEAN KITCHEN PREMISES AND EQUIPMENT

- This handy guide gives learners both basic and advanced perspectives on the subject.
- This guide is essential for professionals in the hospitality field as well as newcomers who may be looking for answers to manage kitchen premises and equipment.

EDITION 1
ISBN: 978-1-98462-549-6
Price: $70
Copyright: 2019
Binding: Softcover




## 3G HANDY GUIDE: DESIGN AND COST MENUS

- This guide to strategically planning a menu offers a wealth of information on designing and pricing for profit.
- This book will be used as a guide for learners and hospitality professionals on the economic aspects of menu planning discusses choosing foods to be served, designing the menu customers see, setting prices, marketing, and management tips for preparing and serving items profitably.

EDITION 1
ISBN: 978-1-98462-553-3
Price: $70
Copyright: 2019
Binding: Softcover




## 3G HANDY GUIDE: PROVIDE HOUSEKEEPING SERVICES TO GUESTS

- Housekeeping is responsible for cleaning and maintaining guest rooms and so the practical knowledge is essential for learners and professionals.
- Illustrates housekeeping is about getting the job done quickly, with plenty of pictures explores the key elements of housekeeping, laying emphasis on theoretical foundations as well as practical techniques of housekeeping operations.




## 3G HANDY GUIDE: PREPARE AND PRESENT TOURS

- A range of assessment methods are given to enhance the practical skills and knowledge required to prepare and present tour commentaries or activities.
- Providing a valuable guidance in establishing a career path in the industry, you will learn some of the skills and knowledge necessary to effectively prepare and present tour commentaries and activities to ensure customer engagement and enjoyment.

EDITION ①

ISBN: 978-1-98462-556-4

Price: $70

Copyright: 2019

Binding: Softcover




## 3G HANDY GUIDE: SELL TOURISM PRODUCTS AND SERVICES

- This handy guide illustrates the performance outcomes, skills and knowledge required to proactively sell tourism, hospitality or event products and services.
- The guide suggests a variety of products to meet those needs, provide current and accurate product information and close the sale.

EDITION ①

ISBN: 978-1-98462-557-1

Price: $70

Copyright: 2019

Binding: Softcover




## 3G HANDY GUIDE: COMMERCIAL COOKING

- This book is an excellent and intriguing practical guide for anyone who wants to make a career in cooking or wants to experiment in the kitchen.
- The handy guide introduces learners to the various aspects of the kitchen-ranging from the layout of the kitchen department to menu planning to production of food items.

EDITION ①

ISBN: 978-1-98462-564-9

Price: $70

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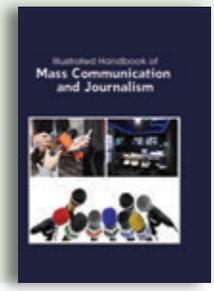
Binding: Softcover

ISBN: 978-1-68094-514-0

Price: $180

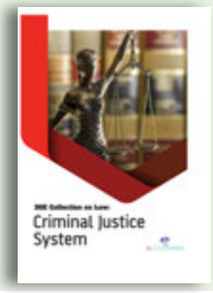
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Binding: Hardcover




## ILLUSTRATED HANDBOOK OF MASS COMMUNICATION AND JOURNALISM

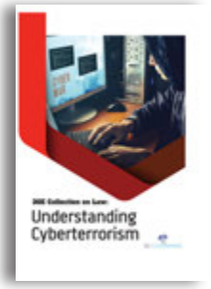
- Deals with a general introduction to communication theory, advertising, television, effects of media and development.
- This text is ideal for students taking courses in mass communication and media theory, media and society, mass communication effects, and mass media history.
- Encourages students to take more active roles as media consumers and gives them a deeper understanding of the role that the media play in both shaping and reflecting culture.




## 3GE COLLECTION ON LAW: CRIMINAL JUSTICE SYSTEM

- Explains the criminal justice system and how criminal cases are processed via the police, the court, and the correctional system.
- Examines the scientific study of victimization, the relationships between victims and offenders, the interactions between victims and the criminal justice system, and the connections between victims and other social groups and institutions.

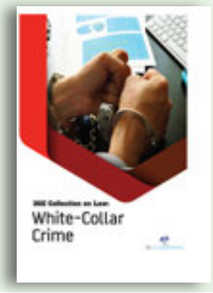
**ISBN: 978-1-98463-615-7**
**Price: $160**
**Copyright: 2020**
**Binding: Hardcover**




## 3GE COLLECTION ON LAW: UNDERSTANDING CYBERTERRORISM

- Provides an overview of the new and developing threats that cyberspace brings in terms of global security and the implications for corporate, law enforcement and national security responses.
- Students will gain an understanding of various definitions of cyber espionage, cyber terrorism, cyber warfare and information warfare.

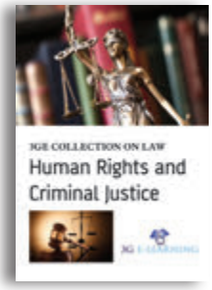
**ISBN: 978-1-98463-616-4**
**Price: $160**
**Copyright: 2020**
**Binding: Hardcover**




## 3GE COLLECTION ON LAW: WHITE-COLLAR CRIME

- White collar crimes involve criminal activities committed by people in the regular course of their business and involve bribery, extortion, fraud and embezzlement.
- This collection explores the law of economic and political crimes associated with the rubric "white-collar crime".
- A comprehensive, yet concise, resource addressing the most important topics students need to know about white-collar crime.

**ISBN: 978-1-98463-617-1**
**Price: $160**
**Copyright: 2020**
**Binding: Hardcover**




## 3GE COLLECTION ON LAW: HUMAN RIGHTS AND CRIMINAL JUSTICE

- Investigates the supposed justifications for limitation of the presumption of innocence. It does so through a comprehensive analysis of the history, rationale and scope of the presumption of innocence.
- This book will be key reading for academics and students of criminology, criminal justice and penology and will also be of interest to students of law.

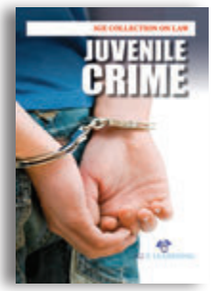
**ISBN: 978-1-98462-356-0**
**Price: $160**
**Copyright: 2019**
**Binding: Hardcover**




## 3GE COLLECTION ON LAW: PUBLIC CRIMINOLOGY

- This examination of the role of the defense in international criminal proceedings highlights its contribution to the development of international criminal law and the fair administration of international criminal justice.
- Offers an original and provocative account of the condition of, and prospects for, criminology which will be of interest not only to those who study in the fields of crime, security and punishment, but to anyone.

**ISBN: 978-1-98462-357-7**
**Price: $160**
**Copyright: 2019**
**Binding: Hardcover**




## 3GE COLLECTION ON LAW: JUVENILE CRIME

- Equally important, this book examines a range of solutions: Prevention and intervention efforts directed to individuals, peer groups, and families, as well as day care-, school- and community-based initiatives.
- This informative book presents all the current issues, problems, ideas, as well as some background on the controversies surrounding juvenile crime.

**ISBN: 978-1-98462-358-4**
**Price: $160**
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**Binding: Hardcover**

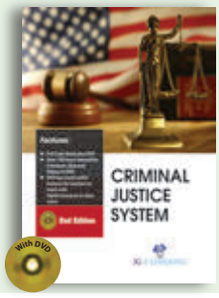
EDITION ②

ISBN: 978-1-98462-391-1

Price: $85

Copyright: 2019

Binding: Softcover




## CRIMINAL JUSTICE SYSTEM (BOOK WITH DVD)

- Addresses its strengths and its flaws--and makes recommendations for improvement. Illustrates the different types of law and justice systems while exploring the historical, political, economic, social, and cultural influences on each system
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.




## ILLUSTRATED HANDBOOK OF FUTURE LIBRARY TECHNOLOGY

- The focus of this book is on introducing current and future trends in library technology and automation within the larger context of strategic and systems.
- This book helps library workers understand the underpinnings of technology and how to powerfully manage tech to serve patrons and staff alike.

**ISBN: 978-1-68094-594-2**

**Price: $180**

**Copyright: 2019**

**Binding: Hardcover**




## 3GE COLLECTION ON LIBRARY SCIENCE: LIBRARY AUTOMATION

- This book is intended to give theoretical and practical information to the information managers about information technology and their applications in the library operations and services.
- This book is a guide for library students about the planning process for a library automation system of all sizes.

**ISBN: 978-1-98462-359-1**

**Price: $160**

**Copyright: 2019**

**Binding: Hardcover**




## 3GE COLLECTION ON LIBRARY SCIENCE: SMALL PUBLIC LIBRARY MANAGEMENT

- Includes everything administrators need to keep a handle on library operations, freeing them up to streamline and improve how the organization functions.
- This book is meant for practising librarians and students pursuing LIS courses. It covers and addresses all practical problems generally faced in the management of a library.

**ISBN: 978-1-98462-360-7**

**Price: $160**

**Copyright: 2019**

**Binding: Hardcover**




## 3GE COLLECTION ON LIBRARY SCIENCE: ELECTRONIC DOCUMENT MANAGEMENT SYSTEMS

- Among the activities of a records management program are identifying records and sources of records and providing records management guidance.
- This book provides a comprehensive overview of the technology of electronic document management using modern electronic image processing.

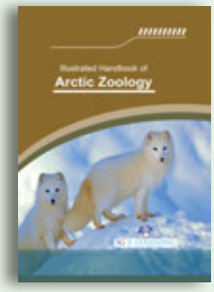
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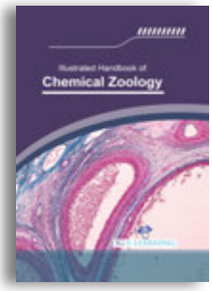
ISBN: 978-1-98463-533-4
Price: $180
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Binding: Hardcover




## ILLUSTRATED HANDBOOK OF ARCTIC ZOOLOGY

- This handbook provides a critical introduction to Arctic physical, biological, and social system, which is a crucial contributor to understanding the effects of those changes on the entire globe.
- Aims to understand how microscopic life exists at low temperatures to studies that aim to understand the migration patterns and feeding habits of polar bears and whales.
- Understanding how climate changes impact the structure and function of Arctic ecosystems is urgent and of high importance.

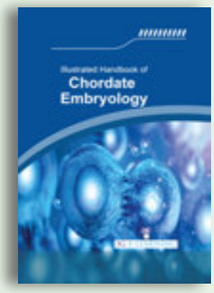
ISBN: 978-1-98463-534-1
Price: $180
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Binding: Hardcover




## ILLUSTRATED HANDBOOK OF CHEMICAL ZOOLOGY

- Zoology is currently experiencing a period of change in which chemical knowledge is progressively unified with the more classic knowledge of morphology and systematics.
- Includes animal's physiology, their behavior, and their interaction with other species in their environment.
- Covers anatomy, feeding, and digestion; carbohydrate, nitrogen, and lipid metabolism; osmoregulation; and growth and development.

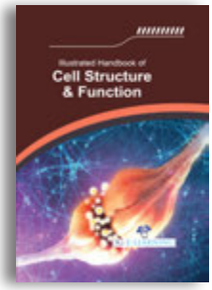
ISBN: 978-1-98463-535-8
Price: $180
Copyright: 2020
Binding: Hardcover




## ILLUSTRATED HANDBOOK OF CHORDATE EMBRYOLOGY

- Chordates are common in all major habitats. Tunicate larvae either seek out a place where they can attach and metamorphose into an adult or develop into adults that float in the open water. Cephalochordates develop in the open water, but as adults they lie partially or entirely buried in sand and gravel. In either case, they are filter feeders with simple behaviour.
- Up to date with the latest information on chordate embryology.
- The book contains topics on cellular basis of development, DNA, RNA and protein synthesis, reproductive cycles, parthenogenesis and regeneration.

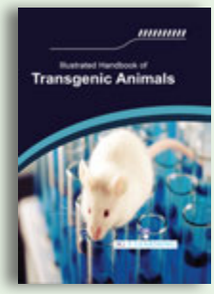
ISBN: 978-1-98463-542-6
Price: $180
Copyright: 2020
Binding: Hardcover




## ILLUSTRATED HANDBOOK OF CELL STRUCTURE & FUNCTION

- Cells are important elements of living. Be it humans or plants or animals, every living organism is composed of cells.
- Cells provide structure for the body, take in nutrients from food and carry out important functions.
- Provides an overview of the state of knowledge in the study of cellular structure and functions.
- Presents topics on the components of the cells, such as the mitochondria and the nucleus, and processes in the cells, including protein synthesis.

ISBN: 978-1-98463-543-3
Price: $180
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Binding: Hardcover




## ILLUSTRATED HANDBOOK OF TRANSGENIC ANIMALS

- The advent of transgenic technology, in which foreign genetic information is stably introduced into the mammalian germ line, has dramatically enhanced our basic knowledge of physiologic and pathologic processes.
- Highlights the use of biotechnology tools in the area of genetic engineering and provides comprehensive information related to current developments
- Addresses how to locate resources, animal alternatives, animal ethics and related issues.

ISBN: 978-1-98463-579-2
Price: $160
Copyright: 2020
Binding: Hardcover




## 3GE COLLECTION ON BIOLOGY: INSECT MOLECULAR BIOLOGY

- Insects are crucial components of many ecosystems, where they perform many important functions. They aerate the soil, pollinate blossoms, and control insect and plant pests.
- The molecular approaches have enabled the study of physiologically vital proteins/enzymes and sensillar-neural complexes that are involved in pheromonal studies.
- Provides an introduction to the techniques and information of molecular genetics of insects; reviews concepts, principles, and applications of these powerful tools.




## 3GE COLLECTION ON BIOLOGY: PHOTOBIOLOGY

- Light is a fundamental source of energy for all photosynthetic organisms and microorganisms; it is an environmental stimulus of primary importance for all living beings, terrestrial and aquatic, diurnal and nocturnal, prey and predator, as well. Photobiology is a large discipline that includes studies of both the beneficial and harmful effects of light.
- It covers topics from the atomic level to that of ecological communities. Photobiologists use all of the tools of science to study the chemical and biological effects of light and other non-ionizing radiation.

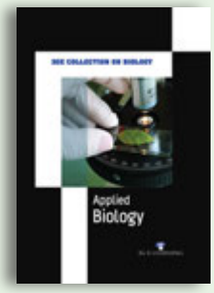
**ISBN: 978-1-98463-580-8**
**Price: $160**
**Copyright: 2020**
**Binding: Hardcover**




## 3GE COLLECTION ON BIOLOGY: EMBRYOLOGY AND ANGIOSPERMS

- The embryology of angiosperms has contributed much over the last century to an understanding of the structural diversity in micro and megasporogenesis, the development of micro- and megagametophytes, the fertilization, and the development of embryo, endosperm and seed coat.
- Plant embryogenesis for cell and molecular biologists, and plant biotechnologists.
- Provides an invaluable reference and source book on plant embryogenesis for cell and molecular biologists, and plant biotechnologists.

**ISBN: 978-1-98463-581-5**
**Price: $160**
**Copyright: 2020**
**Binding: Hardcover**




## 3GE COLLECTION ON BIOLOGY: APPLIED BIOLOGY

- Applied Biology is the science of life and of living organisms, including their structure, function, growth, origin, evolution, and distribution.
- The objectives of this book are to present an up-to-date account of the biology and its applications.

**ISBN: 978-1-98463-603-4**
**Price: $160**
**Copyright: 2020**
**Binding: Hardcover**




## CORE CONCEPTS IN BIOLOGY: STRUCTURE OF DNA (BOOK WITH DVD)

- The book provides a simple yet comprehensive introduction to nearly all aspects of DNA structure.
- This book provides readers with much-needed knowledge to help advance their understanding of the subject.

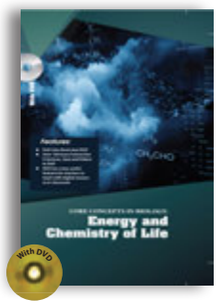
**EDITION ①**
**ISBN: 978-1-98463-770-3**
**Price: $75**
**Copyright: 2020**
**Binding: Softcover**




## CORE CONCEPTS IN BIOLOGY: EVOLUTION, ECOLOGY AND DIVERSITY (BOOK WITH DVD)

- You will learn about the diversity of life on Earth, including diversity in genes, physiology, shapes, sizes and behaviors.
- Include the diversity of life, the genetics and developmental basis of evolutionary change, processes at the population level, evolution by natural selection, modes of speciation, long-term trends in evolution, and origin of humans.

**EDITION ①**
**ISBN: 978-1-98463-771-0**
**Price: $75**
**Copyright: 2020**
**Binding: Softcover**




## CORE CONCEPTS IN BIOLOGY: ENERGY AND CHEMISTRY OF LIFE (BOOK WITH DVD)

- This book is designed to help students understand basic chemical principles and master problem-solving skills.
- Explores the chemical basis of life, including the biomolecular chemistry of amino acids, proteins, carbohydrates, lipids, and nucleic acids, as well as enzyme kinetics and mechanisms, thermodynamics, and core metabolism, control, and regulation.

**EDITION ①**
**ISBN: 978-1-98463-772-7**
**Price: $75**
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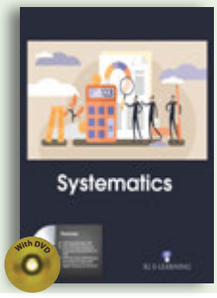
EDITION ①

ISBN: 978-1-98463-743-7

Price: $90

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Binding: Softcover




## SYSTEMATICS (BOOK WITH DVD)

- Contains a general survey of the principles of systematics and the areas of taxonomy with reference to biological diversity.
- Presents the theory and methodology of systematics as they are applied today to all groups of organisms, with a practical experience in the acquisition and analysis of systematic data.

EDITION ①

ISBN: 978-1-98463-744-4

Price: $90

Copyright: 2020

Binding: Softcover




## GENERAL ECOLOGY (BOOK WITH DVD)

- The goal of this course is to familiarize you with ecological theory and its applications.
- Covers population, community and ecosystem level ecology of plants and animals. It focuses on the interactions of organisms with each other and with their abiotic environment.

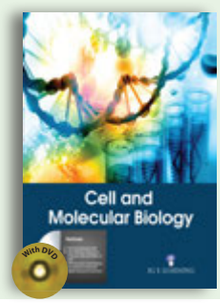
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## CELL AND MOLECULAR BIOLOGY (BOOK WITH DVD)

- Describes the structure and function of cells in all their genetic, biochemical, developmental, physiological and pathophysiological aspects.
- Covers a detailed analysis of the biochemical mechanisms that control the maintenance, expression, and evolution of prokaryotic and eukaryotic genomes.

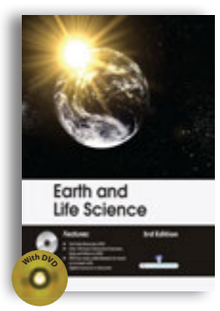
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## EARTH AND LIFE SCIENCE (BOOK WITH DVD)

- This 3rd edition examines progress in the fields of life and earth sciences; real-life applications of science concepts helps students relate academic material to their own experiences.
- The text is revised and updated with the latest information and new topics are added in this edition. This updated edition offers students real advice in navigating the ever-changing academic landscape.

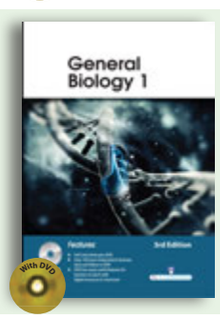
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## GENERAL BIOLOGY 1 (BOOK WITH DVD)

- With an ultimate goal to achieve a more thorough understanding of higher organisms in their entire complexity, this 3rd edition is revised and new chapters are added.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

EDITION ③

ISBN: 978-1-98462-525-0

Price: $90

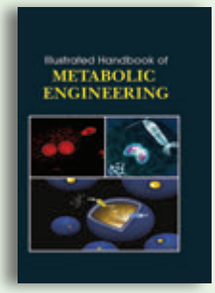
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## GENERAL BIOLOGY 2 (BOOK WITH DVD)

- Provides students with an understandable and engaging encounter with the fundamentals of biology.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.




## ILLUSTRATED HANDBOOK OF METABOLIC ENGINEERING

- In practice, metabolic engineering is the directed improvement of cellular properties through the application of modern genetic methods.
- Emphasizes metabolic pathway integration and relies on metabolic fluxes as determinants of cell physiology and measures of metabolic control.
- This book provides perspectives on how to engineer microbial metabolism for chemical synthesis.

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## ESSENTIALS OF BIOTECHNOLOGY: WORLD EDITION

- Provides a solid grounding in core biotechnology concepts, as well as information on cutting-edge science and technology and their applications in real-world agriculture, medicine, and health care.
- Offers a comprehensive review of the prospects for a wide range of food ingredients produced using biotechnology.
- Designed for students of biotechnology and related fields, this book describes the potential applications of biotechnology in the industrial sector.

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## 3GE COLLECTION ON BIOLOGY: CELL BIOLOGY

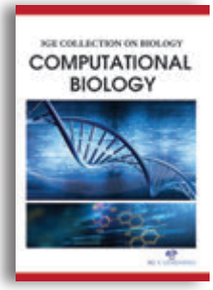
- The last two decades the field of cell biology has undergone an absolute revolution, leading to major advances in our understanding of cell structure and function.
- Comprehensive state-of-the-art information about cell biology, what it is, the people responsible for helping us understand it, and how it affects us in the world today.

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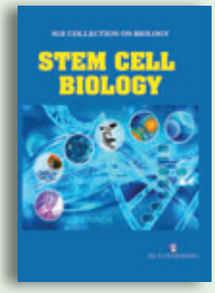
- Computational biology has witnessed an unprecedented expansion over the last few years; this book presents a comprehensive overview of the use of computational biology approaches in the drug discovery and development process.
- A comprehensive overview of the use of computational biology approaches in the drug discovery and development process.

**ISBN: 978-1-98462-380-5**

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## 3GE COLLECTION ON BIOLOGY: STEM CELL BIOLOGY

- Stem cells refer to the undifferentiated biological cells that can divide themselves through mitosis to form more stem cells. This book provides a comprehensive and engaging overview of the latest innovations in the field.
- Stem cell also involves complex ethical and legal considerations since they involve adult, foetal tissue and embryonic sources. This book provides a comprehensive review of the properties and potential uses of stem cells, including stem cells in tissue engineering, cancer, gene therapy and in dental tissues.

**ISBN: 978-1-98462-381-2**

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## CORE CONCEPTS IN BIOLOGY: ORIGIN AND EVOLUTION OF LIFE (BOOK WITH DVD)

- Origin and Early Evolution of Life draws on evidence from molecular genetics, the structure and function of extant organisms, and geology.
- Examines the astrobiological origins of life and the emergence of biodiversity in extreme environments.

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## CORE CONCEPTS IN BIOLOGY: DEVELOPMENTAL BIOLOGY (BOOK WITH DVD)

- Knowledge of normal developmental processes can aid in the understanding of developmental abnormalities and other conditions such as cancer.
- This book provides a comprehensive survey of the major topics in the field of developmental biology.

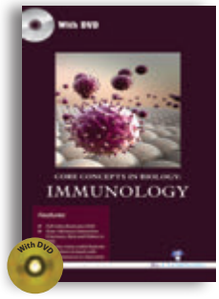
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## CORE CONCEPTS IN BIOLOGY: IMMUNOLOGY (BOOK WITH DVD)

- Immunology gives the new biomedical scientist an insight into the function of the immune system.
- Easy to understand and easy to use, this essential book reflects the rapid progress in one of the most intriguing fields of medicine.

EDITION ①

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## CORE CONCEPTS IN BIOLOGY: MICROBIOLOGY (BOOK WITH DVD)

- Focuses on the foundations of microbiology, the bacteria, and bacterial diseases of humans, other microorganisms, disease and resistance.
- Provides an introduction to the cell types, chemical mediators, and general mechanisms of the host's first response to invasion.

EDITION ①

ISBN: 978-1-98462-009-5

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## CORE CONCEPTS IN BIOLOGY: GENETICS (BOOK WITH DVD)

- Integrates the principles, methods and approaches of epidemiology and genetics in the study of disease etiology.
- Students in agriculture, anthropology, botany, medicine, sociology, veterinary medicine, and zoology should add this text to their list of primary reading materials.

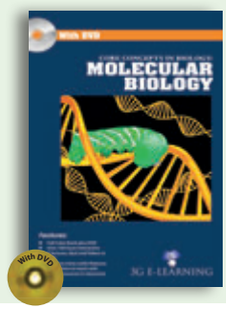
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## CORE CONCEPTS IN BIOLOGY: MOLECULAR BIOLOGY (BOOK WITH DVD)

- Covers the models and methods that are used to understand human genetics, following the historical and recent developments of human genetics.
- Focuses on the underlying principles of biochemistry, microbiology, fermentation technology, and chemical engineering as interdisciplinary themes, constructing the foundation of biotechnology and bioengineering.

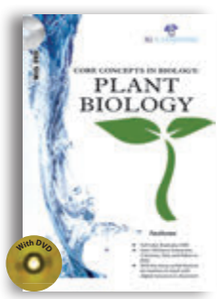
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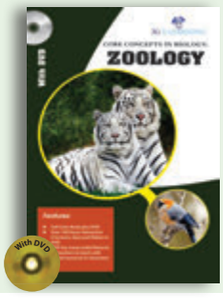
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## CORE CONCEPTS IN BIOLOGY: PLANT BIOLOGY (BOOK WITH DVD)

- This book provides an updated, thorough overview of the fundamentals of botany.
- The organization of topics, the depth and breadth of coverage and the incorporation of applied material throughout the book are all aimed at helping students learn.




## CORE CONCEPTS IN BIOLOGY: ZOOLOGY (BOOK WITH DVD)

- This book presents insight into the animal kingdom, including the structure, embryology, evolution, classification, habits, and distribution of all animals, both living and extinct, and how they interact with their ecosystems.
- Presents a history of the scientific understanding of animals, discussing such topics as classification, animal behavior, menageries and zoos, genetics, and mythology.

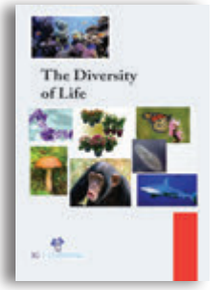
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## THE DIVERSITY OF LIFE

- Examines the astrobiological origins of life and the emergence of biodiversity in extreme environments.
- Gives a comprehensive understanding of the enormous diversity of life on this planet and will be an enlightening and educational resource for students from a variety of backgrounds.

EDITION ①

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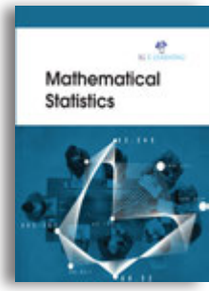
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## DESCRIPTIVE STATISTICS

- The aim of this book is to summarize and present numerical information in a manner that is illuminating and useful.
- Statistics is the collection, presentation, and summary of numerical information in such a way that the data can be easily interpreted.
- This book will cover graphical as well as numerical summaries of data.

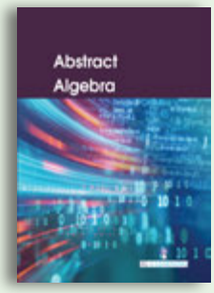
EDITION ①
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## MATHEMATICAL STATISTICS

- A wide-ranging, extensive overview of modern mathematical statistics, this work reflects the current state of the field while being succinct and easy to grasp.
- Covers mathematical theory of sampling; normal populations and distributions; chi-square, t, and F distributions; hypothesis testing; estimation; confidence intervals; sequential analysis; correlation, regression; analysis of variance.

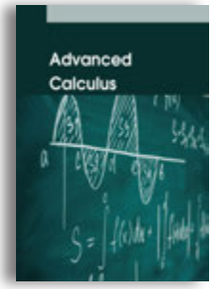
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## ABSTRACT ALGEBRA

- Introduces students to that language through a study of groups, group actions, vector spaces, linear algebra, and the theory of fields.
- Accessible but rigorous, this outstanding text encompasses all of the topics covered by a typical course in elementary abstract algebra.
- Takes a novel approach to the standard introductory material on groups, rings, and fields.

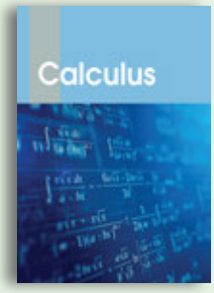
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## ADVANCED CALCULUS

- Proposes an in-depth and rigorous discussion of the fundamental tools of real analysis and calculus, such as limits, sequences, continuity and differentiability of functions.
- Outlines theory and techniques of calculus, emphasizing strong understanding of concepts, and the basic principles of analysis.
- Offers new insights into fundamental elements of the calculus of differentiable maps.

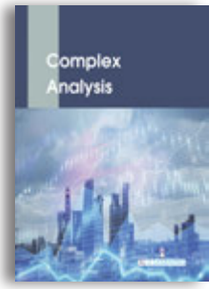
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## CALCULUS

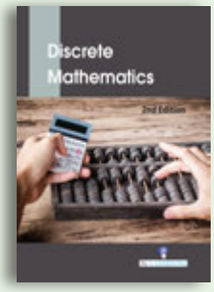
- Covers real numbers, functions, continuity and limits, derivatives, curve sketching, optimization areas between curves, applications of the derivative, anti-derivatives, integrals, and areas.
- Offers an overview of the central ideas in calculus and gives examples of how calculus is used to translate many real-world phenomena into mathematical functions.

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## COMPLEX ANALYSIS

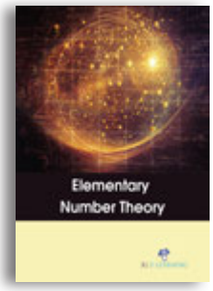
- Complex analysis is the study of functions that live in the complex plane, that is, functions that have complex arguments and complex outputs.
- The book offers new and interesting motivations for classical results and introduces related topics that do not appear in this form in other texts.




## DISCRETE MATHEMATICS

- This book is intended to understand and use (abstract) discrete structures that are backbones of computer science.
- In particular, this book is meant to introduce logic, proofs, sets, relations, functions, counting, and probability, with an emphasis on applications in computer science.
- Fully updated throughout, enable the students to develop the requisite computational skills needed in software engineering.
- Some new chapters covering current topics are also added in this revised edition.

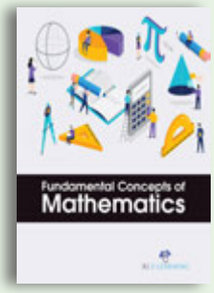
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## ELEMENTARY NUMBER THEORY

- Covers the basics of number theory, offers an outstanding introduction to partitions, plus chapters on multiplicativity-divisibility, quadratic congruences, additivity, and more.
- Gives advanced students an introduction to the deep theory of the integers, with focus on the properties of prime numbers, and integer or rational solutions to equations.

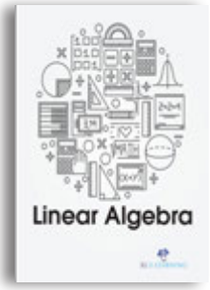
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## FUNDAMENTAL CONCEPTS OF MATHEMATICS

- Fundamental Math explores foundational concepts in math.
- Students master basic skills and extend their knowledge as they prepare for more advanced work.
- The book will serve all the mathematical proofs and the foundation upon which all mathematics is built.

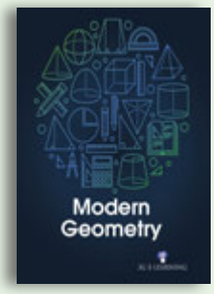
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## LINEAR ALGEBRA

- The student will become competent in solving linear equations, performing matrix algebra, calculating determinants, and finding eigenvalues and eigenvectors.
- Covers basic concepts and techniques of linear algebra, and provide an appreciation of the wide application of this discipline within the scientific field.
- Provides insight into how linear algebra theorems and results, sometimes quite abstract, impinge on everyday life.

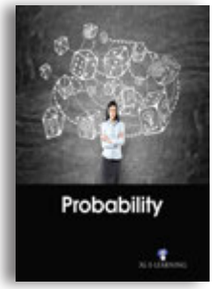
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## MODERN GEOMETRY

- Provides an overview of the field of geometry by studying selected geometries in depth, both Euclidean and non-Euclidean.
- The aim of this book is to develop basic geometric tools to explore properties of systems of polynomial equations and varieties.
- The book covers subjects related to Invariant theory, homological algebra questions of Algebraic geometry including derived categories, complex analytic, differential geometric and arithmetic aspects of the geometry of algebraic varieties.

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## PROBABILITY

- Covers the basic principles of the theory of probability and its applications.
- Provides a wide-ranging and entertaining introduction to probability and random processes and many of their practical applications, including basic combinatorics, random variables, probability distributions, Bayesian inference, hypothesis testing, confidence intervals, and linear regression.

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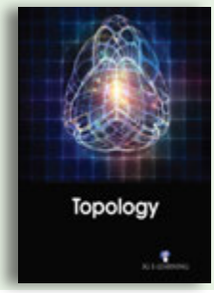
EDITION ①

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## TOPOLOGY

- An introduction to topological spaces. It deals with constructions like subspaces, product spaces, and quotient spaces, and properties like compactness and connectedness.
- Introduces topology, covering topics fundamental to modern analysis and geometry.
- It also deals with subjects like topological spaces and continuous functions, connectedness, compactness, separation axioms, and selected further topics such as function spaces, metrization theorems, embedding theorems and the fundamental group.

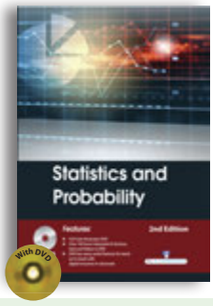
EDITION ②

ISBN: 978-1-98462-501-4

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## STATISTICS AND PROBABILITY (BOOK WITH DVD)

- Introduces the historical and mathematical basis of statistics and probability as well as their application to everyday situations.
- From predicting an event to conducting surveys and analyzing test scores, this book is for students understand how these concepts are applied in real-world scenarios.
- Fully updated throughout, some new chapters covering current topics are also added in this revised edition.

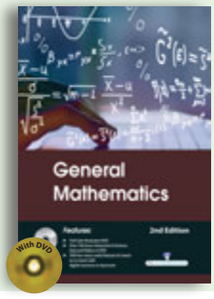
EDITION ②

ISBN: 978-1-98462-502-1

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## GENERAL MATHEMATICS (BOOK WITH DVD)

- A comprehensive book covering the complete Preliminary mathematics course.
- The book covers all the material required to everyday contexts, building on the Foundation tier material.
- Equipped with the latest information, this book offers students real advice in navigating the ever-changing academic landscape.
- Fully updated throughout, some new chapters covering current topics are also added in this revised edition.

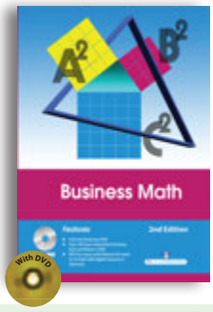
EDITION ②

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## BUSINESS MATH (BOOK WITH DVD)

- Providing comprehensive coverage of personal and business-related mathematics, the book is refreshingly different in its approach, and endeavors to motivate student to learn the concept and apply them in real-life situations.
- Fully updated throughout, some new chapters covering current topics are also added in this revised edition.

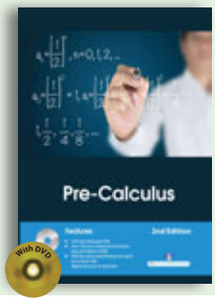
EDITION ②

ISBN: 978-1-98462-504-5

Price: $90

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Binding: Softcover




## PRE-CALCULUS (BOOK WITH DVD)

- The text is intended to revolutionize the way students learn material by incorporating more real-world applications, ongoing review, and innovative technology.
- Fully updated throughout, some new chapters covering current topics are also added in this revised edition.
- This book offers students real advice in navigating the ever-changing academic landscape.

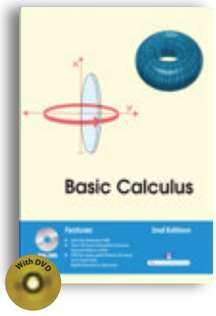
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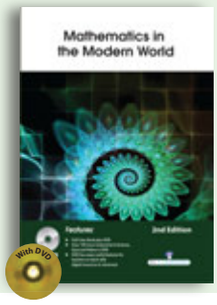
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- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

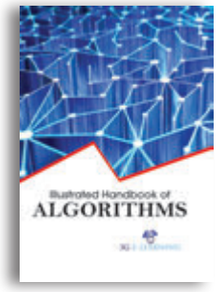
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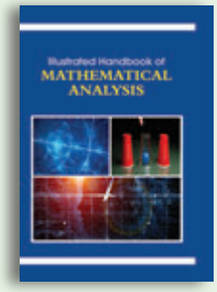
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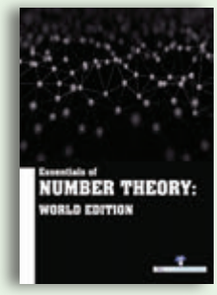
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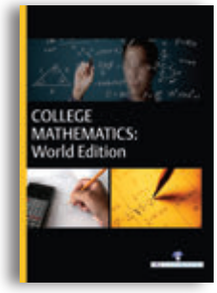
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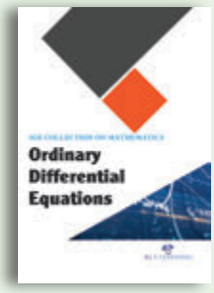
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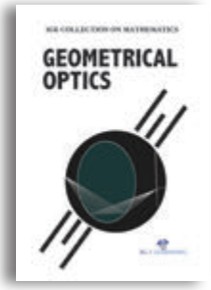
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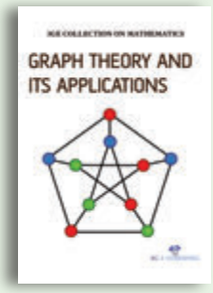
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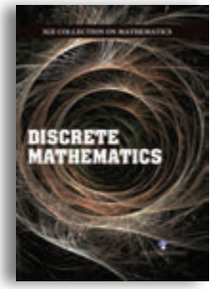
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- An introductory text in graph theory, this treatment covers primary techniques and includes both algorithmic and theoretical problems.
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- This approachable text studies discrete objects and the relationsips that bind them.
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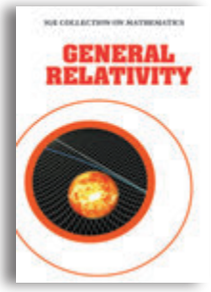
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- The aim of this book is to discuss the fundamental ideas which lie behind the statistical theory of learning and generalization.
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- The book concludes with a brief discussion of classical field theory and the derivation of general relativity from a variational principle.
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## 3GE COLLECTION ON MATHEMATICS: FUNCTIONS OF COMPLEX VARIABLES

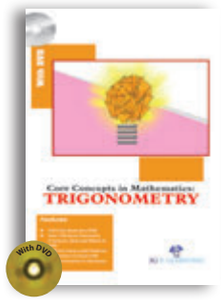
- This book makes available to readers a comprehensive range of analytical techniques based upon complex variable theory, topic essential to training students in complex analysis.
- Discusses a variety of problems which are usually treated in the theory of functions of one complex variable, the level being gauged for graduate students.

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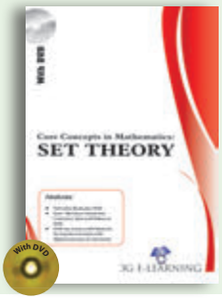
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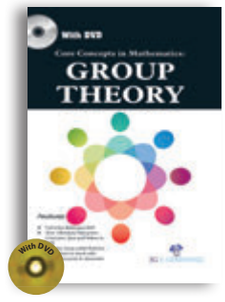
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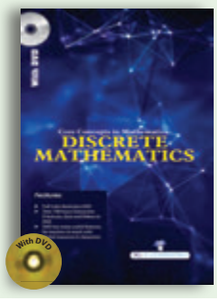
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- The vital role that discrete mathematics plays in computer science is strongly emphasized as well; this book focuses on combinatorics, graph theory with applications to some standard network optimization problems, and algorithms.
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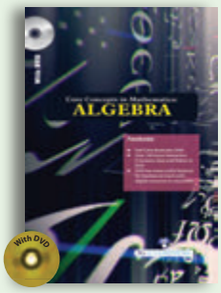
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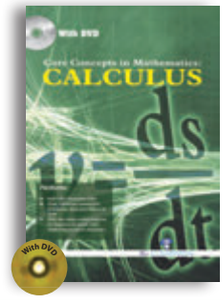
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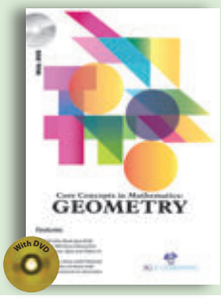
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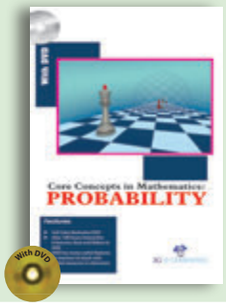
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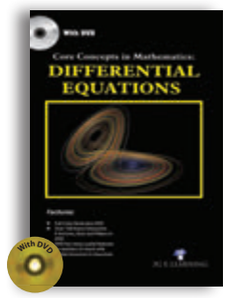
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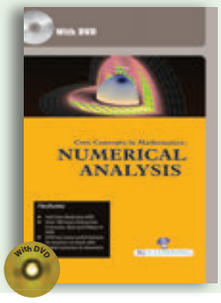
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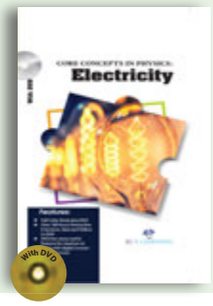
- Sound and light are very different, even though they are both waves. Light waves move at speeds that are nearly one million times faster than sound waves are capable of traveling.
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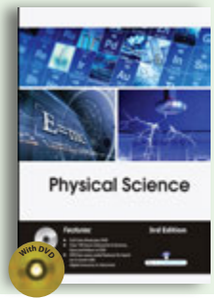
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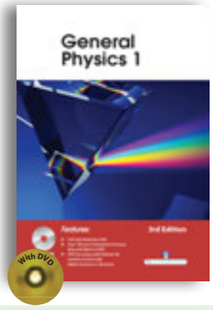
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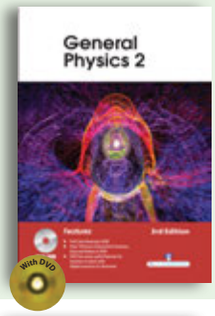
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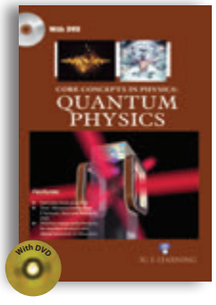
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- Presents a comprehensive review of the theory and application of semiconductors.
- Examines the fundamental physics underlying this rich complexity of photoelectronic properties of semiconductors, and will familiarize the reader with the relatively simple models that are useful in describing these fundamentals.

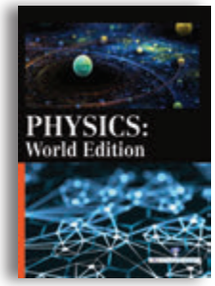
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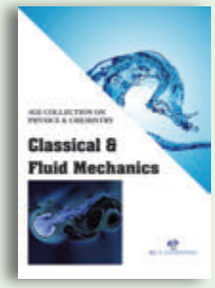
- Presents a history of physics, examining the theories and experimental practices of the science. This accessible and engaging edition provides an overview of many of the topics that currently engage philosophers of physics.
- It surveys new issues and the problems that have become a focus of attention in recent years.

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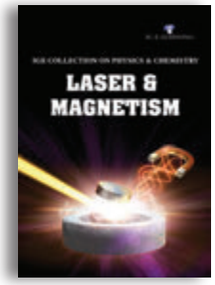
- Fluid Mechanics is a vital repository of essential information on this crucial subject, this book gives an overview of classical topics in fluid dynamics, focusing on the kinematics and dynamics of incompressible inviscid and Newtonian viscous fluids, but also including some material on compressible flow.
- The book presents a logical assembly of important ideas, approaches and specialist applications in one self-reliant volume.

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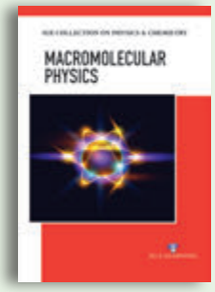
- Features an emphasis on basic laser principles and theory, without requiring a quantum mechanical background, explores the current state of laser dynamics and provides reference data and basic experimental facts for old and new generation lasers.
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- Attempts to provide a background perspective to the field of polymeric and organic materials and it will be of great value to students dealing with this course.

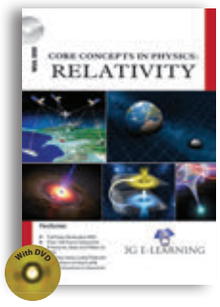
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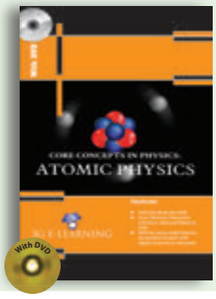
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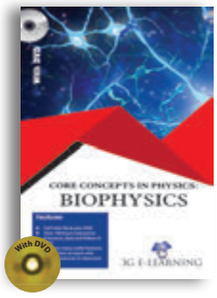
- Einstein's special theory of relativity is one of the greatest intellectual achievements in mathematical physics ever made.
- This book provides the essential principles and results of special relativity as required by undergraduates.




## CORE CONCEPTS IN PHYSICS: ATOMIC PHYSICS (BOOK WITH DVD)

- Presents a comprehensive overview of the spectacular advances seen in atomic physics.
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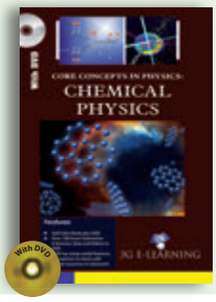
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- Specifically tailored to life science students, this book explains quantitative aspects of human biophysics with examples drawn from contemporary physiology, genetics and nanobiology.
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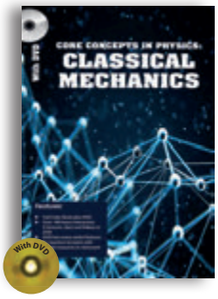
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## CORE CONCEPTS IN PHYSICS: CHEMICAL PHYSICS (BOOK WITH DVD)

- Taking an individual approach, this book focuses on the concepts underlying chemical physics.
- Investigates physicochemical phenomena and their uses in the fields of electronics, photonics, and biomedical engineering techniques.

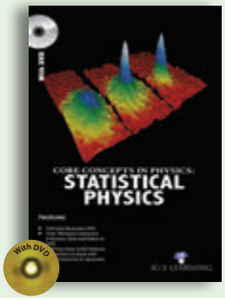
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## CORE CONCEPTS IN PHYSICS: CLASSICAL MECHANICS (BOOK WITH DVD)

- This text provides a pedagogical tour through mechanics from Newton to Einstein with detailed explanations and a large number of worked examples.
- Students who have had basic undergraduate classical mechanics or who have a good understanding of the mathematical methods of physics will benefit from this book.

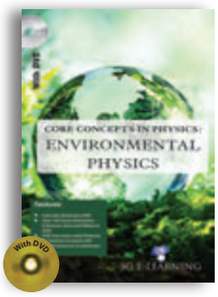
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- A lucid presentation of statistical physics and thermodynamics which develops from the general principles to give a large number of applications of the theory.
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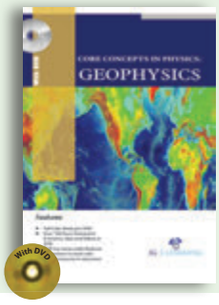
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## CORE CONCEPTS IN PHYSICS: GEOPHYSICS (BOOK WITH DVD)

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- Laser is used to completely melt the preplaced powder and partially melt the substrate such that a strong bond is formed at the interface. Coverage of the most recent advancements and applications in laser materials processing.
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## CORE CONCEPTS IN PHYSICS: MATHEMATICAL PHYSICS (BOOK WITH DVD)

- The goal of this book is to expose the reader to the indispensable role that mathematics plays in modern physics.
- Provides coverage of the field of mathematical physics, from dominantly mathematical subjects to particle physics, condensed matter, and application of mathematical physics methods in various areas.

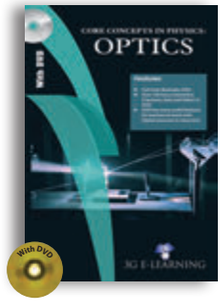
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## CORE CONCEPTS IN PHYSICS: OPTICS (BOOK WITH DVD)

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- Provides an international to optics and is mainly intended for under graduate students of science and engineering.

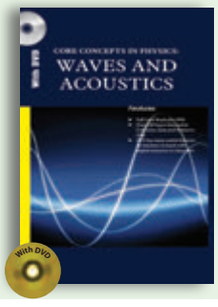
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## CORE CONCEPTS IN PHYSICS: WAVES AND ACOUSTICS (BOOK WITH DVD)

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- This book presents the theory of waves and oscillations and various applications of acoustics in a logical and simple form.

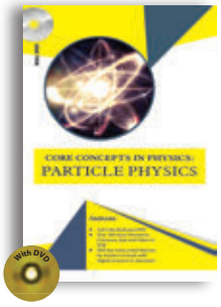
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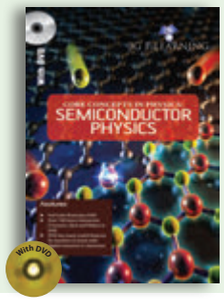
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## CORE CONCEPTS IN PHYSICS: PARTICLE PHYSICS (BOOK WITH DVD)

- Provides a compelling introduction to the fundamental constituents of the universe.
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- Covers the physics of semiconductors on an introductory level, assuming that the reader already has some knowledge of condensed matter physics.
- Help readers to consolidate their knowledge on semiconductor physics and physical electronics.

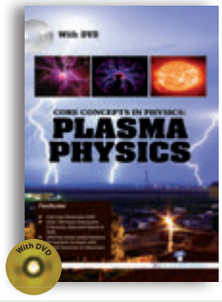
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## CORE CONCEPTS IN PHYSICS: PLASMA PHYSICS (BOOK WITH DVD)

- Designed to present a comprehensive, logical and unified treatment of the fundamentals of plasma physics based on statistical kinetic theory.
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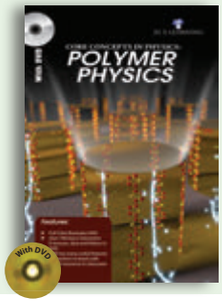
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- This book offers a much-needed overview of the science of polymer physics today.
- Fundamentals of polymer physics are explained in this book without excessive use of calculations.

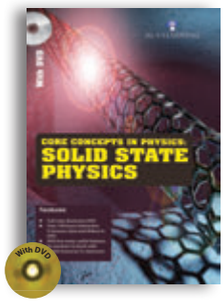
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## CORE CONCEPTS IN PHYSICS: SOLID STATE PHYSICS (BOOK WITH DVD)

- Focuses on the fundamental concepts while building a strong conceptual framework.
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- Globalisation is the process of increased interconnectedness among countries. The prosperous economic development that is typically gained because of the increased interconnectedness among countries usually results in a better standard of living, and an overall improved quality of life.
- This handbook attempts to explain what role globalisation has played and its overall impact on economic development.

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## ILLUSTRATED HANDBOOK OF PUBLIC POLICY

- Public policy is best described as the broad area of government laws, regulations, court decisions, and local ordinances. In any economic system, there is a role for the state and for government policy.
- This handbook will discuss the benefits and drawbacks from the point of view that globalization made in the developing countries in the three important fields such as economic and trade processes, education and health systems and culture effects.

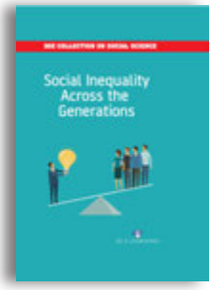
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## 3GE COLLECTION ON SOCIAL SCIENCE: SOCIAL INNOVATION AND DEMOCRATIC LEADERSHIP

- Democratic leadership is a style of leadership found in human resources theory and participative management.
- In this book, you will learn what democratic leadership and some of its advantages and disadvantages.
- It provides ideas and tools to help foster social change.

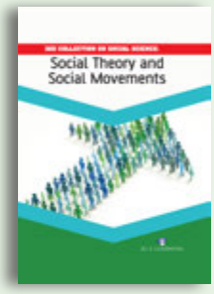
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## 3GE COLLECTION ON SOCIAL SCIENCE: SOCIAL INEQUALITY ACROSS THE GENERATIONS

- Social inequality is the existence of unequal opportunities and rewards for different social positions or statuses within a group or society that have the effect of limiting or harming a group's social status, social class, and social circle.
- Social inequality results from a society organized by hierarchies of class, race, and gender that broker access to resources and rights in ways that make their distribution unequal.
- This collection presents insights from multiple disciplines to illuminate the complex ways that socioeconomic status, race, and gender shape the nearly every aspect of lives across the generations.

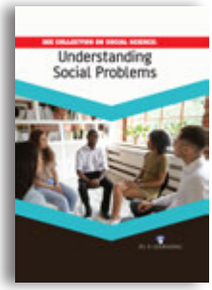
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## 3GE COLLECTION ON SOCIAL SCIENCE: SOCIAL THEORY AND SOCIAL MOVEMENTS

- The guiding purpose of sociological theory is to name these thoughts and movements so that they can be shared with a wider audience.
- The purpose of sociological theory is to give scientists and scholars a way to think and write about human behavior that is categorizable and smaller in scope than talking about society as a whole. Sociological theory often overlaps with major movements in politics or philosophy.
- Overall, this book attempts to understand social order and what creates social change.

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## 3GE COLLECTION ON SOCIAL SCIENCE: UNDERSTANDING SOCIAL PROBLEMS

- Social problems are the general factors that affect and damage society. Whether social problems emerge as issues of social justice or social order, they are usually associated with the idea that 'something must be done'.
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- Gives a balanced, student-centered approach to provide a comprehensive exploration of social problems.




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- This book will focus on violence in our society by critically evaluating theory, research public policy, action and representation related to the causes and control of violence.
- This book examines the root causes and consequences of violent behavior exhibited by individuals in our society.

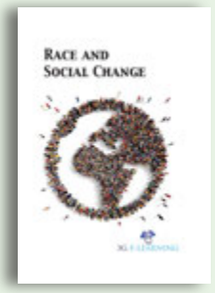
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## 3GE COLLECTION ON SOCIAL SCIENCE: DRUGS AND SOCIETY

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- This book will look at issues surrounding drug use and its relationship to crime, medicalization in our society, and various movements aimed at drugs.

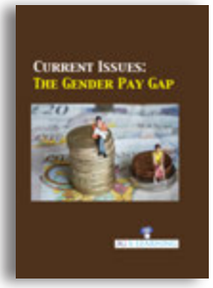
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## RACE AND SOCIAL CHANGE

- The study of social change within and between societies is a central concern in classical and contemporary sociology.
- Demonstrates ability to critically analyse sociological theories and concepts of comparative social change.
- Essential for everyone who has a passion to learn, to converse and connect with each other, and for the personal and systemic leadership required for social change for the betterment of self, others and society.

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## CURRENT ISSUES: THE GENDER PAY GAP

- Though the gender pay gap is gradually decreasing over time, there have also been recent reversals in progress on this issue. Despite increasing awareness, the gender pay gap has yet to close.
- This book covers the differences between men's and women's wages that still exist, and today's efforts to close the gap.

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## CURRENT ISSUES: DEFINING SEXUAL CONSENT

- Consent is an agreement between participants to engage in sexual activity. There are many ways to give consent, and some of those are discussed in this book.
- Going out with someone or being in a relationship can make you feel many different things - happiness, nervousness, excitement and love. Sometimes it can also be confusing, especially when it comes to intimacy and sex.
- By highlighting the underlying preconceptions and prejudices in the language of courtrooms today, this important book paves the way towards a fairer judicial system for the future.

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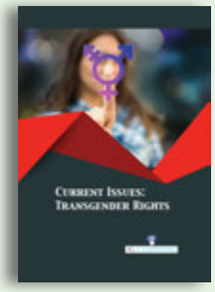



## CURRENT ISSUES: GUN CONTROL

- In recent years, political discourse about gun control has become increasingly volatile and this book illuminates the various reasons why.
- Discusses the history of guns and gun control, and relevant laws and legal cases.
- Will stimulate and clarify readers' thinking on the key issues surrounding guns especially on the debate over gun control.

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## CURRENT ISSUES: TRANSGENDER RIGHTS

- Transgender people come from all walks of life. Transgender rights are not just limited to bathroom bills, though the controversial issue has dominated news headlines for the past few years.
- Covers the growing acceptance of the transgender community throughout the years, the discrimination transgender men and women face each day, and how governments are making changes to fix the issues.

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## SOCIAL WELFARE

- Covers human behavior, research methods, psychology and social work policy and practice.
- Covers an up-to-date profile of the world in which today's social workers practice, with current demographic, statistical, legislative, policy, and research information; sensitive discussions of contemporary ethical issues.

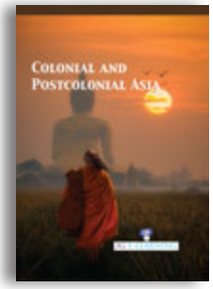
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## COLONIAL AND POSTCOLONIAL ASIA

- Colonialism is alien or foreign political rule or control imposed on a people. Colonialism can take many forms: it can be political, legal, economic, cultural and social.
- This book provides the study of substantive and conceptual issues that bear comparison with postcolonial analyses with the rest of the postcolonial world.

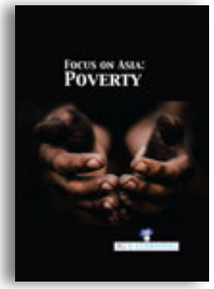
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## COLONIAL AND POSTCOLONIAL MIDDLE EAST

- Before tracing the rise of British prominence in the Middle East after 1798, it is important to note the historical antecedents of Britain's involvement in the region as well as the political and economic condition of the Ottoman Empire and Iran on the eve of Britain's ascendance.
- It covers a wide and significant range of political, social, and cultural issues in the Middle East during that period.
- This book will assess Post-Colonialism's ideals as applied to international phenomena and the conduct of statecraft.

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## FOCUS ON ASIA: POVERTY

- Poverty is a multifaceted concept, which may include social, economic, and political elements.
- This book focuses on the major policy challenges facing developing Asia and how the region sustains rapid economic growth to reduce multidimensional poverty through socially inclusive and environmentally sustainable measures.




## FOCUS ON ASIA: RISING INCOME INEQUALITY

- Rising income inequality is a key challenge for policy makers in developing Asia. Income inequality is one of the most profound social, economic, and political challenges of our time.
- Presents a new and challenging analysis of economic inequality, focusing primarily on economic inequality in highly developed countries.

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- Women's role in political and economic life is changing under the impact of many forces. While discrimination and built-in prejudice against women in employment have been lessening in most parts of the world, in law and in practice, many economic, social, and cultural factors and attitudes still place women at a disadvantage in the world of work and restrict their contribution unnecessarily and, in many cases, unfairly.
- This book highlights on the critical issues facing women in developing countries in Asia.

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## FOCUS ON ASIA: ETHNIC AND RELIGIOUS CONFLICTS

- Subnational conflicts are the most deadly, widespread, and enduring violent conflicts in Asia. In South and Southeast Asia, active conflicts affect regions that are roughly the size of Indonesia and inhabited by more than 130 million people.
- Providing the systematic, empirical study of the role that religion plays in ethnic violence, this book focuses on religious and ethnic conflict in a complex part of the world.

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## FOCUS ON ASIA: DISASTER MANAGEMENT

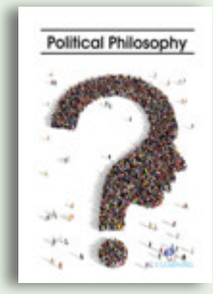
- Exploring methods for preparing organizations for disasters, this book discusses not only tried and true tactics, but also areas often overlooked during the reactive and post-disaster phases.
- This book aims to serve as a guide for the teachers and students of the knowledge and skills in managing the human aspect of the disasters.

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## POLITICAL PHILOSOPHY

- Provides an introduction to political philosophy by examining the justification of the state, problems democracy, liberty, justice, and feminist theory.
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- An introduction to the organizing themes and ideas, empirical concerns, and analytical approaches of the discipline of sociology.
- Focuses on both classical and contemporary views of modern society, on the nature of community, and on inequality, with special attention to class, race, and gender.
- Discusses as well the institutionalized areas of society, including the family, the economy, and the polity.

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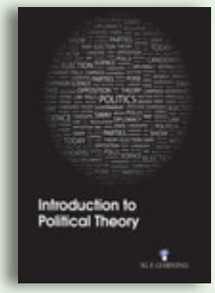
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## INTRODUCTION TO POLITICAL THEORY

- Present philosophical bases of politics and political activity.
- Provides an introduction to the study of politics by the reading of books in political philosophy.
- Organized around several key political concepts, such as liberty, equality, justice, authority, rights, and citizenship.

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## INTRODUCTION TO COMPARATIVE POLITICS

- Examines why democracy emerges and survives in some countries rather than in others; how political institutions affect economic development; and how politics of a nation compares to that of other countries.
- The book examines what constitutes regions as well as why and how states within regions choose to cooperate with each other.
- Introduces students to comparative politics by focusing on three of the most important issues in the field: economic growth, democratization, and ethnic & nationalist conflict.

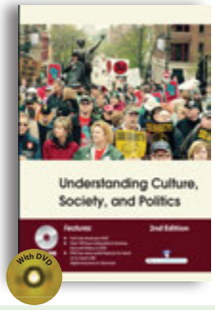
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## INTRODUCTION TO INTERNATIONAL RELATIONS

- Carefully explains how particular theories organize and shape our view of the world, ensuring that students receive blended coverage of theory and practice.
- Explores, historically and conceptually, the theories and practices of international political economy.
- It introduces students to ways of understanding the modern world system as a unity of international, political, and economic processes.

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## UNDERSTANDING CULTURE, SOCIETY, AND POLITICS (BOOK WITH DVD)

- This book affirms to the remarkable development in the past two decades of a cultural paradigm for social and political analysis and critically examines many of the assumptions that underpin that understanding.
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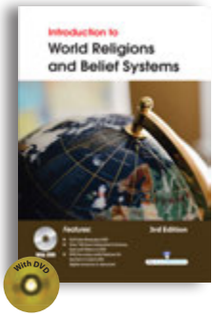
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## DISASTER READINESS AND RISK REDUCTION (BOOK WITH DVD)

- Deals with the topic of disaster risk reduction. This book provides an overview of the subject and looks at the role of governments, academics and corporate sectors in community based disaster risk reduction.
- Fully updated throughout, some new chapters covering current topics are also added in this third edition.
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## INTRODUCTION TO WORLD RELIGIONS AND BELIEF SYSTEMS (BOOK WITH DVD)

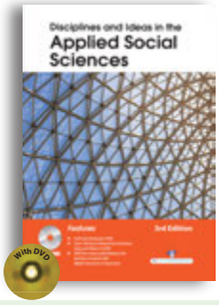
- Providing a comprehensive exploration of the teachings and beliefs of the world's living faiths, the third edition of this book has been revised and updated to reflect the vibrant role religion plays in the twenty-first century.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.




## DISCIPLINES AND IDEAS IN THE SOCIAL SCIENCES (BOOK WITH DVD)

- Focusing on the disciplines of economics, sociology, political science, and history, this edition examines how social science came to model itself on natural science and liberal politics.
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## DISCIPLINES AND IDEAS IN THE APPLIED SOCIAL SCIENCES (BOOK WITH DVD)

- Introduces a variety of social science methodologies applicable to a range of social and political science disciplines.
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- This book brings together global perspectives on polity, economy and international strategy.
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## SCIENCE, TECHNOLOGY AND SOCIETY (BOOK WITH DVD)

- This book explores the dynamic relationship between science, technology and society, examining how it has contributed to economic growth and national well-being.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

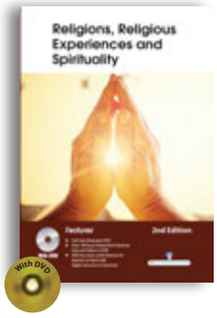
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## PRINCIPLES OF ETHICAL BEHAVIOR (BOOK WITH DVD)

- This updated edition provides tools from the study of ethics, scientific management practices, and behavioral psychology to ensure that ethical behavior is the foundation for workplace practices.
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- Fully updated throughout, some new chapters covering current topics are also added in this revised edition.

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## RELIGIONS, RELIGIOUS EXPERIENCES AND SPIRITUALITY (BOOK WITH DVD)

- This 2nd edition concludes with an evaluation of what can be learned about consciousness, religion and what it is to be human to uncover a greater understanding of spirituality in general.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.
- Fully updated throughout, some new chapters covering current topics are also added in this revised edition.

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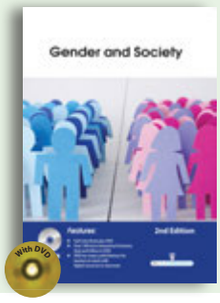
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## GENDER AND SOCIETY (BOOK WITH DVD)

- Offering a wide-ranging account of the dynamic relationship between gender and society, this book explores the new challenges facing women and men as parents in the context of family and societal change and diversity.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.
- Fully updated throughout, some new chapters covering current topics are also added in this revised edition.

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## ILLUSTRATED HANDBOOK OF PUBLIC ADMINISTRATION AND POLICY

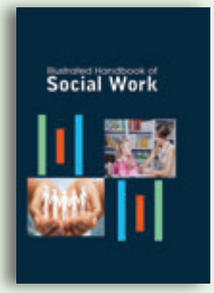
- Explores current and upcoming changes domestically and internationally against the backdrop of public administration fundamentals.
- Provides assessment of national strategies for reform in public administration and policy, how these strategies have fared in implementation; and what challenges must be overcome to achieve real and sustainable progress.

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## ILLUSTRATED HANDBOOK OF SOCIAL WORK

- This book presents a broad view of contemporary social work, exploring its roots and its possible future.
- Focusing on what students really need to know, this book breaks down all of the key social work theory covered across a students' training, demystifying complex concepts by demonstrating their application to real-life practice.

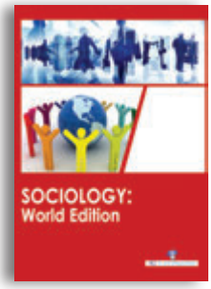
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## SOCIOLOGY: WORLD EDITION

- Intended for scholars and students of sociology, social science methodology, business, economics, and social researchers.
- This wide-ranging edition provides a comprehensive overview of the field of education as viewed from a sociological perspective.

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## FOCUS ON ASIA: HEALTH

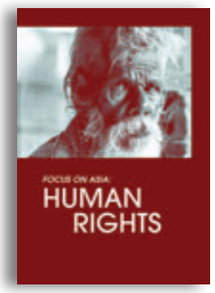
- This edition provides a comprehensive look at how policy leads to better health in Asia.
- Explores how disease patterns and health problems in Asia and the Pacific, and collective responses to them, have been shaped over time by cultural, economic, social, demographic, environmental and political factors.

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## FOCUS ON ASIA: HUMAN RIGHTS

- Takes a clear stand for universal rights, both theoretically and empirically, by analysing social and political processes in a number of East and Southeast Asian countries.
- Analyses the emerging human rights norms, regional institutions and enforcement mechanisms in Asia.
- This book will be a fascinating and beneficial read for students in human rights and international relations.




## FOCUS ON ASIA: POLITICS

- This book of Politics in Asia is designed to serve as a comprehensive reference guide to politics in Asia.
- A comprehensive, but accessible, introduction to political change and processes in Southeast Asia.

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## FOCUS ON ASIA: ECONOMY

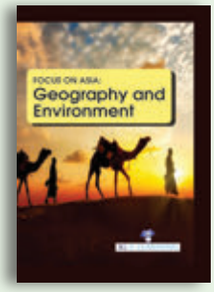
- Economic growth continues to transform the economic and political landscape of Asia. This book explores political participation in Asia and how democracy and authoritarianism function under neoliberal economic relations.
- This book offers the newest knowledge related to relevant themes on the Asian economies as well as the latest concepts.

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## FOCUS ON ASIA: GEOGRAPHY AND ENVIRONMENT

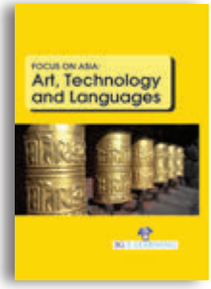
- Covers critical environmental challenges of dynamic earth and human environment systems in Asia emphasizing geographical dimensions.
- A comprehensive introduction to the important economic, social and political processes and development issues in this extremely popular region.
- This is a valuable resource for academics and students in the areas of ecology, conservation, environmental policy and management, Southeast Asian studies and sustainable development.

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## FOCUS ON ASIA: ART, TECHNOLOGY AND LANGUAGES

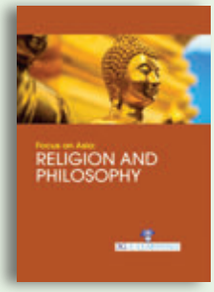
- This book examines art, technology, and language in Asia to show students the richness and diversity of culture across the region.
- This Handbook addresses the historical, social, cultural, political, philosophical, artistic and economic dimensions of the region's new media.

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## FOCUS ON ASIA: RELIGION AND PHILOSOPHY

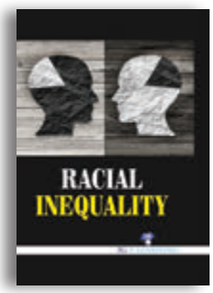
- Explores the historical and contemporary perspectives of the relationship between religion, technology and science with a focus on South and East Asia.
- Provides a new perspective on the topic of sacred natural sites and cultural heritage by linking Asian cultures, religions and worldviews with contemporary conservation practices and approaches.

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## RACIAL INEQUALITY

- This book makes clear that color blind racism is as insidious now as ever and looks at the policy of affirmative action as it has evolved in various parts of the world.
- Understanding Inequality provides students and academics with the basic hermeneutics for considering new thought on ethnicity, class, and gender in the 21st century.

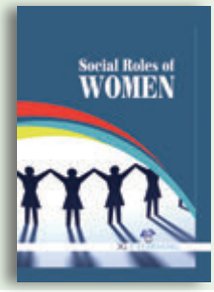
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## SOCIAL ROLES OF WOMEN

- Provides a valuable discussion on the status and role of the women in development of the society.
- Focuses on the past traditional roles of women and also identifies direction of change, rate of change and the causes of change in women's status.

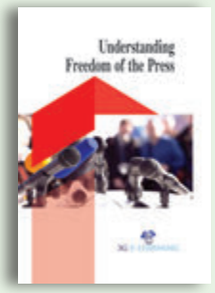
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## UNDERSTANDING EQUAL RIGHTS

- Traces the history of the Equal Rights Amendment, explains why it failed to pass, and assesses its chances for future passage.
- Examines existing theories of international law and offers a compelling alternative Marxist view, including women in the workforce and issues that they face—sexual harassment, equal pay, and maternity leave.

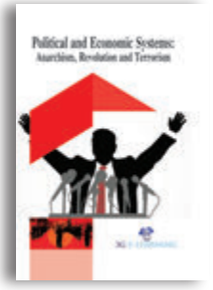
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## UNDERSTANDING FREEDOM OF THE PRESS

- Presents an overview of the past, present, and possible future of the constitutional right to freedom of the press.
- Explores what freedom of the press is, its history in colonial times, its meaning in the Constitution, and current controversial issues challenging the boundaries of this freedom.

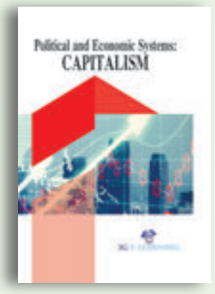
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## POLITICAL AND ECONOMIC SYSTEMS: ANARCHISM, REVOLUTION AND TERRORISM

- Examines how societies have fared under and dealt with the major political-economic systems that have operated throughout history.
- This book shows how revolutionaries have changed the world, for both good and evil.
- This book will be of interest to academics and students who study political science, ecological economics, international politics and socialism.

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## POLITICAL AND ECONOMIC SYSTEMS: CAPITALISM

- The book covers that each society that makes up the global economic system is not inevitably going to be assimilated into the globalization process.
- Offers a comprehensive political economy approach to the study of the welfare state and inequality.
- Traces the links between the origin of capitalism and globalization, ecological degradation and the current crisis.

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## CURRENT ISSUES: AFRICA

- This new book presents and discusses the current economic, political and social issues of Africa.
- Deforestation has become one of the major factors, which is affecting the ecological balance of not only Africa, but of the entire world. This book attempt, in simple, unambiguous terms, to discuss the most important issues in African agriculture that have an ethical thread.




## POLITICAL AND ECONOMIC SYSTEMS: DEMOCRACY

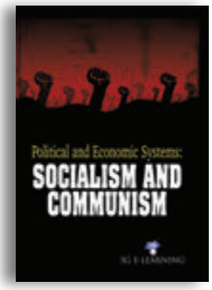
- Presents an overview of democracy as a political system, including an historical discussion of democracies throughout the world.
- This book is a short account of the history of the doctrine, practices, and institutions of democracy; examines democracy, one of the most prevalent forms of government today, including a brief history and introductions of the leaders who have embodied it across the globe.

**ISBN: 978-1-98462-295-2**

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## POLITICAL AND ECONOMIC SYSTEMS: SOCIALISM AND COMMUNISM

- Socialism is the watchword and the catchword of our day; this book is an account of idealism and cynicism, revolution and repression, power and powerlessness.
- Examines how socioeconomic and institutional factors shaped the development of Socialism and its two contending variants of Social Democracy and Communism.

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## CURRENT ISSUES: THE POLITICS OF WATER SCARCITY

- Scarcity is portrayed as natural rather than human induced; this is a significant book in the light of the growing water crisis throughout the world.
- This book will be of value to students and for all those with an interest in the region, and to those concerned with the environmental issues of the politics of water scarcity.

**ISBN: 978-1-98462-297-6**

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## CURRENT ISSUES: CORPORATE FARMING

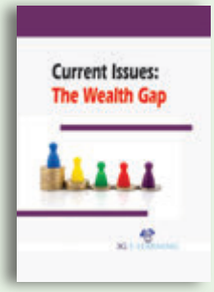
- A central objective throughout the book is to demonstrate both the practical and the conceptual credibility of corporate farming.
- This book is meant to give an overview of the historical processes of farming and it makes clear that the old farming society was only seemingly static. The book provides the essential background for an objective appreciation of modern agricultural development.

**ISBN: 978-1-98462-298-3**

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## CURRENT ISSUES: THE WEALTH GAP

- Current policies favoring the wealthy are simply cementing these wealth disparities. This book explains how these sources of wealth privilege are systemic features of economy and the basis of rising disparities.
- Focuses on the basic principles of inequality measurement, underlining the advantages and shortcomings of alternative measures from a theoretical standpoint and in the context of the study of the distribution of wealth.

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## CURRENT ISSUES: ASIA

- This comprehensive introduction to Asia offers readers a clear overview of the continent from ancient times to the present.
- This book provides an introduction to the contemporary issues that are occurring in Asia today; examines the current political and economic situations in nations across Asia, particularly focusing on economic developments.

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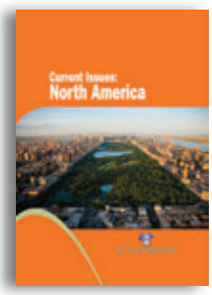
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## CURRENT ISSUES: EUROPE

- Contributes to our understanding of recent developments in the pertinent theoretical and policy issues in Europe.
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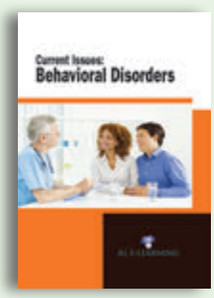
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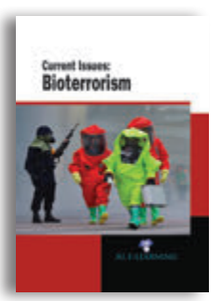
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## CURRENT ISSUES: BEHAVIORAL DISORDERS

- Focuses on emotional and behavioural disorders that contain topics on: the history of the field; models of disturbance; identification; assessment; and internalizing and externalizing disorders.
- This comprehensive guide traces typical emotional and behavioral disorder (EBD) behaviors, effective instructional interventions, positive reinforcement techniques, regulations, promoting healthy social interactions, and classroom interactions.

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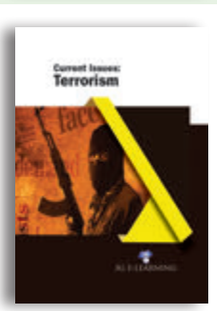
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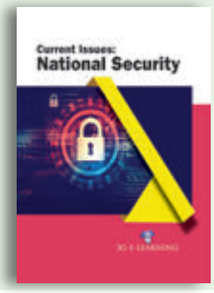
- Explores a range of issues in education and technology, and provides policy guidelines and strategies for those who have to make critical decisions about the use of technology in education systems and institutions.
- Teachers, students, parents, and community leaders can broaden their understanding of their responsibilities and the significant roles they play in fulfilling the mandate of education.

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## CURRENT ISSUES: TERRORISM

- It provides a fascinating insight into how terrorist 'cells' operate and what they might do in the future.
- Describing how terrorists operate and how they differ from other criminals, it provides an outline of how terrorism investigations should be conducted.
- Examines the political agendas, actions, and religious beliefs of individuals and groups who, throughout history, have resorted to violent actions in order to generate fear and gain their objectives.




## CURRENT ISSUES: NATIONAL SECURITY

- International terrorism has long been recognized as a serious foreign and domestic security threat, this book introduces the concept of risk management and its application in the structure of national security decisions.
- This book provides the reader with essential tools needed to analyze complex societal issues and explores the ways that affects the economic, social, cultural, political, and environmental security of states.

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- Delivers timely, authoritative, and comprehensive information about Environment, Health, and Pollution.
- Takes a look at global environmental problems as complex issues with a network of causes, discusses the Endangered Species Act, recycling programs, and the cost of environmental protection.
- Continues to connect issues about human societies, ecological systems, and environments with data and perspectives from different fields.

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- Substantial increases in agricultural investments in developing countries are needed to combat poverty and realize food security and nutrition goals.
- This book covers an array of issues on emerging agricultural engineering and technology, featuring new trends and studies.

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## CURRENT ISSUES: LGBT RIGHTS

- Presents a comprehensive exploration of the connection between gay rights and political philosophy; this book considers a wide-range of decisions by constitutional and international courts, from the decriminalization of sexual acts to the recognition of same-sex marriage and parental rights for same-sex couples.
- Discusses how, lesbian, gay, bisexual, and transgender people stood up for their rights against a society that criminalized their natural feelings, launching a movement whose legacy continues to this day.

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## CURRENT ISSUES: UNEMPLOYMENT

- Unemployment is currently the major economic concern; this book examines the effectiveness of current policies in the battle against unemployment.
- High unemployment is widely regarded as the most important challenge facing European policymakers today; this book provides a thorough analysis of the theoretical and empirical aspects of the economics of unemployment in developed countries.

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## POPULATION, RESOURCES AND CONFLICTS

- This book reflects on the causes of resource-based conflicts and competition, and presents solutions for safely and sustainably providing resources with a focus on material flow management.
- Assesses different approaches to and conceptualizations of resource fairness and justice and applies them to the analysis of resource conflicts.

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## 3GE COLLECTION ON POLITICAL SCIENCE: POLITICAL AND LEGAL ECONOMY

- This work explains why maintaining a core common infrastructure resources is necessary for production and exchange of information throughout the information environment.
- Examines some of the more important frameworks for understanding the relation between politics and economics.
- This volume covers the theoretical method, macroeconomics, microeconomics, international trade and finance, development, and policy of economic theory.

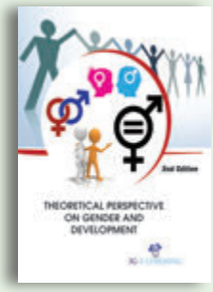
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## 3GE COLLECTION ON POLITICAL SCIENCE: GLOBAL GOVERNANCE SYSTEMS

- This book provides the comprehensive analysis of global governance; provides a critical examination of the most important institutions of global governance in the world today.
- Explores the nature and problems of global governance as we enter the next millennium.

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## THEORETICAL PERSPECTIVE ON GENDER AND DEVELOPMENT

- Explains the impact of religion and culture on gender and development in a patriarchal society. The assumptions, theories and philosophies related to gender and their impact on women in the development process are discussed.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

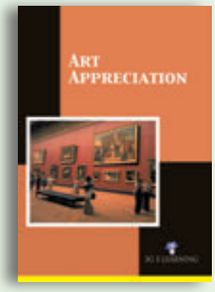
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## GENDER AND EQUALITY

- Examines the persisting inequality between formal commitments to gender equality and equal citizenship.
- The edition is revised and updated with the latest information and new chapters are added. This updated edition offers students real advice in navigating the ever-changing academic landscape.

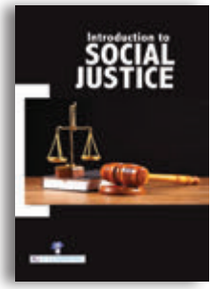
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## ART APPRECIATION

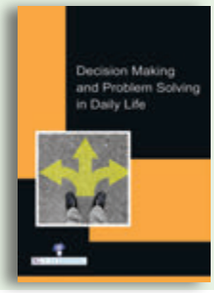
- This book is an exploration of visual art forms and their cultural connections for the student with little experience in the visual arts.
- This book helps students recognize and value how balance, rhythm, repetition, contrast, scale, and proportion are used in the visual arts.

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## INTRODUCTION TO SOCIAL JUSTICE

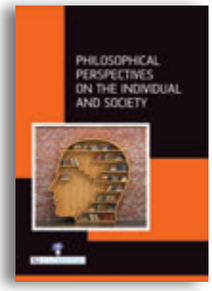
- Social justice assigns rights and duties in the institutions of society, which enables people to receive the basic benefits and burdens of cooperation.
- This book takes a new approach to teaching students to think and learn about issues of race and diversity.




## DECISION MAKING AND PROBLEM SOLVING IN DAILY LIFE

- This edition will help you to learn key techniques and models to confidently make the right decisions.
- Addresses the need for a new range of problem solving and decision making strategies for dealing with the problems of the modern life.

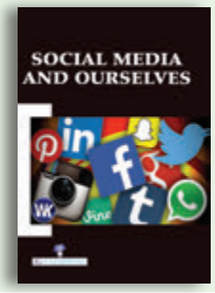
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## PHILOSOPHICAL PERSPECTIVES ON THE INDIVIDUAL AND SOCIETY

- This book demonstrates the value of approaching education from a sociological and philosophical perspective.
- Examines the controversial social issue of the welfare state, and offers philosophical thoughts on the limits and liabilities of government and society.

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## SOCIAL MEDIA AND OURSELVES

- Social networking is one of the most common online activities, and integral to the lives of people around the world.
- This book offers a comprehensive new analysis of the contemporary media landscape, looking at the central theories of the digital society, and the hot topics in the field.

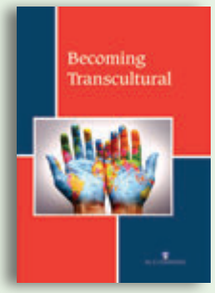
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## CONSUMERS, ENVIRONMENT AND SUSTAINABLE CONSUMPTION

- An understanding of the patterns and driving forces of consumption will lead to strategies to improve resource efficiency.
- This book offers a fresh look at sustainable consumption, exploring how grassroots community action can spread ideas in society.

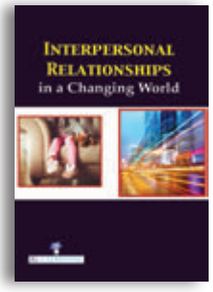
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## BECOMING TRANSCULTURAL

- The book addresses the intercultural exchanges as well as the cultural trans-formation that takes place in urban spaces.
- Grounded in both theory and practice, with implications for both, this book is about children's perspectives on the borders that society erects, and their actual, symbolic, ideational and metaphorical movement across those borders.

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## INTERPERSONAL RELATIONSHIPS IN A CHANGING WORLD

- This book uniquely organizes the study of interpersonal communication around the concepts of nurturing and control in all family relationships, across all family forms, and their relationships to psychological processes and communicative outcomes.
- Provides an interactive presentation of the theory and skills of interpersonal communication, with integrated discussions of diversity, ethics, workplace issues, and technology.

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## ENVIRONMENT AND SOCIETY

- This book presents a systematic survey of concepts and issues central to the environment in society.
- Covering the key issues in this important field, this book will change the way students think about the relationship between the environment and society today.

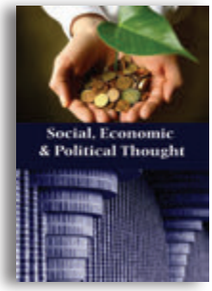
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## SOCIAL, ECONOMIC & POLITICAL THOUGHT

- Provides an overview of the evolution of the political thought through different historical periods, giving an insight into the sociological and political conditions of the times that shaped the political.
- This book offers an economical and useful approach to modern political thought.

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## VISUAL COMMUNICATION AND SOCIETY

- Offers an involved theoretical perspective regarding the study of visual communication and expands the academic arena for debate concerning the visual.
- Integrates the latest topics on visual communication with the best managerial practices in a wide range of businesses that provides the latest information available.

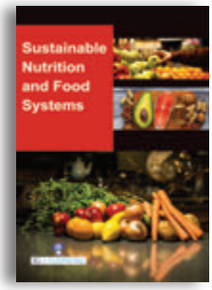
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## SUSTAINABLE NUTRITION AND FOOD SYSTEMS

- Food security is essential to the advancement and development of economies and societies worldwide. The promotion of viable food structures is the most effective method of promoting food security.
- This book provides an important overview of the contributions of edible insects to ecological sustainability, livelihoods, nutrition and health, food culture and food systems around the world.

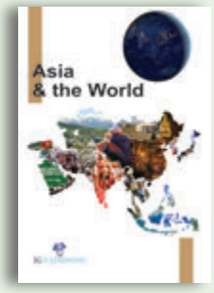
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## ASIA & THE WORLD

- Offers a fresh, comprehensive, multidisciplinary introduction to Asia.
- Addresses the historic power struggles that have shaped the region and the prognosis for success in overcoming a turbulent past and an uncertain, divided present.

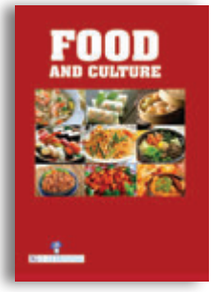
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## FOOD AND CULTURE

- Provides current information on the health, culture, food, and nutrition habits of the most common ethnic and racial groups living.
- Presents an engaging, entertaining, and informative exploration of the interactions among history, culture, and food.




## HISTORICAL FOUNDATIONS OF THE MODERN WORLD

- This insightful and wide-ranging book traces the genesis of international intellectual thought, connecting international and global history with intellectual history.
- The book expands our understanding of the increasingly significant role religion plays in the ongoing construction of the modern world.

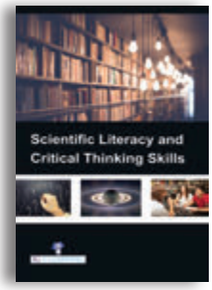
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## SCIENTIFIC LITERACY AND CRITICAL THINKING SKILLS

- Students need scientific literacy and critical thinking in order to tackle socio-scientific issues appropriately. This book presents a new perspective on science learning as a tool for improving communities.
- This book argues that the main purpose of information literacy teaching in higher education is to enhance student learning.

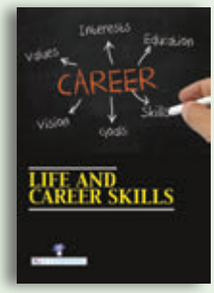
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## LIFE AND CAREER SKILLS

- Guides the reader in gaining job skills, seeking work, interviewing, negotiating salaries and benefits, and thriving in the workplace.
- Offers information and advice on how to survive and thrive in the workplace, including interview dos and don'ts and tips on communicating with coworkers.

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## BIOTECHNOLOGY AND SOCIETY

- A guide to understanding biotechnology, providing definitions of words and terms associated with the science, reviewing the history of the field, featuring profiles of important people in biotechnology.
- The book presents a clear, authoritative picture of the relationship between biotechnology and society today, and how our conceptions and misconceptions of it could shape future developments.

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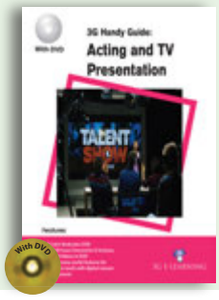
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## 3G HANDY GUIDE: ACTING AND TV PRESENTATION (BOOK WITH DVD)

- Introduces students to some of the fundamental skills and tools required for developing the acting process.
- In addition, students learn how to behave as a professional actor as they demonstrate the focus and respect necessary in an acting class, on stage, or on set.
- The book will also cover a range of topics discussing interview techniques, camera presentation and more.

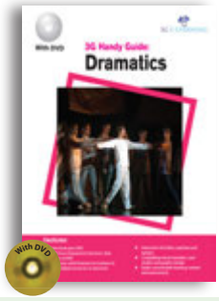
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ISBN: 978-1-98463-780-2

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## 3G HANDY GUIDE: DRAMATICS (BOOK WITH DVD)

- In this book, students will be introduced to the basic concepts of theatre arts. Students will use various creative drama techniques to build confidence and trust, stimulate imagination, movement, and role-play.
- Introduces and explores theater from page to stage as a live performing art.
- Topics include the relationship between theater and society (historical and contemporary), dramatic structure, theatrical representation, and the crafts of theater artists such as directors, designers, playwrights, and actors.

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## 3G HANDY GUIDE: FILM DIRECTION (BOOK WITH DVD)

- Cinematography is the art and technique of camera and lighting in the making of a motion picture film.
- Explores the skills and traits of a successful director not simply by studying the fundamentals of filmmaking, but by actually becoming familiar with all aspects of movie production.

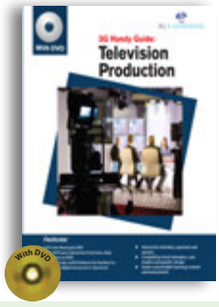
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## 3G HANDY GUIDE: TELEVISION PRODUCTION (BOOK WITH DVD)

- Covers an introduction to the basic principles, procedures, and techniques of television production.
- Includes video control, special effects, operation of cameras and editing machines, composition, lighting, staging, and directing, on-camera announcing and interviewing.

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## 3G HANDY GUIDE: MACHINING (BOOK WITH DVD)

- Machine manufacturing and tool dies have become increasingly valuable, especially in the production of high-precision tools for high-tech manufacturing and large industrial construction.
- This handy guide provides essential information on modern machining technology, with emphasis on the processes used regularly across several major industries.

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## 3G HANDY GUIDE: GARMENT MANUFACTURING TECHNOLOGY (BOOK WITH DVD)

- It emphasizes in the areas of production, planning, controlling and management practices followed in apparel industries.
- Focused on strengthening of key technological functions of apparel industry and understanding of industrial engineering and ergonomic techniques.
- The emphasis is on production, planning, control and management practices applicable in the apparel industry.




## 3G HANDY GUIDE: HVAC TECHNICIAN (BOOK WITH DVD)

- Heating, Ventilation and Air Conditioning (HVAC) technicians install, maintain and repair indoor air quality systems, such as air conditioners.
- Covers the basic principles of heating, ventilating and air conditioning (HVAC) systems.

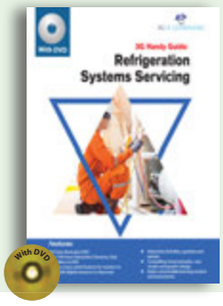
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## 3G HANDY GUIDE: DAYCARE MANAGEMENT (BOOK WITH DVD)

- A child's early years are important for their development. At this stage, daycare centres can cater to their various educational and social needs. It offers long-lasting social, economic and academic benefits for kids and their parents.
- Providers how to build out programs that promote development across all core functions such as cognitive, physical, emotional and social skills.

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## 3G HANDY GUIDE: REFRIGERATION SYSTEMS SERVICING (BOOK WITH DVD)

- Air conditioning professionals are often tasked with installing, maintaining and repairing heating, ventilation and air conditioning (HVAC) systems in residential or commercial buildings.
- A handy guide to servicing refrigeration systems--with complete details on alternative refrigerants Packed with essential information on all aspects of servicing modern commercial and domestic refrigeration.

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## 3G HANDY GUIDE: RETAIL MANAGER (BOOK WITH DVD)

- Retail Management is a process of promoting greater sales and customer satisfaction by consumers' understanding of goods and services produced.
- Focuses on imparting the theoretical concepts necessary to understand the dynamics of Retail Management.
- Guides the basic principles of marketing that including marketing strategy and planning, product policy, distribution, promotion, segmentation and pricing decisions.

EDITION ①
ISBN: 978-1-98463-791-8
Price: $75
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Binding: Softcover




## 3G HANDY GUIDE: BRICKLAYER (BOOK WITH DVD)

- Covers the theoretical as well as practical aspects used for mason work.
- Explores how to use bricks, concrete blocks, stone, structural tiles and other materials to construct or repair walls, foundations and other structures.

EDITION ①
ISBN: 978-1-98463-792-5
Price: $75
Copyright: 2020
Binding: Softcover




## 3G HANDY GUIDE: CONSTRUCTION OPERATIONS AND SUPERVISION (BOOK WITH DVD)

- Equips students with the knowledge and skills they need to enter the construction industry as skilled professionals with training in site operations, coordination, and supervision.
- Reflects the role and responsibility of employees working in supervisory positions in civil construction.

EDITION ①
ISBN: 978-1-98463-793-2
Price: $75
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Binding: Softcover

EDITION ①

ISBN: 978-1-98463-794-9

Price: $75

Copyright: 2020

Binding: Softcover




## 3G HANDY GUIDE: HEALTHCARE ADMINISTRATION (BOOK WITH DVD)

- Career in Healthcare Administration is one of the latest concepts in the management field.
- Presents emphasis on inclusive training in the management of hospitals which involves processes such as human resource management, maintaining health information and creating precise medical billing.

EDITION ①

ISBN: 978-1-98463-795-6

Price: $75

Copyright: 2020

Binding: Softcover




## 3G HANDY GUIDE: HEAVY DUTY MECHANIC (BOOK WITH DVD)

- Heavy duty equipment technicians perform preventative maintenance, diagnose problems, and repair the systems of heavy equipment.
- Includes most equipment systems such as fuel, brakes, steering, suspension, tracks, undercarriage, hydraulics, transmission, emission control and exhaust, engines, electrical, cooling and air conditioning.

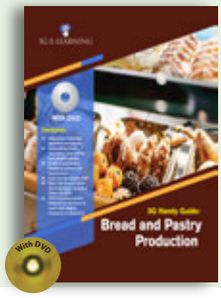
EDITION ①

ISBN: 978-1-98463-796-3

Price: $75

Copyright: 2020

Binding: Softcover




## 3G HANDY GUIDE: BREAD AND PASTRY PRODUCTION (BOOK WITH DVD)

- Familiarizes students with the recipes and concepts used by professional bakers and pastry chefs, which form the basis of every competent baker's repertoire.
- Students gain hands-on experience creating a variety of baked goods and desserts, including the basics of the scientific and chemical processes involved when combining ingredients and preparing desserts or other baked goods.

EDITION ①

ISBN: 978-1-98463-797-0

Price: $75

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Binding: Softcover




## 3G HANDY GUIDE: GRAPHIC DESIGNING (BOOK WITH DVD)

- An examination of principles of design and design considerations as applied to the creation of web pages and Web sites.
- Provides emphasis on visual communication principles and visual presentation aspects of Web pages, including page layout, typography, color theory, navigation, and image creation and editing.

EDITION ①

ISBN: 978-1-98463-798-7

Price: $75

Copyright: 2020

Binding: Softcover




## 3G HANDY GUIDE: BARBERING (BOOK WITH DVD)

- Provides an overview of what students will need to learn to become a licensed Barber.
- Provides the practice of traditional barbering, and deals with both development of skill and theory knowledge.

EDITION ①

ISBN: 978-1-98463-799-4

Price: $75

Copyright: 2020

Binding: Softcover




## 3G HANDY GUIDE: HAIRDRESSING (BOOK WITH DVD)

- The guide is designed for those who want to obtain a flair for styling and an advantage over others in salon practices and management.
- Teaches techniques for cutting, coloring and styling hair and students also explore the latest hair styles and trends.




## 3G HANDY GUIDE: APPAREL, MADE-UPS & HOME FURNISHING (BOOK WITH DVD)

- The book discusses latest developments and future prospectus in the home textile industry. You will learn to style homes with an eye for aesthetics, design, details, and commitment.
- This guide gives you the skills to professionally style a home and add those finer touches to perfect the décor and transform a basic living space into a picture-perfect dream home.

EDITION ①
ISBN: 978-1-98463-801-4
Price: $75
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Binding: Softcover




## 3G HANDY GUIDE: AIRPORT OPERATIONS, CARGO AND GROUND HANDLING (BOOK WITH DVD)

- In a rapidly changing environment, airports have to adapt to economic downturns, technological changes, market changes, airline commercial deregulation, and the worldwide trend to convert airports from government organizations to more business-like entities.
- Provides you a solid overview of the airport operations field and with tools to apply your knowledge and skills to your airport.

EDITION ①
ISBN: 978-1-98463-802-1
Price: $75
Copyright: 2020
Binding: Softcover




## 3G HANDY GUIDE: RURAL INFRASTRUCTURE CONSTRUCTION (BOOK WITH DVD)

- Infrastructure plays a crucial role for not just the country's economic growth but also its progress in human development. Rural areas account for a larger part of the geographical area.
- Provides concept of rural infrastructure planning, state of rural infrastructure, growth, rural characteristics, strategies to improve infrastructure in rural areas.

EDITION ①
ISBN: 978-1-98463-803-8
Price: $75
Copyright: 2020
Binding: Softcover




## 3G HANDY GUIDE: CONSUMER ELECTRONICS & IT HARDWARE (BOOK WITH DVD)

- Provides the theory, applications and maintenance of various audio/video systems, telecommunication systems and electronic appliances.
- Introduce the students with working principles, block diagram, main features of consumer electronics gadgets/goods/devices like audio-systems, CD systems.

EDITION ①
ISBN: 978-1-98463-804-5
Price: $75
Copyright: 2020
Binding: Softcover




## 3G HANDY GUIDE: FOOD PACKING AND REFRIGERATION (BOOK WITH DVD)

- Packaging and refrigeration of food is pervasive and essential and plays a significant role in the quality of food products by providing protection from environmental, chemical, and physical challenges.
- Provides an overview of the principles of food processes that are used to preserve the quality of these foods, including refrigeration and freezing, heat processing, dehydration, fermentation, high pressure, irradiation, pulsed electric field and packaging.

EDITION ①
ISBN: 978-1-98463-805-2
Price: $75
Copyright: 2020
Binding: Softcover




## 3G HANDY GUIDE: DAIRYING (BOOK WITH DVD)

- Covers dairy development activities in rural and urban sectors; and impart knowledge for production of clean milk and manufacture of Dairy products.
- Focuses on dairy products and processing, and dairy technology as well the manufacturing process for its by-products.

EDITION ①
ISBN: 978-1-98463-806-9
Price: $75
Copyright: 2020
Binding: Softcover

EDITION ①

ISBN: 978-1-98463-365-1

Price: $110

Copyright: 2020

Binding: Softcover




## AGROENTREPRENEURSHIP: ADVANCED (BOOK WITH DVD)

- Covers competencies that a person must achieve to engage agroenterprise (AE) industry stakeholders, ensure product supply, implement financial management, mobilize farmer's participation in capacity building activities and conduct collective marketing.
- Equip readers with the knowledge, skills and attitudes required to gather, interpret and convey information in response to workplace requirements.

EDITION ①

ISBN: 978-1-98463-366-8

Price: $110

Copyright: 2020

Binding: Softcover




## AGROENTREPRENEURSHIP: EXPERT (BOOK WITH DVD)

- Contains competencies that a person must achieve to capacitate farmers, facilitate engagement of the Agroenterprise stakeholders, mobilize Agroenterprise community and monitor and evaluate Agroenterprise activities.
- Covers the knowledge, skills and attitudes required to gather, interpret and convey information in response to workplace requirements.

EDITION ①

ISBN: 978-1-98463-367-5

Price: $110

Copyright: 2020

Binding: Softcover




## AGROENTREPRENEURSHIP: INTERMEDIATE (BOOK WITH DVD)

- Combines many different practical and visual skills with knowledge of specialized materials and techniques.
- Consists of competencies that a person must achieve to assess market opportunities, establish farm production plan, handle finances, and market produce.

EDITION ③

ISBN: 978-1-98463-368-2

Price: $110

Copyright: 2020

Binding: Softcover




## ORGANIC AGRICULTURE PRODUCTION: INTERMEDIATE (BOOK WITH DVD)

- This edition covers the updated information to produce organic farm products such as chicken and vegetables including producing of organic supplements such as fertilizer, concoctions and extracts.
- This book will be of competent to students or Organic Agriculture Farmer, Organic Chicken Raiser, Organic Hogs Raiser, Organic Small Ruminants Raiser, Organic Vegetables Farmer, Organic Concoctions and Extracts Producer, Organic Fertilizer Producer.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.
- Fully updated throughout, some new chapters covering current topics are also added in this revised edition.

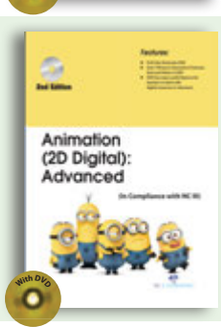
EDITION ②

ISBN: 978-1-98463-369-9

Price: $110

Copyright: 2020

Binding: Softcover




## ANIMATION (2D DIGITAL): ADVANCED (BOOK WITH DVD)

- Guide to the fundamental principles of animation covers; figurative animation, timing, acting, and design, animals in motion, sound synchronization, and technical issues.
- Combines many different practical and visual skills with knowledge of specialized materials and techniques.
- Fully updated throughout, some new chapters covering current topics are also added in this revised edition.

EDITION ③

ISBN: 978-1-98463-370-5

Price: $110

Copyright: 2020

Binding: Softcover




## ANIMATION (3D DIGITAL): ADVANCED (BOOK WITH DVD)

- This third edition brings revised and updated practical and visual skills with knowledge of specialized materials and techniques.
- Introduces the knowledge and skills for those studying and/or working in animation industry.
- Contains comprehensive information that a person must achieve to produce 3D digital animation, multimedia and special effects for film and television/video in both production and post-production stages.




## AUTOMOTIVE SERVICING: BEGINNER (BOOK WITH DVD)

- Presents basic, common and core unit of competencies required in automotive servicing.
- Perform basic engine servicing, removal and installation of vehicle components for both diesel and gasoline-engine powered vehicles.
- Covers the knowledge, skills and attitude required in identifying, caring, handling and sing of measuring instrument.
- Fully updated throughout, some new chapters covering current topics are also added in this revised edition.

**EDITION ②**

**ISBN: 978-1-98463-376-7**

**Price: $110**

**Copyright: 2020**

**Binding: Softcover**




## BARISTA: INTERMEDIATE (BOOK WITH DVD)

- This book will guide about the intensive coffee making workshop that will provide you with the basic skills and confidence to work as a barista in cafes and restaurants.
- The information in this book consists of competencies that a person must achieve in the deliverance of good quality coffee in commercially-operated cafes or specialty coffee shops.
- Specific to a person who specializes in making coffee beverages, including seek information on the industry and update industry knowledge.

**EDITION ①**

**ISBN: 978-1-98463-380-4**

**Price: $110**

**Copyright: 2020**

**Binding: Softcover**




## BEAUTY CARE SERVICES (NAIL CARE): ADVANCED (BOOK WITH DVD)

- A nail salon or nail bar is a specialty beauty salon establishment that primarily offers nail care services such as manicures, pedicures, and nail enhancements. Often, nail salons also offer skin care services.
- The information in this book consists of competencies that a person must achieve to perform in enhancing of someone's personal beauty, such as, performing manicure and pedicure, performing hand spa and performing foot spa.

**EDITION ①**

**ISBN: 978-1-98463-382-8**

**Price: $110**

**Copyright: 2020**

**Binding: Softcover**




## BEAUTY CARE SERVICES (NAIL CARE): INTERMEDIATE (BOOK WITH DVD)

- Nail care forms part of beauty therapy, and it involves making sure that all fingernails (and toenails) are properly groomed and healthy.
- This book consists of basic to core competencies that a person must achieve to perform in enhancing of someone's personal beauty, such as, performing manicure and pedicure, performing hand spa and performing foot spa.
- Specially designed for manicurist/ pedicurist or nail technician.

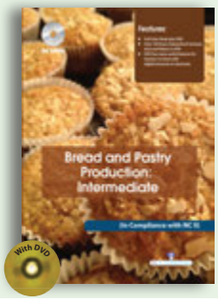
**EDITION ①**

**ISBN: 978-1-98463-383-5**

**Price: $110**

**Copyright: 2020**

**Binding: Softcover**




## BREAD AND PASTRY PRODUCTION: INTERMEDIATE (BOOK WITH DVD)

- Covers how to clean equipment , tools and utensils and prepare, portion and plate pastries, breads and other dessert items to guests in hotels, motels, restaurants, clubs, canteens, resorts and luxury lines/cruises and other related operations.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.
- Fully updated throughout, some new chapters covering current topics are also added in this revised edition.

**EDITION ③**

**ISBN: 978-1-98463-384-2**

**Price: $110**

**Copyright: 2020**

**Binding: Softcover**




## CARPENTRY: INTERMEDIATE (BOOK WITH DVD)

- Introduce the knowledge and skills for those working in carpentry industry.
- Combines many different practical and visual skills with knowledge of specialized materials and techniques.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.
- Fully updated throughout, some new chapters covering current topics are also added in this revised edition.

**EDITION ②**

**ISBN: 978-1-98463-386-6**

**Price: $110**

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**Binding: Softcover**

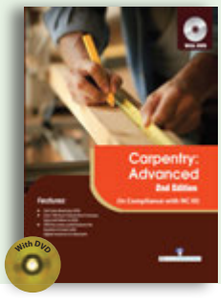
EDITION ②

ISBN: 978-1-98463-387-3

Price: $110

Copyright: 2020

Binding: Softcover




## CARPENTRY: ADVANCED (BOOK WITH DVD)

- Provides knowledge and understanding of ideas, information and issues required in the workplace.
- Focuses on installation of architectural ceiling, wall sheets, panels and floor finishes and stairs assembly.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

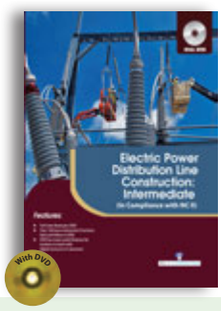
EDITION ①

ISBN: 978-1-98463-394-1

Price: $110

Copyright: 2020

Binding: Softcover




## ELECTRIC POWER DISTRIBUTION LINE CONSTRUCTION: INTERMEDIATE (BOOK WITH DVD)

- Contains various different practical and visual skills with knowledge of specialized materials and techniques.
- This book contains competencies that a person must possess to erect electric distribution pole, climb pole and install pole assembly and conductors, install single-phase distribution line equipment and devices as well as to install single-phase consumer service connection facility.

EDITION ②

ISBN: 978-1-98463-401-6

Price: $110

Copyright: 2020

Binding: Softcover




## FOOD AND BEVERAGE SERVICE: ADVANCED (BOOK WITH DVD)

- Competencies introduce the knowledge and skills for those studying or working in food and beverage industry.
- Enhance skills to deliver and supervise food and beverage service operations in various food and beverage service facilities.
- This edition is thoroughly updated with the latest coverage of the topics.

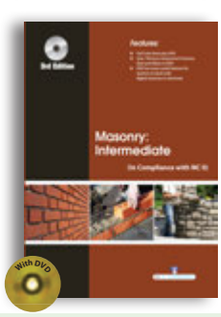
EDITION ③

ISBN: 978-1-98463-413-9

Price: $110

Copyright: 2020

Binding: Softcover




## MASONRY: INTERMEDIATE (BOOK WITH DVD)

- This updated edition consists of aptitudes to perform construction of brick and concrete block structure, installation of pre-cast balluster/handrail and plastering of concrete wall surface.
- Covers the knowledge, skills and attitudes required to gather, interpret and convey information in response to workplace requirements.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

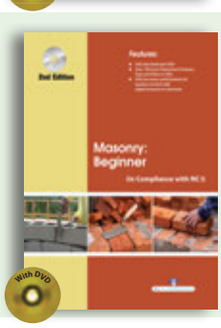
EDITION ②

ISBN: 978-1-98463-414-6

Price: $110

Copyright: 2020

Binding: Softcover




## MASONRY: BEGINNER (BOOK WITH DVD)

- Provides knowledge and information for preparing masonry materials and performing basic masonry works.
- Focuses on identifying, requesting and receiving construction materials and tools.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

EDITION ②

ISBN: 978-1-98463-415-3

Price: $110

Copyright: 2020

Binding: Softcover




## MASONRY: ADVANCED (BOOK WITH DVD)

- Insists in preparation of masonry materials, performance of basic masonry works, laying of bricks or blocks for structure, etc.
- Encompasses workplace communication, teamwork, safety, use of hand tools, and housekeeping.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.




## MASSAGE THERAPY: INTERMEDIATE (BOOK WITH DVD)

- Massage therapists manipulate the muscles and soft tissues of their clients to produce relaxation, improved health and other benefits.
- Covers basic to core competencies that a person must achieve to work develop massage practice, perform client consultation, perform body massage and maintain and organize tools, equipment, supplies and work area.

EDITION ①
ISBN: 978-1-98463-416-0
Price: $110
Copyright: 2020
Binding: Softcover




## RAC SERVICING DOMRAC (DOMESTIC REFRIGERATRION AND AIR-CONDITIONING): INTERMEDIATE (BOOK WITH DVD)

- Refrigeration and air-conditioning mechanics assemble, install, and service and repair industrial, commercial and domestic refrigeration and air-conditioning systems in homes, shops, factories, office buildings and hospitals.
- The book covers competencies that a person must achieve to enable him/her to install, service, maintain, troubleshoot and repair domestic air-conditioning and refrigeration units.

EDITION ①
ISBN: 978-1-98463-426-9
Price: $110
Copyright: 2020
Binding: Softcover




## RAC SERVICING PACU/CRE (PACKAGE TYPE AIRCONDITIONING UNIT/ COMMERCIAL REFRIGERATION EQUIPMENT): ADVANCED (BOOK WITH DVD)

- Refrigeration and air-conditioning (RAC) engineers design, install and maintain cooling systems in buildings like supermarkets, offices, schools, hospitals and food processing plants.
- The book covers competencies that a person must achieve to enable him/her to install, service, maintain, troubleshoot and repair as well as to perform start-up, test and commissioning of air-conditioning and refrigeration units in commercial environment/ establishments other than centralized air-conditioning and industrial refrigeration systems.

EDITION ①
ISBN: 978-1-98463-427-6
Price: $110
Copyright: 2020
Binding: Softcover




## SHIELDED METAL ARC WELDING: INTERMEDIATE (BOOK WITH DVD)

- Shielded metal arc welding (SMAW), also known as manual metal arc welding, is a manual arc welding process that uses a consumable and protected electrode.
- The information in this book contains competencies that a person must achieve to weld carbon steel plate and pipe components as specified by layout, blueprints, diagrams, work order, welding procedure or oral instructions using shielded metal arc welding equipment.

EDITION ①
ISBN: 978-1-98463-428-3
Price: $110
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Binding: Softcover




## SHIELDED METAL ARC WELDING: ADVANCED (BOOK WITH DVD)

- This book will introduce the knowledge and skills for those studying and/or working in welding industry to interpret and convey information in response to workplace requirements.
- Consists of competencies that a person must achieve to weld alloy steel plates components as specified by layout, blueprints, diagrams, work order, welding procedure or oral instructions using SMAW welding equipment.

EDITION ①
ISBN: 978-1-98463-429-0
Price: $110
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Binding: Softcover




## SHIELDED METAL ARC WELDING: BEGINNER (BOOK WITH DVD)

- Contains diverse practical and visual skills with knowledge of specialized materials and techniques.
- The information in this book contains competencies that a person must achieve to weld carbon steel plates components as specified by layout, blueprints, diagrams, work order, welding procedure or oral instructions using SMAW welding equipment.

EDITION ①
ISBN: 978-1-98463-430-6
Price: $110
Copyright: 2020
Binding: Softcover

EDITION ③

ISBN: 978-1-98463-433-7

Price: $110

Copyright: 2020

Binding: Softcover




## TECHNICAL DRAFTING: INTERMEDIATE (BOOK WITH DVD)

- Present discipline of composing drawings that visually communicate how something functions or is to be constructed.
- Combines many different practical and visual skills with knowledge of specialized materials and techniques.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

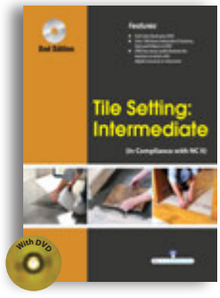
EDITION ②

ISBN: 978-1-98463-434-4

Price: $110

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Binding: Softcover




## TILE SETTING: INTERMEDIATE (BOOK WITH DVD)

- Build knowledge that a person must achieve to lay and repair floor and wall tiles, tile corners and curved surfaces.
- Enhance the knowledge, skills and desirable work attitude of a tile setter.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

EDITION ②

ISBN: 978-1-98463-436-8

Price: $110

Copyright: 2020

Binding: Softcover




## PIPEFITTING: INTERMEDIATE (BOOK WITH DVD)

- Gives the details of the contents of the competency standards required for pipefitting.
- Introduce the knowledge and skills for pipefitting industry to interpret and convey information in response to workplace requirements.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

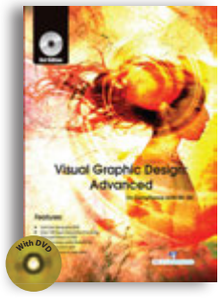
EDITION ③

ISBN: 978-1-98463-437-5

Price: $110

Copyright: 2020

Binding: Softcover




## VISUAL GRAPHIC DESIGN: ADVANCED (BOOK WITH DVD)

- This edition will introduce the knowledge and skills for those studying and/or working in graphics industry.
- It contains comprehensive information that a person must achieve to design and develop visual graphic designs for print media; electronic media; product packaging; and booth and product/ window display.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

EDITION ①

ISBN: 978-1-98463-438-2

Price: $110

Copyright: 2020

Binding: Softcover




## HEAVY EQUIPMENT OPERATION (MECHANICAL): INTERMEDIATE (BOOK WITH DVD)

- Heavy Equipment Technicians maintain, repair, and overhaul heavy vehicles and industrial equipment.
- Consists of basic to core competencies that a person must achieve and that will enable him / her to check, adjust and test, troubleshoot, repair and / or replace, and measure the various parts and components of engine system, power train system, hydraulic system and undercarriage system.
- This book will show you how to save money and extend the life cycle of heavy equipment with regular maintenance best practices.

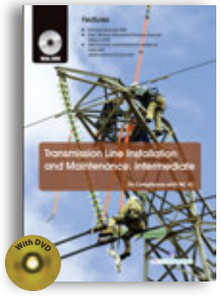
EDITION ①

ISBN: 978-1-98463-441-2

Price: $110

Copyright: 2020

Binding: Softcover




## TRANSMISSION LINE INSTALLATION AND MAINTENANCE: INTERMEDIATE (BOOK WITH DVD)

- Introduces the knowledge and skills for those studying and/or working in mechanical industry to interpret and convey information in response to workplace requirements.
- Specifically, this book involves competencies in inspecting transmission line, poles, towers and appurtenances, performing ground transmission line works and performing overhead maintenance works on 69kv and below.




## WELDING SKILLS (BOOK WITH DVD)

- This second edition guides on welding processes with destructive and nondestructive testing.
- Consists information of basic metallurgy, identification of metals and electrodes, theory of welding processes, identify proper usage of testing methods, welding gases, joint design and configuration, welding positions, welding currents and polarity.
- A fully up-dated second edition of this accessible guide to helping students of current treatments of the subject.

EDITION ②
ISBN: 978-1-98463-442-9
Price: $110
Copyright: 2020
Binding: Softcover




## BASIC ELECTRONICS (BOOK WITH DVD)

- Focuses on the basic concepts of electrical and electronic devices, power supplies, and their use as elements, practical applications, and troubleshooting.
- Covers the fundamentals of basic electronic circuits and key components: their device characteristics, mathematical modeling and representation and behavioural patterns as well as the extension of the circuit analysis techniques.
- This second edition is revised and updated with the latest information and new chapters are added.

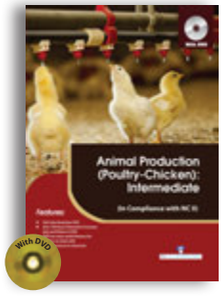
EDITION ②
ISBN: 978-1-98463-443-6
Price: $110
Copyright: 2020
Binding: Softcover




## AIR CONDITIONING AND REFRIGERATION TECHNOLOGY (BOOK WITH DVD)

- This revised edition has been thoroughly updated with the basic principles of refrigeration and air conditioning systems
- Specific topics of the subject including refrigeration controls, laws and regulations for refrigerant fluids and safe refrigerant handling.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

EDITION ②
ISBN: 978-1-98463-444-3
Price: $110
Copyright: 2020
Binding: Softcover




## ANIMAL PRODUCTION (POULTRY-CHICKEN): INTERMEDIATE (BOOK WITH DVD)

- The poultry sector continues to grow and industrialize in many parts of the world. An increasing population, greater purchasing power and urbanization have been strong drivers of growth.
- Includes competencies to maintain poultry housing, brood and grow chicks, perform pre-lay and lay activities and trim beak. These functions are required for individual who will work in poultry (broiler and layers).

EDITION ①
ISBN: 978-1-98463-445-0
Price: $110
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Binding: Softcover




## AGRICULTURAL TECHNOLOGY (BOOK WITH DVD)

- Technology has played a big role in developing the agricultural industry. Today it is possible to grow crops in a desert using agricultural technology.
- Focuses on the technology of crop production and management with applications.
- Discusses the importance of technology in agriculture and for farmers; explores how technology impacted agriculture farming.

EDITION ①
ISBN: 978-1-98463-446-7
Price: $110
Copyright: 2020
Binding: Softcover




## FISHERY TECHNOLOGY

- Sustainable, productive fisheries and aquaculture improve food and nutrition security, increase income and improve livelihoods, promote economic growth and protect our environment and natural resources.
- The development of fishery technologies supports food sustainability to achieve a steady supply of fish and fishery products.
- This book covers critical information on the fundamental aspects of the fisheries and aquaculture technology with applications in a range of industrial processes.

EDITION ①
ISBN: 978-1-98463-447-4
Price: $110
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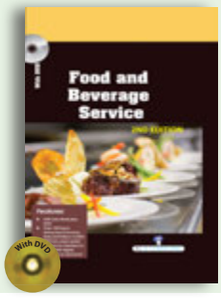
EDITION ②

ISBN: 978-1-98463-448-1

Price: $110

Copyright: 2020

Binding: Softcover




## FOOD AND BEVERAGE SERVICE (BOOK WITH DVD)

- This revised edition has been thoroughly updated with the basics of restaurant cooking and baking, food safety procedures and nutrition.
- Aims at providing complete information and will act as a valuable guide for the students.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

EDITION ①

ISBN: 978-1-98463-449-8

Price: $110

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Binding: Softcover




## HOTEL AND RESTAURANT TECHNOLOGY

- Technology can help Hotel and Restaurant industry stay relevant and competitive, save time and money, and increase client satisfaction.
- This book explores how to use technology in reducing costs, enhance operational efficiency, and improve services and customer experience.
- Covers the growth and progress of the hospitality industry.

EDITION ②

ISBN: 978-1-98463-450-4

Price: $110

Copyright: 2020

Binding: Softcover




## HOUSEKEEPING AND LAUNDRY OPERATIONS (BOOK WITH DVD)

- Housekeeping and Laundry is critical services for the smooth functioning of housekeeping department.
- This revised edition has been thoroughly updated with substantial additions including hoe to prepare inventory for equipment, linen and uniform, the knowledge of floor maintenance, and familiarity with laundry operations.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

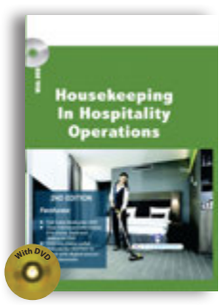
EDITION ②

ISBN: 978-1-98463-451-1

Price: $110

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Binding: Softcover




## HOUSEKEEPING IN HOSPITALITY OPERATIONS (BOOK WITH DVD)

- This second edition will teach readers a systematic approach to managing housekeeping operations and provides a thorough overview, from the big picture of maintaining a quality staff, planning, and organizing, to the technical details of cleaning each area of a hospitality facility.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

EDITION ①

ISBN: 978-1-98463-453-5

Price: $110

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Binding: Softcover




## LIVELIHOOD TECHNOLOGY

- Focused on technical skills to promote livelihood activities and improving the quality of life in the community.
- Focused on the learning of some livelihood skills every quarter, so that the student may be equipped to start a small household enterprise with family members.
- Emphasizes the complexity of studying rural livelihoods and the need to assess interactions within livelihood systems and between them and their wider economic, social, and political environments.

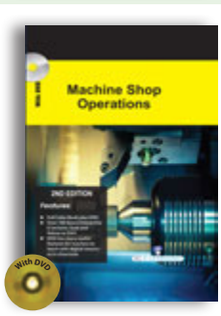
EDITION ②

ISBN: 978-1-98463-454-2

Price: $110

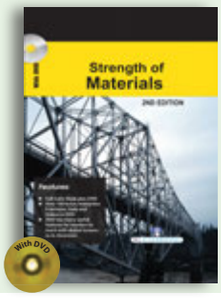
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Binding: Softcover




## MACHINE SHOP OPERATIONS (BOOK WITH DVD)

- With concise explanations and detailed illustrations, this edition includes extensive revisions of the material on advanced skill development in the machine shop along with technical theory of machine tool operations. Computer numerical control machining and some of the more complex machine tool processes are presented.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.




## STRENGTH OF MATERIALS (BOOK WITH DVD)

- With concise explanations and detailed illustrations, this edition includes extensive revisions of the fundamentals and concepts in a simple way in order to enhance the knowledge of strength of materials on engineering applications and design problems.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

EDITION ②
ISBN: 978-1-98463-455-9
Price: $110
Copyright: 2020
Binding: Softcover




## FASHION DESIGN (APPAREL): ADVANCED (BOOK WITH DVD)

- With concise explanations and detailed illustrations, this edition includes extensive revisions of the basic, common and core units of competency required in fashion design.
- Focused on creating garment design, calculating and procuring garment materials, coordinating garment prototype preparation, etc.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

EDITION ②
ISBN: 978-1-98463-456-6
Price: $110
Copyright: 2020
Binding: Softcover




## AUTOMOTIVE TECHNICIAN (BOOK WITH DVD)

- Students will learn about emissions, air bags, security systems, suspension systems, brake systems, tools, safety and diagnostic procedures.
- Instructs students how to weld, diagnose and repair damage to cars and trucks.
- This edition is thoroughly updated with new chapters and the latest coverage of the topics.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.

EDITION ②
ISBN: 978-1-98463-458-0
Price: $110
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Binding: Softcover




## DRIVING (PASSENGER BUS/STRAIGHT TRUCK): ADVANCED (BOOK WITH DVD)

- This book will introduce the knowledge and skills for those studying and/or working in transport sector to interpret and convey information in response to workplace requirements.
- Includes competencies that a person must achieve to drive/operate buses/straight trucks classified under LTO Restriction codes 3 up to 5 on highways; transport passengers and/or heavy goods, liquids and materials over specified long or short distances; comply with local traffic rules/ regulations and ordinances and perform minor repairs on the assigned vehicle.

EDITION ①
ISBN: 978-1-98463-459-7
Price: $110
Copyright: 2020
Binding: Softcover




## FASHION DESIGN (GARMENTS): INTERMEDIATE (BOOK WITH DVD)

- Introduces the knowledge and skills for those studying and/or working in apparel industry to interpret and convey information in response to workplace requirements.
- Covers competencies to create and produce quality apparel for made-to-order, ready- to- wear/off-the-rack clothing and uniforms reflecting the cultural and social influences of a specific time and trend.

EDITION ①
ISBN: 978-1-98463-457-3
Price: $110
Copyright: 2020
Binding: Softcover




## 2D GAME ART DEVELOPMENT: ADVANCED (BOOK WITH DVD)

- Gaming is not only one of the fastest growing markets; it is also becoming a career option of choice for a vast number of talented young students from diverse backgrounds.
- The information in this book consists of competencies that are required for digital 2D art for video games.
- Specially designed for 2D Game artist, 2D Game concept artist, and 2D Game animator.

EDITION ①
ISBN: 978-1-98463-461-0
Price: $110
Copyright: 2020
Binding: Softcover

EDITION ①

ISBN: 978-1-98463-462-7

Price: $110

Copyright: 2020

Binding: Softcover




## 3D GAME ART DEVELOPMENT: ADVANCED (BOOK WITH DVD)

- The information in this book consists of competencies that are required for digital 3D art for video games.
- This book is especially valuable to 3D game artist, Game concept / visual artist, Game animator, Modeler, Rigger, and Texture artist.

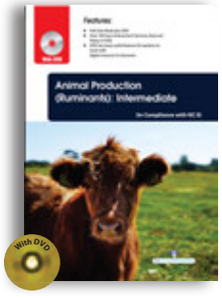
EDITION ①

ISBN: 978-1-98463-463-4

Price: $110

Copyright: 2020

Binding: Softcover




## ANIMAL PRODUCTION (RUMINANTS): INTERMEDIATE (BOOK WITH DVD)

- Contains competencies that a person must achieve to raise ruminants for production of milk, meat and breeder.
- Comprises of maintenance of housing, farm implements and surrounding area, providing forage, performing breeding of ruminants, raising of dairy animals and raising of meat-type animals.
- This course will therefore expose you to the knowledge and understanding with skill acquisition in the rearing of cattle, sheep and goats which are the common ruminants.

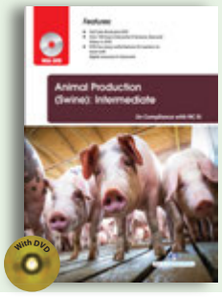
EDITION ①

ISBN: 978-1-98463-464-1

Price: $110

Copyright: 2020

Binding: Softcover




## ANIMAL PRODUCTION (SWINE): INTERMEDIATE (BOOK WITH DVD)

- The livestock sector has been undergoing change at an unprecedented pace over the past few decades. Booming demand in the world's most rapidly growing economies for food derived from animals has led to large increases in livestock production, supported by major technological innovations and structural changes in the sector.
- This book consists of competencies that a person must achieve to handle breeders, handle farrowing sows and suckling, raise weanlings, produce finishers, maintain healthy animal environment and apply biosecurity measures.

EDITION ①

ISBN: 978-1-98463-468-9

Price: $110

Copyright: 2020

Binding: Softcover




## BARBERING: INTERMEDIATE (BOOK WITH DVD)

- Over the past decade, society has undergone a series of unprecedented cultural shifts. Apart from the significant impact this transition has had on our broader culture, the societal change has also held meaning for marketers and advertisers, especially in the realms of beauty and fashion.
- The information in this book consists of basic to core competencies that a person must achieve to cut hair and perform other grooming services for men, such as hair and scalp treatment, hair coloring, shaving and styling beard and mustache.

EDITION ①

ISBN: 978-1-98463-474-0

Price: $110

Copyright: 2020

Binding: Softcover




## DRIVING (ARTICULATED VEHICLE): ADVANCED (BOOK WITH DVD)

- Introduces the knowledge and skills for those studying and/or working in automotive and land transport sector to interpret and convey information in response to workplace requirements.
- Consists of competencies that a person must achieve to drive/operate upon highways motor road vehicles classified under LTO Restriction codes 6 up to 8; transport heavy goods, liquids and materials over specified long or short distances; comply with local traffic rules/regulations and ordinances and perform minor repairs on the assigned vehicle.

EDITION ②

ISBN: 978-1-98463-475-7

Price: $110

Copyright: 2020

Binding: Softcover




## FOOD AND BEVERAGE SERVICE: EXPERT (BOOK WITH DVD)

- Enhance skills to deliver and supervise food and beverage service operations in various food and beverage service facilities.
- Subject matter has been fully revised in such a way that makes the concepts clear and understandable to readers.
- Fully updated throughout, some new chapters covering current topics are also added in this revised edition.




## GAME PROGRAMMING: ADVANCED (BOOK WITH DVD)

- A game programmer is a software engineer, programmer, or computer scientist who primarily develops codebases for video games or related software, such as game development tools.
- The information in this book consists of competencies that are required for programming stand-alone computer game applications to be a game programmer, technical game designer, game tester, tools programmer, and game play scripter.

EDITION ①
ISBN: 978-1-98463-476-4
Price: $110
Copyright: 2020
Binding: Softcover




## HAIRDRESSING: INTERMEDIATE (BOOK WITH DVD)

- Hairdressers cut, style, and color hair, and they may also perform permanent wave, straightening, and bleaching treatments.
- Consists of basic to core competencies that a person must achieve to perform basic hair care services such as hair coloring, bleaching, haircutting, straightening and perming and basic facial make-up application.
- Competent to be a Junior Assistant, Colorist, Permist, Make-up Artist, Haircutter, and Hairstylist

EDITION ①
ISBN: 978-1-98463-480-1
Price: $110
Copyright: 2020
Binding: Softcover




## HAIRDRESSING: ADVANCED (BOOK WITH DVD)

- Learn Skills that a person must achieve to perform advanced hair care activities such as, creative hairstyling, advanced/creative hair coloring, advanced/ creative haircutting and advanced/creative facial make-up that include innovations in hairstyling/dressing and make-up.
- Competent to be a Creative Make-up Artist, Head Hairstylist or Creative Hairstylist.

EDITION ①
ISBN: 978-1-98463-481-8
Price: $110
Copyright: 2020
Binding: Softcover




## HILOT (WELLNESS): INTERMEDIATE (BOOK WITH DVD)

- Equips skills that learners must achieve to plan the hilot wellness program of client/s, provide pre-service to client/s, apply hilot wellness massage techniques and provide post-advice on post-services to clients.
- This book train students with skills necessary to provide the best in Hilot massage and spa therapy by making them aware about the basic physiology and anatomy of the human body.

EDITION ①
ISBN: 978-1-98463-482-5
Price: $110
Copyright: 2020
Binding: Softcover




## PIPEFITTING (METALLIC): INTERMEDIATE (BOOK WITH DVD)

- Without piping systems there would simply be no way to maintain a modern infrastructure capable of delivering fuel and energy. In the same way that a plumber can install or fix pipes in home, pipefitters are responsible for installing and maintaining piping systems in water treatment plants, nuclear facilities, shipyards, factories, and power stations.
- Enable learners how to cut, bevel and / or thread pipes, install overhead and underground piping system, fabricate support and hangers and perform tack welding.

EDITION ①
ISBN: 978-1-98463-483-2
Price: $110
Copyright: 2020
Binding: Softcover




## PROGRAMMING (.NET TECHNOLOGY): ADVANCED (BOOK WITH DVD)

- Enable learners to develop or write program codes using a personal computer or workstation as part of a systems development team.
- Specifically, it includes specialized competencies on .NET technology programming language, such as: programming in HTML5 with JavaScript & CSS3 and developing ASP.NET MVC 5 web applications.
- Competent to be a Front-end web developer, Windows store application developer, Web Application developer, and Instructor/Professor

EDITION ①
ISBN: 978-1-98463-484-9
Price: $110
Copyright: 2020
Binding: Softcover

EDITION ①

ISBN: 978-1-98463-485-6

Price: $110

Copyright: 2020

Binding: Softcover




## PROGRAMMING (JAVA): ADVANCED (BOOK WITH DVD)

- Enable learners to achieve to develop or write program codes using a personal computer or workstation as part of a systems development team.
- It includes core competencies on programming language on Java, such as to develop command-line/ console and desktop applications and to develop enterprise/web applications using Java technology.
- This book will take you through simple and practical approaches while learning Java Programming language.

EDITION ①

ISBN: 978-1-98463-486-3

Price: $110

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Binding: Softcover




## PROGRAMMING (ORACLE DATABASE): ADVANCED (BOOK WITH DVD)

- The information in this book consists of competencies to develop or write program codes using a personal computer or workstation as part of a systems development team.
- It includes core competencies on programming language on PL/SQL, such as to write SQL queries to access data stored in an Oracle database and use functions to customize data output.
- Introduces the knowledge and skills for those studying and/or working in programming industry to interpret and convey information in response to workplace requirements.

EDITION ①

ISBN: 978-1-98463-489-4

Price: $110

Copyright: 2020

Binding: Softcover




## SLAUGHTERING OPERATIONS (LARGE ANIMALS): INTERMEDIATE (BOOK WITH DVD)

- The meat industry processes and transforms various animals for marketing. Butchers, or meat cutters, process and cut meat in processing plants or for customers in grocery stores and butcher shops.
- This book covers competencies that a person must achieve in performing slaughtering floor operations from initial preparation of animal through splitting of the carcass.

EDITION ①

ISBN: 978-1-98463-490-0

Price: $110

Copyright: 2020

Binding: Softcover




## SLAUGHTERING OPERATIONS (SWINE): INTERMEDIATE (BOOK WITH DVD)

- The information in this book consists of basic to core competencies that a person must achieve in performing slaughtering floor operations from initial preparation of swine through splitting of the carcass.
- This book will introduce the knowledge and skills for those studying and/or working in meat industry to interpret and convey information in response to workplace requirements.

EDITION ①

ISBN: 978-1-98463-491-7

Price: $110

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Binding: Softcover




## SHIELDED METAL ARC WELDING: EXPERT (BOOK WITH DVD)

- Enable learners to achieve to weld alloy steel pipes components as specified by layout, blueprints, diagrams, work order, welding procedure or oral instructions using SMAW welding equipment.
- This book conforms to AWS D 1.1 Structural Welding Code; ASME IX Boiler and Pressure Vessel Code; API 1104 Code for Gas and Oil Pipeline Facilities; and ISO 9606-1 Qualification of Welders for Steel.

EDITION ①

ISBN: 978-1-98463-492-4

Price: $110

Copyright: 2020

Binding: Softcover




## SYSTEM FORMWORK INSTALLATION: INTERMEDIATE (BOOK WITH DVD)

- System formwork has good casting quality, speedier erection and more recycle times compared to the conventional formwork. However, the initial investment of system formwork is higher than the conventional one. Therefore, the more cycle times the system formwork is to be used, the more economical it will be.
- This book enable learner to assemble and dismantle scaffolds/ shoring and braces, perform installation and stripping of system formworks (includes combinations of metal and other materials- e.g. engineered plastic material, laminated plywood), its components and supports.




## TAILORING (CASUAL): INTERMEDIATE (BOOK WITH DVD)

- The modern textile industry offers a broad range of career opportunities from raw materials processing to the design of apparel and furnishings.
- The information in this book consists of basic to core competencies that a person must achieve that will enable him/her to draft and cut pattern; lay-out pattern on the material/fabric, sew material/fabric and apply finishing touches on the men's casual apparel of the Garment sector.

EDITION 1
ISBN: 978-1-98463-493-1
Price: $110
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Binding: Softcover




## WEB DEVELOPMENT: ADVANCED (BOOK WITH DVD)

- Web developers should understand various programming languages and web design. This book will introduce the knowledge and skills for those studying and/or working in Web designing and development.
- Enable learners to develop websites for hosting via intranet or Internet.
- It includes competencies for web design, content development, client-side/server-side scripting and website security configuration, among other tasks.

EDITION 1
ISBN: 978-1-98463-495-5
Price: $110
Copyright: 2020
Binding: Softcover




## HEAVY EQUIPMENT OPERATION (CRAWLER CRANE): INTERMEDIATE (BOOK WITH DVD)

- Crane operators may work in manufacturing industries, as well as on construction sites or at shipping and receiving ports. The occupation is physically demanding and often involves working outside, lifting heavy objects and being exposed to construction and manufacturing elements such as fumes, chemicals and loud machinery.
- The information in this book contains competencies that workers must achieve to enable them to perform tasks such lifting and transferring of heavy loads in construction sites or other locations.

EDITION 1
ISBN: 978-1-98463-496-2
Price: $110
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Binding: Softcover




## HEAVY EQUIPMENT OPERATION (FORKLIFT): INTERMEDIATE (BOOK WITH DVD)

- A fork lift operator is tasked with distributing, transporting, and accounting for merchandise, material, and/or equipment in industrial settings. They work in a variety of industries, such as manufacturing, construction, food services, and general storage.
- The information in this book consists of basic to core competencies that workers must achieve to enable them to perform tasks such as handling of materials in the warehouse using the forklift.

EDITION 1
ISBN: 978-1-98463-497-9
Price: $110
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Binding: Softcover




## HEAVY EQUIPMENT OPERATION (HYDRAULIC EXCAVATOR): INTERMEDIATE (BOOK WITH DVD)

- An excavator operator operates heavy machinery to move materials and clear ground, digging holes and trenches to prepare sites for construction. They may also be required to occasionally perform maintenance on the machines.
- The information in this book consists of competencies that workers must achieve to enable them to perform tasks such as excavating earth materials in construction sites or other locations with the use of hydraulic excavator or backhoe equipment.

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ISBN: 978-1-98463-498-6
Price: $110
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Binding: Softcover




## HEAVY EQUIPMENT OPERATION (MOTOR GRADER): INTERMEDIATE (BOOK WITH DVD)

- A grader operator is a construction worker who operates a special type of heavy machinery called a grader, which is used to create straight, flat sections of earth; graders can be used, for example, in conducting road construction, leveling parcels of ground for further construction and creating dirt pathways for other machinery needed at the construction site.
- The information in this book consists of competencies that workers must achieve to enable them to perform tasks such as leveling, spreading, side cutting, ditching, hi-bank cutting, ripping, scarifying of earth materials in construction sites or other locations.

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EDITION ①

ISBN: 978-1-98463-500-6

Price: $110

Copyright: 2020

Binding: Softcover




## HEAVY EQUIPMENT OPERATION (RIGID ON-HIGHWAY DUMP TRUCK): INTERMEDIATE (BOOK WITH DVD)

- The Dump Truck Driver is responsible for operating trucks to transport dirt, aggregate, asphalt, and other materials and/or equipment to various job site locations.
- This book consists of basic to core competencies that workers must achieve to enable them to perform tasks such as loading and dumping of earth materials in the construction, mining sites or other locations.

EDITION ①

ISBN: 978-1-98463-501-3

Price: $110

Copyright: 2020

Binding: Softcover




## HEAVY EQUIPMENT OPERATION (RIGID OFF-HIGHWAY DUMP TRUCK): INTERMEDIATE (BOOK WITH DVD)

- Dump truck drivers transport materials such as dirt, coal or gravel and typically work in the construction or mining areas.
- The book contains various different practical and visual skills with knowledge of specialized materials and techniques.
- Includes competencies that workers must achieve to enable them to perform tasks such as loading and dumping of earth materials in the construction, mining sites or other locations.

EDITION ②

ISBN: 978-1-98463-502-0

Price: $110

Copyright: 2020

Binding: Softcover




## SCAFFOLD ERECTION: INTERMEDIATE (BOOK WITH DVD)

- Scaffolding is often a necessary part of building and home maintenance. Set up scaffolding properly to make sure you and anyone else using the equipment stay safe. An oversight in erecting scaffolding could lead to a serious accident.
- Provides information on how to manage risks associated with scaffolds and scaffolding work at a workplace.
- Discusses the general requirements of scaffold safety as well as the components, erection, use and dismantling of supported and suspended.

EDITION ①

ISBN: 978-1-98463-505-1

Price: $110

Copyright: 2020

Binding: Softcover




## SCAFFOLDING WORKS: INTERMEDIATE (BOOK WITH DVD)

- A scaffold is a temporary structure erected to support access or working platforms. Scaffolds are commonly used in construction work so workers have a safe, stable work platform when work cannot be done at ground level or on a finished floor.
- Cover competencies that individuals must achieve to enable them to erect, check and correct and dismantle, all support type scaffold regardless of height and handle scaffold components, tools and equipment.

EDITION ①

ISBN: 978-1-98463-507-5

Price: $110

Copyright: 2020

Binding: Softcover




## TRANSMISSION LINE INSTALLATION AND MAINTENANCE: ADVANCED (BOOK WITH DVD)

- Enable learners to perform all the required competencies of a transmission lineman as well as installation and performance of transmission line works for above 69 KV.
- Specifically, this book in Transmission Line Installation and Maintenance NC III involves competencies in installing/construction of new transmission line structures, performing overhead transmission line works, installing emergency restoration structure (ERS) and performing earth/ground resistance testing.

EDITION ①

ISBN: 978-1-98463-508-2

Price: $110

Copyright: 2020

Binding: Softcover




## TRANSMISSION LINE INSTALLATION AND MAINTENANCE: EXPERT (BOOK WITH DVD)

- Assist learners to perform the essential competencies of a transmission line foreman in planning and supervising transmission line maintenance works.
- This book in Transmission Line Installation and Maintenance NC IV deals with the planning of assigned transmission line maintenance work, supervising transmission line maintenance works and conducting initial root cause analysis.




## 3G HANDY GUIDE: PIPEFITTING

- Pipefitting is the act of laying out, assembling and installing piping systems involved in the transfer of various fluids, solids and/or gases.
- This handy guide illustrates how pipefitters work on layout, assembly and installation of piping systems and related equipment by applying system knowledge and/or following blueprints.
- Focused on the act of assembling and installing piping systems involved in the transfer of various fluids, solids and/or gases.

EDITION ①
ISBN: 978-1-98463-523-5
Price: $110
Copyright: 2020
Binding: Softcover




## HEAVY EQUIPMENT OPERATION (WHEEL LOADER): INTERMEDIATE (BOOK WITH DVD)

- The Loader Operator is responsible for the safe and efficient operation of the Loader. The Wheel-loader operator operates loaders equipped with front-mounted hydraulically powered bucket or scoop which is used to transport aggregate or other materials, feed hoppers or chutes, and/or stock pile aggregates.
- Assist learners to perform tasks such as loading, carrying, dumping and / or stockpiling of earth and other materials in construction or mining sites or other locations with the use of wheel loader.

EDITION ①
ISBN: 978-1-98463-522-8
Price: $110
Copyright: 2020
Binding: Softcover




## HEAVY EQUIPMENT OPERATION (BACKHOE LOADER): INTERMEDIATE (BOOK WITH DVD)

- This book covers competencies that workers must achieve to enable them to perform tasks such as excavating earth materials in construction sites or other locations.
- This book will cover in detail the requirements and responsibilities of a heavy equipment operator. To be effective in his job, a backhoe operator must be able to interpret stakes and signage on the land.

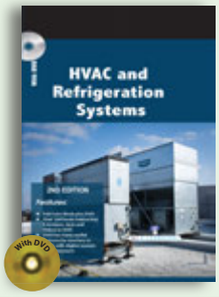
EDITION ①
ISBN: 978-1-98463-525-9
Price: $110
Copyright: 2020
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## DRIVING: INTERMEDIATE (BOOK WITH DVD)

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- Attempts to get Driver Confidence in driving in various road conditions, traffic signs, starting car, stopping, pickup, gear shifts, basic maintenance checkup so that driver can independently drive car on own.

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## 3G HANDY GUIDE: AIR CONDITION SERVICING

- This handy guide will help newcomers in air-conditioning systems; includes everything you wish to know about heating and air conditioning.
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## 3G HANDY GUIDE: BEAUTY & WELLNESS

- The essential guide to using natural ingredients for health, wellness, and personal skincare.
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- Designed to provide health care providers with both the theoretical knowledge and practical skills they need to provide high-quality clinical preventive services.

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## 3G HANDY GUIDE: ELECTRICIAN

- This is a basic training and maintenance guide designed to explain the principles involved in the operation of electrical equipment in an average industrial plant.
- This handy guide covers everything from choosing the correct devices, tools, and materials to the efficient management of tools and materials in an actual construction operation.

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## 3G HANDY GUIDE: MASONRY

- Filled with illustrations and practical “punch-list” summaries, this career-building guide provides an introduction to the practice of masonry, including lots of detailed advice.
- This text is an ideal resource for anyone seeking the specialized knowledge and skills needed to succeed in the masonry industry, covering every aspect of home repair and construction covers concrete and masonry work, bricklaying, framing foundations and walls, plastering, painting, woodworking, and more.

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## 3G HANDY GUIDE: PLUMBING

- This handy book guides you on plumbing and heating - whether unblocking a WC, repairing a burst pipe or changing a central heating pump.
- Presents a clear and concise coverage on plumbing essentials, illustrations, tips, shortcuts – the lowdown on brazing, soldering, pipe fittings, commercial water coolers, automatic bathroom systems, and more.

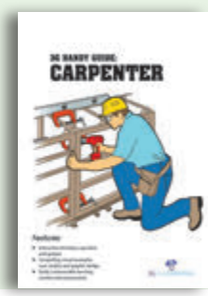
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## 3G HANDY GUIDE: CARPENTER

- This guide illustrates the practical information on the nature of the work carpenters construct, erect, install, and repair structures and fixtures made from wood and other materials.
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- A comprehensive guide provides an accessible overview of automotive systems to prepare you for all aspects of work in the field.
- This book guides readers through the basic maintenance, diagnosis, and servicing of all automotive systems, from tool and shop safety through the steps necessary to maintain a modern motor vehicle.




## ELECTRICAL TECHNOLOGY

- This book is designed to provide the student with an opportunity to acquire the skills, knowledge, and understanding needed to the occupation as an entry level electrician.
- The book provides a blend of theory and hands-on experience for the electrical construction and industrial maintenance fields.

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## 3G HANDY GUIDE: AUTOMOTIVE REPAIRING

- Inside this handy guide the reader will learn to do routine maintenance, tune-up procedures, engine repair, along with aspects of your car such as cooling and heating, air conditioning, and much more.
- Illustrates basic techniques of repair, maintenance, and troubleshooting including instructions for such operations as fixing a dead horn, changing a car's computer, and servicing drum brakes.

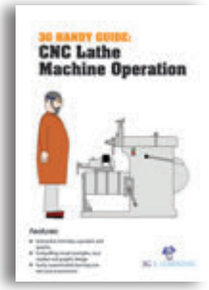
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- Provides practical information on health care and services for the elderly, ill, or disabled in the home, including basic nursing procedures, advice on equipment, and hygiene tips.
- This handy guide provides detailed instructions for caregivers on all aspects of home care including physical care, communications skills and emotional support, and activities of daily living.

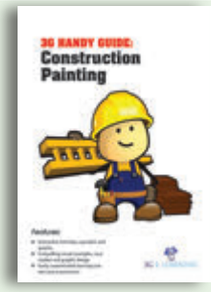
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## 3G HANDY GUIDE: CNC LATHE MACHINE OPERATION

- Packed with practical information and real case, this guide covers everything from the basics of working with tools to the most detailed metalworking processes.
- This guide illustrates every aspect of the lathe, including how to choose one, how to select tools and accessories, how to maintain and repair the machine, and basic techniques.

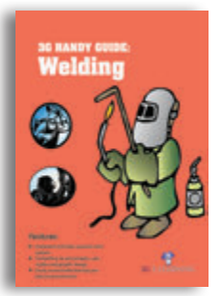
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## 3G HANDY GUIDE: CONSTRUCTION PAINTING

- This handy guide illustrates what painters and paint contractors need to know to thrive in the paint contracting business bring you up-to-date and expert knowledge of painting and decorating.
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## 3G HANDY GUIDE: WELDING

- This book is an ultimate guide that is straight to the point about what you need to know and how to do it to be a successful welder.
- Illustrates the latest developments in the field and how they can be used across a variety of applications.
- A standard introduction and guide to the main welding technologies and their applications.

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## ELECTRONICS TECHNOLOGY

- Integrates comprehensive electronic circuit theory with practical work; develop solid trouble-shooting skills using modern industry-quality instruments; prepares students to work in the field of electronics.
- This book helps you understand technical vocabulary and technologies while providing the skills necessary to read schematic diagrams, apply problem-solving formulas, and provide useful information on subjects from basic components and building block circuits.

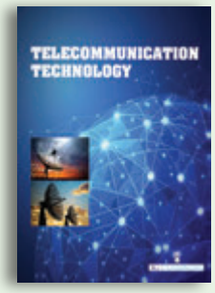
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## MECHATRONICS TECHNOLOGY

- This book is intended to cover in mechatronic and integrated monitoring and management systems with applications to architectural, archaeology survey, construction management and civil engineering.
- Designed for the student who wishes to prepare for a career as a Mechatronics technician/electrician.

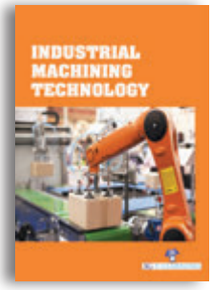
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## TELECOMMUNICATION TECHNOLOGY

- Presents insights into this complex but thrilling world of telecommunications categorized by constant evolution, and approaches it from technology as well as business viewpoints.
- Students will learn the technical skills needed to help design, build, and install telecommunications systems, such as telephones, the Internet, and wireless networks.

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## INDUSTRIAL MACHINING TECHNOLOGY

- Machine manufacturing and tool dies have become increasingly valuable, especially in the production of high-precision tools for high-tech manufacturing and large industrial construction.
- This book provides essential information on modern machining technology, with emphasis on the processes used regularly across several major industries.

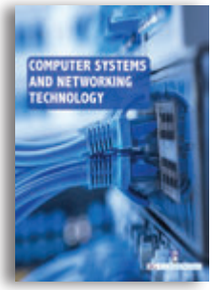
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## ADMINISTRATIVE SECRETARY

- Administrative jobs are constantly changing, this book as a practical guide, will enable students to approach in professional work with increased confidence.
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## COMPUTER SYSTEMS AND NETWORKING TECHNOLOGY

- Today, networking is an integral part of the computer and so the book introduces basic networking techniques and communications principles.
- Provides the skills required to configure, install, manage, and administer computer systems and basic network infrastructures.




## CREATIVE MULTIMEDIA: ANIMATION

- A guide to the fundamental principles of animation covers figurative animation, timing, acting, design, animals in motion, sound synchronization, and technical issues.
- This classic book familiarizes students with overall process of producing digital work art, particularly in 2D and 3D.

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| 1306 | 9781680956191 | Career Guide: Cosmetologist | Careers | 2017 | 35 | Softcover |
| 1307 | 9781680955644 | Career Guide: Hairstylist | Careers | 2017 | 35 | Softcover |
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| 1309 | 9781680954029 | Career Guide: Digital Production and Editing | Careers | 2017 | 35 | Softcover |
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| 1317 | 9781680954203 | Career Guide: Masseur & Massage Therapist | Careers | 2017 | 35 | Softcover |
| 1318 | 9781680954210 | Career Guide: Personal Assistant | Careers | 2017 | 35 | Softcover |
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| 1320 | 9781680954234 | International Travel & Tourism (Book with DVD) | Hospitality and Tourism | 2017 | 80 | Softcover |
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| 1325 | 9781680956283 | Food Production Operations (Book with DVD) | Hospitality and Tourism | 2017 | 80 | Softcover |
| 1326 | 9781680956290 | Bar Management and Control (Book with DVD) | Hospitality and Tourism | 2017 | 80 | Softcover |
| 1327 | 9781680956306 | Computers for Hotel Management (Book with DVD) | Hospitality and Tourism | 2017 | 80 | Softcover |
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| 1330 | 9781680956337 | Hotel Housekeeping Runner (Book with DVD) | Hospitality and Tourism | 2017 | 80 | Softcover |
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| 1335 | 9781680956399 | Cruise Ports Management (Book with DVD) | Hospitality and Tourism | 2017 | 80 | Softcover |
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| 1342 | 9781680956474 | Hospitality Security Services (Book with DVD) | Hospitality and Tourism | 2017 | 80 | Softcover |
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| 1456 | 9781680954869 | Electric Circuits (Book with DVD) | Engineering and Technology | 2017 | 80 | Softcover |

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| 1458 | 9781680954883 | Electromagnectic Fields (Book with DVD) | Engineering and Technology | 2017 | 80 | Softcover |
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| 1461 | 9781680954913 | Engineering Thermodynamics (Book with DVD) | Engineering and Technology | 2017 | 80 | Softcover |
| 1462 | 9781680954920 | Finite Element Method (Book with DVD) | Engineering and Technology | 2017 | 80 | Softcover |
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| 1466 | 9781680954968 | Design of Electrical Services for Buildings (Book with DVD) | Engineering and Technology | 2017 | 80 | Softcover |
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| 1469 | 9781680954999 | Electrical Systems Design (Book with DVD) | Engineering and Technology | 2017 | 80 | Softcover |
| 1470 | 9781680955002 | Electrical Motor Control Systems (Book with DVD) | Engineering and Technology | 2017 | 80 | Softcover |
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| 1473 | 9781680955033 | Mechanics and Thermodynamics (Book with DVD) | Engineering and Technology | 2017 | 80 | Softcover |
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| 1488 | 9781680955187 | Training Manpower for Cruising and Ship Industry (Book with DVD) | Maritime and Seamanship | 2017 | 80 | Softcover |
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| 1491 | 9781680955217 | Elementary Zoology | Life Science | 2017 | 65 | Softcover |
| 1492 | 9781680955224 | Vertebrate Ecophysiology | Life Science | 2017 | 65 | Softcover |
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| 1495 | 9781680955255 | Organic Farming and Food Production (Book with DVD) | Agriculture and Plant Science | 2017 | 80 | Softcover |
| 1496 | 9781680955262 | Agriculture Ecology and Environment (Book with DVD) | Agriculture and Plant Science | 2017 | 80 | Softcover |
| 1497 | 9781680955279 | Alternative Farming (Book with DVD) | Agriculture and Plant Science | 2017 | 80 | Softcover |
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| 1499 | 9781680955293 | Basics of Micropropagation (Book with DVD) | Agriculture and Plant Science | 2017 | 80 | Softcover |
| 1500 | 9781680955309 | Carbohydrate Metabolism (Book with DVD) | Agriculture and Plant Science | 2017 | 80 | Softcover |
| 1501 | 9781680955316 | Concepts in Ethnobotany (Book with DVD) | Agriculture and Plant Science | 2017 | 80 | Softcover |
| 1502 | 9781680955323 | Physiology of Plant Cells (Book with DVD) | Agriculture and Plant Science | 2017 | 80 | Softcover |
| 1503 | 9781680955330 | Concepts in Plant Physiology (Book with DVD) | Agriculture and Plant Science | 2017 | 80 | Softcover |
| 1504 | 9781680955347 | Physiology of Fungi (Book with DVD) | Agriculture and Plant Science | 2017 | 80 | Softcover |
| 1505 | 9781680955354 | Concepts of Plant Anatomy (Book with DVD) | Agriculture and Plant Science | 2017 | 80 | Softcover |
| 1506 | 9781680955361 | Nematode Management in Plants (Book with DVD) | Agriculture and Plant Science | 2017 | 80 | Softcover |
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| 1508 | 9781680955385 | Reproduction in Cattle | Animal and Veterinary Science | 2017 | 65 | Softcover |
| 1509 | 9781680955392 | Reproduction in Domestic Animals | Animal and Veterinary Science | 2017 | 65 | Softcover |
| 1510 | 9781680955408 | General Veterinary Parasitology | Animal and Veterinary Science | 2017 | 65 | Softcover |
| 1511 | 9781680955415 | Small Scale Broiler Production | Animal and Veterinary Science | 2017 | 65 | Softcover |
| 1512 | 9781680955422 | Reproduction in Farm Animals | Animal and Veterinary Science | 2017 | 65 | Softcover |
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