Salt Stress in Plants
Signalling, Omics and Adaptations

Contents

Fields of interest
Plant Sciences; Plant Physiology; Plant Breeding/Biotechnology

Target groups
Research

Product category
Contributed volume

Due March 2013
2013. XIII, 509 p. 48 illus., 26 in color. Hardcover
► * € (D) 160,45 | € (A) 164,94 | sFr 200,00
► € 149,95 | £135.00
ISBN 978-1-4614-6107-4

Metallomics and the Cell

Contents

Fields of interest
Life Sciences, general; Inorganic Chemistry; Human Physiology

Target groups
Research

Product category
Contributed volume

Due March 2013
2013. XXXVI, 268 p. 37 illus., 18 in color. (Methods in Molecular Biology, Volume 1013)
► * € (D) 101,64 | € (A) 104,49 | sFr 126,50
► € 94,99 | £85.50

Humana Press
Habitability of Other Planets and Satellites

Contents

Fields of interest
Microbial Ecology; Ecology; Astrobiology

Target groups
Upper undergraduate

Product category
Contributed volume

Due May 2013
2013. Approx. 500 p. 50 illus. in color. (Cellular Origin, Life in Extreme Habitats and Astrobiology, Volume 28)

B. Fu, Chinese Academy of Sciences, Beijing, China; K. B. Jones (Eds)

Landscape Ecology for Sustainable Environment and Culture

Contents
Part I Concepts and Approaches. - Part II Landscape Modeling. - Part III Landscape Planning and Management.

Fields of interest
Landscape Ecology; Sustainable Development; Landscape/Regional and Urban Planning

Target groups
Research

Product category
Contributed volume

Due April 2013
2013. VIII, 485 p. 113 illus., 79 in color.

F. Gardini, Università degli Studi di Bologna, Italy; E. Parente, Università degli Studi della Basilicata, Potenza, Italy (Rédacteurs)

Manuale di microbiologia predittiva

Contents

Fields of interest
Microbial Ecology; Microbiology; Quality Control, Reliability, Safety and Risk

Target groups
Professional/practitioner

Product category
Contributed volume

Pubblicazione prevista per il mese di May 2013
2013. Approx. 400 pagg. 150 figg. Con online files/update. Brossura

2013. VIII, 485 p. 113 illus., 79 in color.

110
Jasmonate Signaling
Methods and Protocols

Contents
Ecosystem Services and Carbon Sequestration in the Biosphere

Contents

Fields of interest
Agriculture; Soil Science & Conservation; Environment, general

Target groups
Graduate

Product category
Contributed volume

W. Löffelhardt (Ed)

Endosymbiosis

Contents
Life Sciences

K. McCall, Boston University, MA, USA; C. Klein, Brookline, MA, USA (Eds)

Necrosis
Methods and Protocols

Cell death is an essential process in development, and a major contributor to a wide range of human diseases.

Features
► Includes a wide range of techniques for the study of necrosis in vitro and in vivo ► Provides step-by-step detail essential for reproducible results ► Contains key notes and implementation advice from the experts

Contents

Fields of interest
Cell Biology; Cell Cycle Analysis; Apoptosis

Target groups
Professional/practitioner

Product category
Contributed volume

P. Narayanasamy, Tamil Nadu Agricultural University, Coimbatore, India

Biological Management of Diseases of Crops
Volume 1: Characteristics of Biological Control Agents

Features
► Discussion on the nature and biological activities of both biotic and abiotic bioagents is presented with large number of illustrations only in this book, providing a significant benefit and opportunity to the audience to have complete information from a single source ► Various mechanisms of biological activities of biotic and abiotic biocontrol agents are critically discussed highlighting the similarities in their mechanisms and indicating the possibilities of selecting the compatible ones to enhance the effectiveness of biological control against the targeted microbial pathogen(s) causing different diseases ► Presentation of several protocols for carrying out various experiments and the list of general and specific media for isolation of biotic biocontrol agents is yet another attempt to make the book to be more useful to the readers who cannot find this aspect in any other book

Contents

Fields of interest
Plant Pathology; Microbiology; Plant Breeding/Biotechnology

Target groups
Research

Product category
Monograph

Biological Management of Diseases of Crops
Volume 2: Integration of Biological Control Strategies with Crop Disease Management Systems

Contents

Fields of interest
Plant Pathology; Microbiology; Plant Breeding/Biotechnology

Target groups
Research

Product category
Monograph

Due May 2013
2013. XV, 1165 p. 47 illus., 4 in color. (Progress in Biological Control, Volume 15) Hardcover
► € (D) 218,89 | € (A) 186,99 | sFr 226,50
► € 169,99 | £153.00
ISBN 978-94-007-6376-0

Due May 2013
2013. XV, 610 p. 30 illus., 1 in color. (Progress in Biological Control, Volume 16) Hardcover
► € (D) 195,09 | € (A) 142,99 | sFr 173,50
► € 129,99 | £117.00
ISBN 978-94-007-6377-7

Due May 2013
2013. 220 p. 51 illus., 20 in color. (Methods in Molecular Biology, Volume 1004) Hardcover
► € (D) 101,64 | € (A) 104,49 | sFr 126,50
► € 94,99 | £85.50
ISBN 978-1-62703-382-4

Humana Press
Enzyme Engineering

Methods and Protocols

Contents

Fields of interest
Biochemistry, general; Enzymology

Target groups
Professional/practitioner

Product category
Contributed volume

Plant Virus and Viroid Diseases in the Tropics

Volume 1: Introduction of Plant Viruses and Sub-Viral Agents, Classification, Assessment of Loss, Transmission and Diagnosis

Plant virus and sub-viral pathogens pose severe constraints to the production of wide range of economically important crops worldwide. The crops raised both through true seed and vegetative propagated materials are affected with number of virus and virus-like diseases. The virus may enter into plants through seed planting materials or by vectors. Once the virus is in the field, it multiplies and spreads following definite patterns depending upon the nature of the vector and agro-meteorological conditions. Disease free crops and plants are great economic and social importance in feeding the world’s population.

Features
► Virus and virus-like diseases in tropical countries were described along with assessment of yield losses, transmission and diagnostic tests for framing suitable management measures ► Latest 9th ICTV classification in relation to tropical virus diseases is presented ► For quick and reliable diagnosis of virus and viroid diseases latest molecular techniques with suitable examples were discussed

Contents
CHAPTER I.- Introduction to plant virus and viroid diseases in tropics.- CHAPTER II.- Viruses and sub-viral agents.- CHAPTER III.- Impact of Virus and Viroid diseases on crop yields.- CHAPTER IV.- Transmission of Plant Viruses and Viroids.- CHAPTER V.- Diagnosis and Detection of Virus and Viroid diseases.

Fields of interest
Plant Pathology; Agriculture; Plant Sciences

Target groups
Research

Product category
Monograph

Due March 2013

K. S. Sastry, SV University, Tirupathi, India

Due April 2013

J. C. Samuelson, New England Biolabs, Inc., Ipswich, MA, USA (Ed)

J. Seckbach, A. Oren, Hebrew University of Jerusalem, Israel; H. Stan-Lotter, University of Salzburg, Austria (Eds)

Polyextremophiles

Life Under Multiple Forms of Stress

Contents
Evolution and Senses
Opsins, Bitter Taste, and Olfaction

This book focuses on sensing and the evolution of animals. Using the five senses (visual, auditory, olfactory perception, and taste and touch), animals can receive environmental stimuli and respond to them.

Contents
1.1 Introduction 1.2 Visual pigments and signal transduction cascades in invertebrates 1.2.1 Vertebrate visual cells and visual pigments 1.2.2 Comparison of rod and cone visual pigments 1.2.3 Ascidian opsin 1.3 Visual pigments and signal transduction cascades in invertebrates 1.3.1 Signal transduction in rhabdomeric visual cells 1.3.2 Signal transduction in invertebrate ciliary visual cells 1.4 Non-visual opsins and signal transduction cascades 1.4.1 A variety of non-visual opsins 1.4.2 Photoisomerases 1.4.3 Vertebrate non-visual opsins 1.4.4 Opm4 (melanopsin) 1.4.5 Opm3 (encephalopsin, panopsin) 1.4.6 Opm5 (neurospin) 1.5 Diversity of the molecular properties of opsins 1.5.1 Diversity of counterion 1.5.2 Diversity of photoreaction process and active state stability 1.5.3 Diversity of binding retinal isomers 1.6 Concluding remarks
Acknowledgements
References
1.2 Introduction 1.2.2 Analysis of bitter taste receptor sequences 2.3 Population Genetics of Chimpanzee TAS2Rs 2.4 Genomic and behavioral analysis of Japanese macaque TAS2Rs 2.5 Taste and feeding behaviors in primate species
Acknowledgements
References
1.3 Evolutionary Biology; Animal Genetics and Genomics; Developmental Biology
1.4 Target groups
Upper undergraduate
1.5 Product category
Brief

The Myc Gene
Methods and Protocols

Contents
1.1 Introduction 1.2 Visual pigments and signal transduction cascades in invertebrates 1.2.1 Vertebrate visual cells and visual pigments 1.2.2 Comparison of rod and cone visual pigments 1.2.3 Ascidian opsin 1.3 Visual pigments and signal transduction cascades in invertebrates 1.3.1 Signal transduction in rhabdomeric visual cells 1.3.2 Signal transduction in invertebrate ciliary visual cells 1.4 Non-visual opsins and signal transduction cascades 1.4.1 A variety of non-visual opsins 1.4.2 Photoisomerases 1.4.3 Vertebrate non-visual opsins 1.4.4 Opm4 (melanopsin) 1.4.5 Opm3 (encephalopsin, panopsin) 1.4.6 Opm5 (neurospin) 1.5 Diversity of the molecular properties of opsins 1.5.1 Diversity of counterion 1.5.2 Diversity of photoreaction process and active state stability 1.5.3 Diversity of binding retinal isomers 1.6 Concluding remarks
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1.3 Evolutionary Biology; Animal Genetics and Genomics; Developmental Biology
1.4 Target groups
Upper undergraduate
1.5 Product category
Brief

Bioactive Polyphenols from Wine Grapes

Is red wine good for you? And if so, why? How much? And what are the actual benefits? This addition to the SpringerBriefs in Cell Biology series thoroughly but succinctly answers these questions. It covers the biochemistry, health benefits and therapeutic potential of wine grapes. It begins with an overview of phytoalexin production in Vitis vinifera (Common Grape Vine), detailing the relationship of resveratrol to analogues such as pterostilbene, piceid and the viniferins (resveratrol oligomers). The discussion then turns to the hundreds of reports linking resveratrol and related grape vine polyphenols to various beneficial health effects especially cardio- and cerebro-vascular, metabolic, anti-inflammatory and more.

Features
  - A succinct yet detailed look at the health benefits of red wine, covering everything from the biochemistry of ‘how’ and ‘why’ to the actual benefits
  - Discusses very specific and timely effects: cardiovascular, cerebrovascular, anti-proliferative (including cancer cell growth), metabolic including obesity and diabetes and more, including anti-aging
  - Both authors are internationally recognized, familiar names in the field

Contents

Fields of interest
Cell Biology; Plant Biochemistry; Enzymology

Target groups
Research

Product category
Brief

Due March 2013
2013. X, 46 p. 12 illus., 10 in color. (SpringerBriefs in Biology)
  ➤ * € (D) 53,49 | € (A) 54,99 | sFr 67,00
  ➤ € 49,99 | £44.99
ISBN 978-4-431-54221-6

Due July 2013
2013. 255 p. 44 illus., 20 in color. (Methods in Molecular Biology, Volume 1012) Hardcover
  ➤ approx. * € (D) 96,29 | € (A) 98,99 | sFr 117,50
  ➤ approx. € 89,99 | £79.50

Due April 2013
2013. X, 113 p. 10 illus. (SpringerBriefs in Cell Biology)
  ➤ * € (D) 53,49 | € (A) 54,99 | sFr 67,00
  ➤ € 49,99 | £44.99
ISBN 978-1-4614-6967-4

Y. Shichida, T. Yamashita, H. Imai, T. Kishida, Kyoto University, Japan
Evolution and Senses
Opsins, Bitter Taste, and Olfaction

This book focuses on sensing and the evolution of animals. Using the five senses (visual, auditory, olfactory perception, and taste and touch), animals can receive environmental stimuli and respond to them.

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Acknowledgements
References
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1.3 Evolutionary Biology; Animal Genetics and Genomics; Developmental Biology
1.4 Target groups
Upper undergraduate
1.5 Product category
Brief

L. Soucek, Fundació VHIQ, Barcelona, Spain; N. M. Sodir, University of Cambridge, UK (Eds)
The Myc Gene
Methods and Protocols

Contents
1.1 Introduction 1.2 Visual pigments and signal transduction cascades in invertebrates 1.2.1 Vertebrate visual cells and visual pigments 1.2.2 Comparison of rod and cone visual pigments 1.2.3 Ascidian opsin 1.3 Visual pigments and signal transduction cascades in invertebrates 1.3.1 Signal transduction in rhabdomeric visual cells 1.3.2 Signal transduction in invertebrate ciliary visual cells 1.4 Non-visual opsins and signal transduction cascades 1.4.1 A variety of non-visual opsins 1.4.2 Photoisomerases 1.4.3 Vertebrate non-visual opsins 1.4.4 Opm4 (melanopsin) 1.4.5 Opm3 (encephalopsin, panopsin) 1.4.6 Opm5 (neurospin) 1.5 Diversity of the molecular properties of opsins 1.5.1 Diversity of counterion 1.5.2 Diversity of photoreaction process and active state stability 1.5.3 Diversity of binding retinal isomers 1.6 Concluding remarks
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References
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1.3 Evolutionary Biology; Animal Genetics and Genomics; Developmental Biology
1.4 Target groups
Upper undergraduate
1.5 Product category
Brief

J. A. Stuart, E. L. Robb, Brock University, St. Catharines, ON, Canada
Bioactive Polyphenols from Wine Grapes

Is red wine good for you? And if so, why? How much? And what are the actual benefits? This addition to the SpringerBriefs in Cell Biology series thoroughly but succinctly answers these questions. It covers the biochemistry, health benefits and therapeutic potential of wine grapes. It begins with an overview of phytoalexin production in Vitis vinifera (Common Grape Vine), detailing the relationship of resveratrol to analogues such as pterostilbene, piceid and the viniferins (resveratrol oligomers). The discussion then turns to the hundreds of reports linking resveratrol and related grape vine polyphenols to various beneficial health effects especially cardio- and cerebro-vascular, metabolic, anti-inflammatory and more.

Features
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  - Discusses very specific and timely effects: cardiovascular, cerebrovascular, anti-proliferative (including cancer cell growth), metabolic including obesity and diabetes and more, including anti-aging
  - Both authors are internationally recognized, familiar names in the field

Contents

Fields of interest
Cell Biology; Plant Biochemistry; Enzymology

Target groups
Research

Product category
Brief
Skin Stem Cells
Methods and Protocols

Contents
All three peroxisome proliferator-activated receptor (PPAR) subtypes share a high degree of structural homology while exhibiting differences in function, tissue distribution, and ligand specificity.

**Features**
- Traces PPAR discovery through its history and to its modern state
- Paves the way for the development of safer and more effective PPAR modulators as therapeutic agents
- Serves as an excellent companion to Volume 952 of the Methods in Molecular Biology series

**Contents**
- Introduction.
- History of PPAR Discovery: Peroxisomes.
- Peroxisomal biogenesis and diseases.
- Peroxisome proliferation.
- Peroxisome Proliferator-Activated Receptors: Chromosomal location and gene polymorphism.
- Protein structure.
- PPAR Ligands: Endogenous ligands.
- Exogenous PPAR modulators.
- Tissue Distribution and Versatile Functions of PPARs: Neurological functions of PPARs.
- PPARs and the cardiovascular system.
- PPARs in pulmonary physiology and disease.
- Gastrointestinal roles of PPARs.
- PPAR functions in the liver.
- Roles of PPARs in the pancreas.
- PPARs in the urinary tract physiology and pathophysiology.
- PPARs in the reproductive system.
- Bone metabolism and PPARs.
- Roles of PPARs in skeletal muscle biology.
- Skin PPARs.
- PPARs and Drug Metabolism.
- Molecular Aspects of PPAR Actions: Posttranslational control of PPARs.
- Animal Models in PPAR Research.
- Safety of PPAR Agonists.
- The Future of PPAR Research.
Immigrants in Regional Labour Markets of Host Nations

Some Evidence from Atlantic Canada

This book is the first to present a detailed analysis of economic integration of immigrants in smaller areas of their host nations. It uses Atlantic Canada as a case in point and uses unpublished data based on several databases of Statistics Canada and Citizenship and Immigration, Canada. It identifies best policy practices that can also be used in other countries to address demographic challenges similar to those facing Canada, for example population ageing and youth out-migration from smaller regions to larger regions, through immigration. Economic integration of immigrants in Atlantic Canada is faster and better than it is nationally.

Features
- First comprehensive analysis of economic integration of immigrants in smaller regions
- Identifies best practices for immigrant attraction and retention in smaller regions of Canada that are also relevant for other countries
- Original research using various databases for Atlantic Canada not available in public domain

Contents

Fields of interest
Population Economics; Migration; Demography

Target groups
Research

Product category
Brief

Due March 2013
2013. X, 95 p. 28 illus. (SpringerBriefs in Population Studies) Softcover
- € (D) 53,49 | € (A) 54,99 | sFr 67,00
- € 49,99 | £44.99

Due February 2013
2013. XII, 218 p. 54 illus. Hardcover
- € (D) 139,05 | € (A) 142,94 | sFr 173,00
- € 129,95 | £117.00
ISBN 978-81-322-0791-7

Due April 2013
2013. VI, 737 p. 62 illus.
- € (D) 181,89 | € (A) 186,99 | sFr 226,50
- € 169,99 | £153.00
Organizational Innovation Communities

Open source, community and crowd innovations have not only drastically changed the way products and services are developed, but also the way we work and live. Yet, organizations of all kinds, may they be small or large, localized or global, etc., still struggle to effectively adapt to this social, however, technology-enabled trend. This work sheds light on community-based innovation development within organizations, i.e. organizational innovation communities. Three major questions are tackled: How to introduce organizational innovation communities, or how to build communities from scratch? How to manage organizational innovation communities, or can we manage creativity? How to foster employee engagement, or how to turn ordinary employees into innovation hot-spots? Based on qualitative as well as quantitative research methods, the author derives in-depth and surprising insights as well as hands-on recommendations to speed-up, improve, and foster innovation development.

Handbook of OR/MS Models in Hazardous Materials Transportation

The Pipeline and Hazardous Materials Safety Administration of the U.S. Department of Transportation defines hazardous materials (hazmat) as a substance or material capable of posing an unreasonable risk to health, safety, or property when transported in commerce. Hazmat accidents can result in significant impact to the population (death, injuries) and damage to the environment (destroyed or damaged buildings and infrastructure). Further, hazmat, especially explosive materials, can potentially be used by terrorists to attack civilians or to destroy critical infrastructure.

Features
- First Operations Research handbook focused on hazardous materials transportation
- Presents models for routing, weather impact, and Value-at-Risk
- Includes case studies

Contents

Fields of interest
Operation Research/Decision Theory; Operations Research, Management Science; Transportation

Research

Product category
Monograph

Due March 2013
2013. XVIII, 180 p. 14 illus. (Markt- und Unternehmensentwicklung / Markets and Organisations)
- € (D) 59,99 | € (A) 61,68 | sFr 75,00
- £ 56,07 | £ 50,99
ISBN 978-3-658-01301-1

Due May 2013
- € (D) 106,99 | € (A) 109,99 | sFr 133,50
- £ 99,99 | £ 90,00

Due April 2013
2013. XI, 107 p. 58 illus. (SpringerBriefs in Economics)
- € (D) 53,49 | € (A) 54,99 | sFr 67,00
- £ 49,99 | £ 44,99
ISBN 978-81-322-1126-6

Economics/Management Science

Momentum Trading on the Indian Stock Market

Features
- A comprehensive, analytical study (instead of being theoretical only) on momentum trading, which seeks to fill the void in the existent literature
- Links the theory of momentum trading with the financial crisis of 2007-08
- Provides significant policy-based and theoretical implications

Contents

Fields of interest
Econometrics; Finance/Investment/Banking; Financial Economics

Research

Product category
Brief
S. Diehl, M. Karmasin, Alpen-Adria University Klagenfurt, Austria (Eds)

**Media and Convergence Management**

Convergence has gained an enormous amount of attention in media studies within the last several years. It is used to describe the merging of formerly distinct functions, markets and fields of application, which has changed the way companies operate and consumers perceive and process media content. These transformations have not only led business practices to change and required companies to adapt to new conditions, they also continue to have a lasting impact on research in this area. This book’s main purpose is to shed some light on crucial phenomena of media and convergence management, while also addressing more specific issues brought about by innovations related to media, technologies, industries, business models, consumer behavior and content management.

**Features**
- Interdisciplinary approach to the topic of media convergence
- Suitable for use in numerous disciplines (media studies, management studies, technical studies)
- Combines academic with practitioner’s perspective
- Numerous exercise questions and reflective questions for each chapter facilitate text comprehension and stimulate discussion and further research

**Contents**

**Fields of interest**
Media Management; Media Research; Communication Studies

**Target groups**
Graduate

**Product category**
Graduate/Advanced undergraduate textbook

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S. Elsner, Cologne, Germany

**Retail Internationalization**

**Analysis of Market Entry Modes, Format Transfer and Coordination of Retail Activities**

The doctoral thesis investigates various strategies in the area of going and being international of retail firms which is of undisputable relevance due to the fairly narrow research status and the increasing internationalization of retail activities. Issues are investigated concerning the choice of retail market entry modes, i.e., the form of institutional arrangements that retailers use when entering foreign markets, the retail format transfer, i.e., the management of internal processes and the external marketing program elements and the coordination of retail activities, i.e., the implementation of the marketing program by the organizational structure. Regarding this, three important research questions are addressed: 1) How do choose retailers their market entry mode in the area of conflict between full and shared-controlled modes and how is this decision influenced by the internal and external environment? 2) How can international retailers transfer their retail format successfully to foreign countries by standardizing or adapting the internal and external elements of their retail format? 3) How can retailers successfully coordinate the implementation of their retail marketing program to culturally diversified markets?

**Feature**
- Publication in the field of economic sciences

**Contents**
- Internationalization.- Retailing.- Entry mode choice.- Format transfer.- Standardization and adaptation.- Organizational Structure.

**Field of interest**
Marketing

**Target groups**
Research

**Product category**
Monograph

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Y. Gong, EMLYON Business School, Ecully, France

**Global Operations Strategy**

Fundamentals and Practice

While many business schools are teaching “Global Operations Strategy” with self-made teaching materials, there are no such textbooks. Combining practical approaches with detailed theoretical underpinnings, this book provides theories, tools, frameworks, and techniques for global operations strategy, and brings real world perspectives to students and managers. Each chapter includes definition of key terms, introduction of fundamental theories, several short case examples, one long new case to explain the associated theories, and recommended further reading.

**Features**
- Presents operations in a strategic context for multinational organizations
- Provides case examples with insights from well known multinationals
- Covers a wide range of industries

**Contents**

**Fields of interest**
Business Strategy/Leadership; Organization/Planning; Operation Research/Decision Theory

**Target groups**
Upper undergraduate

**Product category**
Graduate/Advanced undergraduate textbook

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**Due March 2013**

2013. XXII, 198 p. 10 illus. (Reihe Handel und Internationales Marketing / Series Retailing and International Marketing) Softcover
- *€ (D) 59,99 | € (A) 61,68 | SFr 75,00
- *€ 56,07 | £50.99
ISBN 978-3-658-01095-9

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**Due May 2013**

2013. 300 p. (Springer Texts in Business and Economics) Hardcover
- approx. *€ (D) 85,55 | € (A) 87,95 | SFr 106,50
- approx. *€ 79,95 | £72.00
ISBN 978-3-642-36707-6
M. Haviv, Hebrew University, Jerusalem, Israel

Queues
A Course in Queueing Theory

Queueing theory (the mathematical theory of waiting lines in all its configurations) continues to be a standard major area of operations research on the stochastic side. Therefore, universities with an active program in operations research sometimes will have an entire course devoted mainly or entirely to queueing theory, and the course is also taught in computer science, electrical engineering, mathematics, and industrial engineering programs. The basic course in queueing theory is often taught at first year graduate level, though can be taught at senior level undergraduate as well.

Features
► Presents material in a more logical order than existing texts ► End of chapter exercises and online solutions manual ► Text is classroom tested

Contents

Fields of interest
Operation Research/Decision Theory; Operations Research, Management Science; Mathematical Modeling and Industrial Mathematics

Target groups
Graduate

Product category
Graduate/Advanced undergraduate textbook

K. Hishida (Ed)
Fulfilling the Promise of Technology Transfer
Fostering Innovation for the Benefit of Society

Universities and research institutes are increasingly expected to contribute to society by creating innovation from the returns of their research results and the establishment of new technologies. Toward that goal, Keio University in Japan held an international symposium titled “Fulfilling the Promise of Technology Transfer: Fostering Innovation for the Benefit of Society.” From that symposium the following contents are included in the present volume: 1) A showcase of ideas and case studies to promote future creation of innovation by universities and research institutes worldwide, including information on the R&D value chain, licensing, income generation, start-ups and mechanisms to encourage entrepreneurship, and the changing role of universities in fostering innovation. 2) Introduction of active research projects that aim to productize successful research results on an international level.

Features
► Written from the point of view of technology licensing organizations, researchers, entrepreneurs, and others from around the world ► Presents representative, concrete instances of activities of technology transfer and industry–university–government–industry cooperation from the U.S., Europe, and Asia ► Serves as a basic guideline for technology transfer activities

Fields of interest
R & D/Technology Policy; International IT and Media Law, Intellectual Property Law; Entrepreneurship

Target groups
Research

Product category
Contributed volume

Y. Hou, University of Georgia, Athens, GA, USA

State Government Budget Stabilization
Policy, Tools, and Impacts

This book is the first comprehensive, full-scale treatment of the law, politics and economics with regard to the policies and policy instruments for budget stabilization at the state level.

Features
► Applies a Public Choice approach to a timely issue of public administration ► Draws from a century of data, and includes in-depth analysis of budget stabilization initiatives in several States ► Considers practical and policymaking implications

Contents

Fields of interest
Public Finance & Economics; Political Science, general; Public Administration

Target groups
Research

Product category
Monograph

Due April 2013
► € (D) 74.89 | € (A) 76.99 | sFr 93.50
► € 69.99 | €62.99

Due February 2013
2013. VIII, 128 p. 39 illus., 28 in color. Hardcover
► € (D) 106.95 | € (A) 109.95 | sFr 133.50
► € 99.95 | £90.00
ISBN 978-4-431-54305-3

Available
2013. XIX, 355 p. 3 illus. (Studies in Public Choice, Volume 8) Hardcover
► € (D) 106.95 | € (A) 109.95 | sFr 133.50
► € 99.95 | £90.00
S. Kaji, E. Ogawa (Eds)

Who Will Provide the Next Financial Model?
Asia’s Financial Muscle and Europe’s Financial Maturity

During the past 4 years, faith in the present financial model has been shaken in terms of policy, regulation, the financial sector itself, and exchange-rate regimes. Past and present policies of the world’s most respected central banks have come under fire. Regulations that defined the system have undergone major reviews. Complicated financial instruments that provided new ways of financial intermediation have been exposed as culprits behind the financial meltdown. After 10 years of success, Europe’s single currency is under threat. In short, the established financial model not only has been unable to prevent the crisis but, arguably, has been a cause of it. There is no longer one obvious model that meets all needs. The burst of Japan’s bubble was followed by two “lost decades”. Before a contrite Japan completely adopted Western ways of finance, the “Lehman shock” hit, followed by the euro crisis.

Feature
► The book focuses on what Asia and Europe can learn from each other in the global search of a new financial model, not what Asia can learn from European integration. The book covers both public sector (regulatory, monetary as well as exchange rate) policies and developments in the private sector. The book provides examination of financial issues from a non-Anglo-American point of view and contains analysis on China’s banking sector with comments by the Bank of Japan’s leading China expert.

Fields of interest
European Integration; International Economics; Regional/Spatial Science

Target groups
Graduate

Product category
Monograph

N. Kammerlander, University of St. Gallen, Center for Family Business, Switzerland

Organizational Adaptation to Discontinuous Technological Change

The Effects of Family Influence and Organizational Identity

Adaptation to discontinuous technological change constitutes a major, yet vincible challenge for established companies. This book reveals crucial differences between the challenges that family-owned and managed firms face as compared to non-family firms. Series of case studies in the German retailing and book publishing industries illustrate those differences. Empirical evidence as presented in the book further shows how organizational identity affects whether and in what way firms adapt to radical shifts in their environment.

Feature
► Publication in the field of economic science

Contents

Field of interest
Business/Management Science, general

Target groups
Research

Product category
Monograph

A. J. Kellermann, J. de Haan, F. de Vries, De Nederlandsche Bank, Amsterdam, The Netherlands (Eds)

Financial Supervision in the 21st Century

The financial crisis prompted financial supervisors to take a critical look at their own performance. The “toolkit” available to supervisors is considerably more varied than it was a few years ago.

Features
► Focuses on financial supervision, an issue that has received hardly any attention yet in the literature
► Treats a topic that is of great practical interest and very relevant for financial supervisors
► Brings together an excellent group of authors who are all active in the policy field

Contents

Fields of interest
Financial Economics; Finance/Investment/Banking; Political Economy

Target groups
Research

Product category
Contributed volume

Due March 2013
2013. XIX, 291 p. 82 illus., 57 in color. Hardcover
► € (D) 106,95 | € (A) 109,95 | sFr 133,50
► € 99,95 | £90.00
ISBN 978-4-431-54281-0

Due February 2013
2013. I, 356 p. 18 illus. (Familienunternehmen und KMU) Softcover
► € (D) 69,99 | € (A) 71,95 | sFr 87,50
► € 65,41 | £58.99
ISBN 978-3-658-01314-1

Due April 2013
► € (D) 106,99 | € (A) 109,99 | sFr 133,50
► € 99,99 | £90.00
ISBN 978-3-642-36732-8
S. Klapdor, TUM School of Management, Munich, Germany

**Effectiveness of Online Marketing Campaigns**

An Investigation into Online Multichannel and Search Engine Advertising

Internet advertising has come off age; yet little is known in research and practice about how digital channel advertising really works. The empirical research in this thesis intends to fill this gap and shed light on the effectiveness of online advertising. Two studies are conducted that focus on multichannel online advertising and search engine advertising, the single-most important online ad channel. In an interdisciplinary approach, both studies first develop comprehensive theoretical models based on existing work in related research fields—for example, marketing and information retrieval. This approach pays off and leads to new and insightful findings: - There are synergies in multichannel online advertising: purchase propensity increases when consumers receive advertising messages through multiple channels. - The channel order can influence the conversion probability. - Click-through rates in search engine advertising are influenced through various keyword criteria

**Feature**
- Publication in the field of economic sciences

**Contents**
Overview on Online Advertising.- Existing Research and Conceptual Foundations.- Effectiveness of Multichannel Online Advertising.- Effectiveness of Search Engine Advertising.

**Field of interest**
Marketing

**Target groups**
Research

**Product category**
Monograph

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R. Majumder, University of Burdwan, India

**Intergenerational Mobility**

A Study of Social Classes in India

Discrimination and exclusion in the process of capability formation and the labor market transcend the boundaries of the current generation and spill over to successive generations as well. Though a plethora of work has been done at the international level, the area has not been the focus of Indian economic research despite social exclusion and disparity having been quite substantial in India, especially the division along caste lines. The book addresses this research gap and explores the issue of intergenerational mobility across different social classes in the Indian context, analyzing the spheres of both education and occupation. We contend that parental education and occupation have a significantly greater impact on educational attainment and occupational choice for socially excluded groups compared to the advanced groups.

**Features**
- Objective assessment of educational level and occupational distribution across social classes
- Econometric measurement of intergenerational mobility across social classes of India, with field studies supplementing secondary data
- Case Studies to illustrate the impact of government schemes on socially excluded classes

**Contents**

**Fields of interest**
Labor Economics; Social Structure, Social Inequality; Development Economics

**Target groups**
Research

**Product category**
Monograph

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P. M. Rahman, N. Matsui, Y. Ikemoto

**Dynamics of Poverty in Rural Bangladesh**

**Features**
- Presents statistical analyses based on panel data collected from 1,212 rural households in 2004 and 2009 in Bangladesh
- Mobility and dynamics of poverty status, occupation, income class, and landholding are analyzed, together with other socioeconomic indicators
- A useful resource for understanding, explaining, and planning and implementing effective poverty alleviation policies in developing countries

**Contents**

**Fields of interest**
Development Economics; Public Finance & Economics; Statistics for Social Science, Behavioral Science, Education, Public Policy, and Law

**Target groups**
Research

**Product category**
Monograph

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Due March 2013

2013, I, 156 p. 34 illus.
- € (D) 59,99 | € (A) 61,68 | sFr 75,00
- € 56,07 | £50.99
ISBN 978-3-658-01731-6

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Due May 2013

2013. Approx. 100 p. 11 illus. in color. (SpringerBriefs in Economics) Hardcover
- € (D) 53,49 | € (A) 54,99 | sFr 67,00
- € 49,99 | £44.99

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Available

2013. XII, 262 p. 58 illus., 15 in color. Hardcover
- € (D) 106,95 | € (A) 109,95 | sFr 133,50
- € 99,95 | £90.00
ISBN 978-4-431-54284-1
**Entrepreneurship in the Balkans**

**Diversity, Support and Prospects**

This book represents a comprehensive state-of-the-art picture of entrepreneurship and small business management issues in the Balkans region. It provides major theoretical and empirical evidence that offers a brighter view of these fields and aims to open up opportunities for greater dialogue in public policy. The readers would be able to enhance their knowledge on small businesses and innovation issues in the Balkans. An outcome of a long lasting endeavour, this book includes contributions of highly reputed authors and experts from the Balkans’ countries. Features forewords by two well-known personalities of this field, Leo Paul Dana and Alain Fayolle.

**Features**

- Presents the first systematic analysis of the role of entrepreneurship in the Balkans
- Features articles from leading researchers of the region
- Highlights and discusses entrepreneurship constraints from Slovenia to Turkey, and offers policy recommendations

**Contents**

Introduction.- Concept and Activities.- Diversities and Perspectives.- Support and Development.- Conclusion.

**Fields of interest**

Entrepreneurship; Economic Policy; R & D/Technology Policy

**Target groups**

Research

**Product category**

Monograph

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**European Retail Research**

2012, Volume 26, Issue II

The aim of EUROPEAN RETAIL RESEARCH is to publish interesting manuscripts of high quality and innovativeness with a focus on retail researchers, retail lecturers, retail students and retail executives. As it has always been, retail executives are part of the target group and the knowledge transfer between retail research and retail management remains a part of the publication’s concept. EUROPEAN RETAIL RESEARCH welcomes manuscripts on original theoretical or conceptual contributions as well as empirical research – based either on large-scale empirical data or on the case-study method. Following the state of the art in retail research, articles on any major issues that concern the general field of retailing and distribution are welcome. The review process will support the authors in enhancing the quality of their work and will offer the authors a quick publication platform.

**Feature**

- Publication in the field of economic studies

**Contents**


**Field of interest**

Sales/Distribution/Call Center/Customer Service

**Target groups**

Research

**Product category**

Monograph

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**Product-Oriented Environmental Management Systems (POEMS)**

**Improving Sustainability and Competitiveness in the Agri-Food Chain with Innovative Environmental Management Tools**

**Contents**


**Fields of interest**

Economics/Management Science, general; Environmental management; Environmental Management

**Target groups**

Research

**Product category**

Contributed volume

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Due April 2013

2013. Approx. 350 p. 65 illus. Hardcover

- € (D) 139,09 | € (A) 142,99 | sFr 173,50
- € 129,99 | £117.00

ISBN 978-3-642-36576-8

Due April 2013

2013. XVIII, 336 p. 34 illus.

- € (D) 106,99 | € (A) 109,99 | sFr 133,50
- € 99,99 | £90.00


Due February 2013

2013. VII, 166 p. 11 illus. Softcover

- € (D) 64,19 | € (A) 65,99 | sFr 80,00
- € 59,99 | £53.99

ISBN 978-3-658-00716-4
U. Schreiber, University of Mannheim, Germany

**International Company Taxation**

An Introduction to the Legal and Economic Principles

In cooperation with: P. Müller, University of Mannheim, Germany

The book is written for students of business economics and tax law. It focuses on investment and financing decisions in cross-border situations. In particular, the book deals with: Legal structures of international company taxation, International double taxation, Source-based and residence-based income taxation, International investment and profit shifting, International corporate tax planning, International tax planning and European law, Harmonization of corporate taxation in the European Union, International tax planning and tax accounting. International tax law is designed to avoid international double taxation and to combat international tax avoidance.

**Contents**


**Fields of Interest**

Business Taxation/Tax Law; International Economic Law, Trade Law; European Law

**Target Groups**

Upper undergraduate

**Product Category**

Graduate/Advanced undergraduate textbook

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A. Sengupta, S. Kishore Datta, S. Mondal, University of Burdwan, India

**Productivity, Separability and Deprivation**

A Study on Female Workers in the Indian Informal Service Sector

**Features**

- Combination of intuitive logic, advanced mathematics and social concerns
- Cartographic presentation illustrates the main concept
- Touches on broader issues on the basis of the specific problems in India

**Contents**


**Fields of Interest**

Development Economics; Labor Economics; Microeconomics

**Target Groups**

Research

**Product Category**

Brief

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J. M. Smith, University of Massachusetts Amherst, MA, USA; B. Tan, Koç University, Istanbul, Turkey (Eds)

**Handbook of Stochastic Models and Analysis of Manufacturing System Operations**

This handbook surveys important stochastic problems and models in manufacturing system operations and their stochastic analysis. Using analytical models to design and control manufacturing systems and their operations entail critical stochastic performance analysis as well as integrated optimization models of these systems.

**Features**

- Presents the state of the art in stochastic modeling of manufacturing systems
- Stellar group of editors and contributors
- Includes up to date case studies

**Contents**


**Fields of Interest**

Operation Research/Decision Theory; Operations Research, Management Science; Production/Logistics/Supply Chain Management

**Target Groups**

Research

**Product Category**

Monograph

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Available

- * (D) 74,89 | (A) 76,99 | sFr 93,50
- € 69,99 | £62,99
ISBN 978-3-642-36305-4

2013. Approx. 105 p. 7 illus., 5 in color. (SpringerBriefs in Economics) Softcover
- * (D) 53,49 | (A) 54,99 | sFr 67,00
- € 49,99 | £44.99

Due April 2013

- * (D) 139,09 | (A) 142,99 | sFr 173,50
- € 129,99 | £117,00
I. Suzuki, Y. Kaneko

**Japan’s Disaster Governance**

How was the 3.11 Crisis Managed?

Natural disasters are often multifaceted and cause severe damage. Disasters initiated locally can become national and even global crises. Today’s world urgently needs a new body of knowledge and techniques for the mitigation of and response to disaster.

**Features**

- Presents information and analyses on the Magnitude 9 Great East Japan Earthquake and INES Level 7 Fukushima nuclear power plants accidents on March 11, 2011
- Illustrates the socio-economic damage of the stricken areas together with the overall picture of the disasters in Japan
- Examines Japan’s capacity for disaster governance and crisis management system
- Offers the latest information on Japan’s administrative reforms now being explored for better disaster governance in Japan

**Contents**

- Introduction
- Brief overview of the Tohoku 3.11 Mega Earthquake, Tsunami and Fukushima NPS Disasters
- Government institutions available at time of the 3.11disaster for the emergency management
- How the 3.11 emergency responses for the gigantic natural disasters were actually organized?
- Managing Fukushima NPS accidents: in particular focus on government crisis management
- Road to Recovery and Reconstruction after the Great East Japan Earthquake
- Conclusion

**Fields of interest**

Public Administration; Political Science, general; Economics/Management Science, general

**Target groups**

Research

**Product category**

Monograph

H. von Stackelberg

**Foundations of a Pure Cost Theory**

Translated by: D. Bazin, University of Nice Sophia Antipolis, France; L. Urch, Quedgeley, UK; R. Hill, Interlink, Le Château d’Olonne, France

Heinrich von Stackelberg’s book, “Grundlagen einer reinen Kostentheorie”, published in 1932 was at the forefront of a growing conceptual revolution in the theory of the firm, a theory which appears more relevant than ever in today’s economic climate. In this work, Stackelberg masterfully built a theoretical framework which he later developed in Market Structure and Equilibrium. Foundations of a Pure Cost Theory represents the first translation of the original German version into English. This substantial book offers readers a critical and technical understanding understanding of the firm, how firms function and the environments in which they operate.

**Features**

- The first translation of Heinrich von Stackelberg’s book
- A pioneering piece of work in terms of cost functions and multiproduct firms
- A sound and polished analysis of vertical structures and transfer pricing
- A revolution in the study of modern economics

**Contents**

- Foreword
- Praise for the Book
- About the Translators
- Translators’ Commentary
- 1 Foundations
- 2 Costs in Single Production
- 3 Costs in Joint Production
- 4 The Movement of Costs and the Structure of the Market Economy
- Appendix

**Fields of interest**

Methodology and the History of Economic Thought; Production/Logistics/Supply Chain Management; Game Theory, Economics, Social and Behav. Sciences

**Target groups**

Research

**Product category**

Monograph

J. Xu, Southern Cross University, Tweed Heads, NSW, Australia; M. Quaddus, Curtin University, Perth, WA, Australia

**Managing Information Systems**

**Ten Essential Topics**

Information systems (IS)/Information technology(IT) has become an essential part and a major resource of the organization. IS/IT is a major resource that can radically affect the structure of an organisation, the way it serves customers, and the way it helps people in organisations to communicate both internally and externally, and the way an organisation runs its business.

**Features**

- The book covers important managerial knowledge of managing information and information systems
- It provides insights on current status, issues/challenges and emerging trends of information systems
- It discusses strategic uses of information systems It presents essential information systems for business
- It highlights critical information management skills

**Contents**

- Foundation
- Information Systems for Competitive Advantages
- Information Systems Planning and Evaluation
- Developing and Implementing Information Systems
- Managing Organization’s Knowledge Resources
- Managing Infrastructure for Information Systems
- Using Information Systems for Enhancing Internal Operations
- Using Information Systems for Improving External Relations
- Using Information Systems for Supporting Decision Making
- Information Systems Operation Management

**Fields of interest**

Economics/Management Science, general; Business Information Systems; Innovation/Technology Management

**Target groups**

Research

**Product category**

Monograph
T. Yamazaki

German Business Management
A Japanese Perspective on Regional Development Factors

How are German capitalism and German business management to be understood from the perspective of Japan? Both Germany and Japan as defeated nations in World War II received significant American leadership and support after the war. Both countries developed their enterprises, industries, and economy by deploying and adapting technology and management methods from the United States while establishing systems of industrial concentration in their own ways. By these means, both nations became major trading countries. However, current economic and business conditions differ greatly between Germany and Japan.

**Fields of interest**
Business/Management Science, general; Economics/Management Science, general; Business Strategy/Leadership

**Target groups**
Research

**Product category**
Monograph

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N. Yoshino, S. Kaji (Eds)

Hometown Investment Trust Funds
A Stable Way to Supply Risk Capital

**Features**
- Provides a multi-factor analysis within the author’s framework of the “total system of business management” and “re-framing”
- Clarifies, from a Japanese perspective, the significance of German business management that developed under European conditions
- Clarifies how the origin of European integration was determined in Germany at the level of business management

**Fields of interest**
Public Finance & Economics; Finance/Investment/Banking; Financial Economics

**Target groups**
Research

**Product category**
Contributed volume

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W. Zinie, University of Economics and Business, Vienna, Austria

Third Party Product Reviews and Consumer Behaviour
A Dichotomous Measuring via Rasch, Paired Comparison and Graphical Chain Models

Third-Party Product Reviews (TPPRs) are neutral (as far as the producers’ interests are concerned) and consumer-orientated product tests that are carried out by experts. The reviews are published in special interest magazines like PC-World, Runner’s World, Decanter or Wine Advocate and on the magazines’ web pages respectively. Market observations provide strong evidence that Third-Party Product Reviews (TPPRs) significantly influence the success or failure of the products evaluated. Apart from purely descriptive contributions, however, there have not been any studies so far that examine the impact of such test information on purchase behaviour. This work aims at diminishing this gap in marketing research by theoretically and experimentally studying the relevance of TPPRs for product choice decisions on the one hand and for perceived quality, perceived value and purchase intentions on the other hand.

**Feature**
- A Dichotomous Measuring of the Influence on Preference, Quality, Value and Purchase Intention

**Contents**

**Field of interest**
Marketing

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Due March 2013

2013. XVII, 251 p. 6 illus. Hardcover
- * € (D) 106,99 | € (A) 109,99 | sFr 133,50
- € 99,99 | £90.00
ISBN 978-4-431-54302-2

Due March 2013

2013. XII, 74 p. 41 illus. in color.
- * € (D) 106,99 | € (A) 109,99 | sFr 133,50
- € 99,99 | £90.00
ISBN 978-4-431-54308-4

Due March 2013

2013. XXI, 183 p. 39 illus.
- * € (D) 106,99 | € (A) 109,99 | sFr 133,50
- € 99,99 | £90.00
ISBN 978-3-8349-3632-5
A. Zorloni, IULM University, Milan, Italy

The Economics of Contemporary Art
Markets, Strategies and Stardom

The book examines the contemporary art system with a broad and systematic approach, through the application of models of microeconomics and industrial organizations. By breaking down the traditional barriers between different academic disciplines such as art and economics, this book offers a unique opportunity to grasp the complexities of the contemporary art world and provides the tools to conduct a structural analysis of that market. The result is an in-depth analysis of the contemporary art market from an interdisciplinary perspective. While it is not a textbook in the strictest sense, the book offers a concise and effective overview of all actors in the art system, and provides supporting data and valuable information, both conceptual and practical.

Features
- Rich with economic data regarding contemporary art markets and their media
- Explores the economic mechanisms that lead to success for some artists and to failure for others
- Extensive analysis of art collecting in the corporate world
- Appendix containing the list of contemporary artists with a history of top prices

Contents

Fields of interest
Industrial Organization; Arts; Microeconomics

Target groups
Research

Product category
Monograph

Due March 2013

2013. X, 154 p. 45 illus., 33 in color. Hardcover
- € (D) 106,99 | € (A) 109,99 | sFr 133,50
- £99.99
ISBN 978-3-642-32404-8
**Business Intelligence**

**Second European Summer School, eBISS 2012, Brussels, Belgium, July 15-21, 2012, Tutorial Lectures**

**Features**
- Concise and comprehensive introduction to business intelligence (BI)
- Combines traditional BI technologies with new topics such as business semantics, Big Data analysis, and multicriteria decision making
- Includes recent developments in underlying basic technologies such as machine learning, logic networks, and graph mining
- Contributions conjointly written by leading academic researchers and industrial developers, striving for both high relevance and real-world applicability

**Contents**
Managing Complex Multidimensional Data.
An Introduction to Business Process Modeling.
Machine Learning Strategies for Time Series Forecasting.
Knowledge Discovery from Constrained Relational Data.
Tabular Application Development (TAD).
Big Data Analytics on Modern Hardware Architectures.
A Technology Survey.
An Introduction to Multicriteria Decision Aid: The PROMETHE and GAIA Methods.
Knowledge Harvesting for Business Intelligence.
Business Semantics as an Interface between Enterprise Information Management and the Web of Data: A Case Study in the Flemish Public Administration.

**Fields of interest**
Business Information Systems; Computer Appl. in Administrative Data Processing; Database Management

**Target groups**
Research

**Product category**
Graduate/Advanced undergraduate textbook

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**Process Management**

**A Multi-disciplinary Guide to Theory, Modeling, and Methodology**

Process management affects the functioning of every organization and consequently affects each of us. This book focuses on the multi-disciplinary nature of process management by explaining its theoretical foundations in relation to other areas such as process analysis, knowledge management, and simulation. A crucial linkage between theory and concrete methodology of Tabular Application Development (TAD) is presented as a practical approach consisting of five phases that deal with process identification and modeling, process improvement, development of a process management system and finally - monitoring and maintenance.

**Features**
- Covers the multi-disciplinary nature of process management
- Develops an efficient methodology that supports the work of a process management team
- Provides a step-by-step tutorial to implement the use of the methodology in healthcare and business case studies

**Contents**
Business Process.
Business Process Modeling.
Business Process Approaches.
Process Analysis.
Knowledge Management.
Simulation.
Data Modeling.
Phase 1: Process Identification.
Phase 2: Process Modeling.
Phase 3: Process Improvement and Innovation.
Phase 4: System Development.
Phase 5: Maintenance.
Case Study.
Phase 4: Systems Development.

**Fields of interest**
Business Information Systems; Organization/Planning; Information Systems Applications (incl. Internet)

**Target groups**
Research

**Product category**
Monograph

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**Fundamentals of Space Business and Economics**

This book provides an overview of key topics related to space business and management. Case studies and an integrative section are included to illustrate the fundamental concepts and to build intuition. Key topics in the field, such as risk management and cost management, are covered in detail.

**Feature**
- Provides the basics of space business and economics including risk and cost management

**Contents**
Introduction to Space Business and Economics.
Understanding the Nature of Space Business.
Socio-economic Benefits of Space Activities.
Emerging Space Markets.
Key Issues and Challenges in Space Business.
Risk Management.
Cost Management.
Putting It All Together - Assessing the Feasibility of a New Project/Venture.

**Fields of interest**
Innovation/Technology Management; Extraterrestrial Physics, Space Sciences; Aerospace Technology and Astronautics

**Target groups**
Research

**Product category**
Brief
**Business for Professionals/Management**

E. Oiry, CEREGE, Poitiers, France (Ed)

**Développer les usages des logiciels collaboratifs**

Le rôle des SI, des RH et des managers

En articulant les travaux en système d’information et en théorie des organisations, cet ouvrage analyse les usages des outils collaboratifs dans 10 entreprises différentes. Il montre en particulier qu’à côté des fonctionnalités de logiciel et des profils des utilisateurs, la structure hiérarchique de l’entreprise joue un rôle majeur dans les usages de ce type d’outils.

**Contents**

Introduction.- Synthèse de la littérature.- Méthodologie et présentation des 11 études de cas.- Résultats.- Conclusions et perspectives.- Bibliographie.- Annexe : résultats quantitatifs du questionnaire dans le cas «Voyages».

**Fields of interest**

Business/Management Science, general; Innovation/Technology Management; Business Information Systems

**Target groups**

Professional/practitioner

**Product category**

Monographie

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T. Osburg, Intel Corp., Feldkirchen, Germany; R. Schmidpeter, Ingolstadt University of Applied Sciences, Germany (Eds)

**Social Innovation**

Solutions for a Sustainable Future

Social Innovation is becoming an increasingly important topic in our global society. Those organizations which are able to develop business solutions to the most urgent social and ecological challenges will be the leading companies of tomorrow. Social Innovation not only creates value for society but will be a key driver for business success. Although the concept of Social Innovation is discussed globally the meaning and its impact on the development of new business strategies is still heavily on debate. This publication has the goal to give a comprehensive overview of different concepts in the very innovative field of Social Innovation, from a managerial as well as from a theoretical and social perspective.

**Features**

- Academic and business leaders provide a comprehensive understanding of Social Innovation and its relevance to latest management approaches
- Latest managerial and academic insights help to clearly understand the opportunities and challenges related to this unique concept
- Best practices provide insight on how to apply the concept of Social Innovation to daily business decision making

**Contents**


**Fields of interest**

Non-Profit Enterprises/Corporate Social Responsibility; Business Strategy/Leadership; Organizational Studies, Economic Sociology

**Target groups**

Professional/practitioner

**Product category**

Professional book

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J. Patalas-Maliszewsk, University of Zielona Góra, Poland

**Managing Knowledge Workers**

Value Assessment, Methods, and Application Tools

This book focuses on understanding the strategic role of the knowledge workers in companies, especially in creating an innovative company. The author presents the ‘Sknowinnov method’ and a decision-making model for the assessment of the value of strategic knowledge resources in companies. This method and its approach can be used as excellent tools for a quantitative knowledge analysis in an economic viewpoint. The IT tool that is developed for this method offers support in decision making at a strategic level regarding the profitability of any investment in employee qualifications and skills. The tool also connects the selected determinants described in an innovative company with the value of the personnel usefulness function, enabling the assessment of the rationality and effectiveness of knowledge.

**Features**

- Includes an IT tool to support decision making on profitability of investment in employee qualifications and skills
- Presents the distinction between contemporary qualitative and quantitative methods of evaluating intellectual capital
- Presents the Sknowinnov method to forecast the future value of knowledge worker selection towards increasing innovation capacity

**Contents**

Introduction.- Research core of knowledge management.- Innovative company.- Model for managing knowledge workers.- Examples of applications of the Sknowinnov model in creating an innovative company.- Conclusion.

**Fields of interest**

Innovation/Technology Management; Human Resource Management; Organization/Planning

**Target groups**

Professional/practitioner

**Product category**

Professional book

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A paraître February 2013

2013. Ca. 130 p. (Espaces numériques, Volume 3) Broché
- *€ (D) 30,43 | € (A) 31,28 | sFr 38,00
- *€ 28,44 | £25.99
ISBN 978-2-8178-0436-1

**Due April 2013**

2013. X, 315 p. 52 illus., 37 in color. (CSR, Sustainability, Ethics & Governance)
- *€ (D) 85,59 | € (A) 87,99 | sFr 106,50
- *€ 79,99 | £72.00
ISBN 978-3-642-36539-3

**Due March 2013**

2013. XII, 143 p. 83 illus., 67 in color. (Management for Professionals)
- *€ (D) 64,19 | € (A) 65,99 | sFr 80,00
- *€ 59,99 | £53.99
ISBN 978-3-642-36599-7
S. Tran, EM Normandie, Caen, France (Ed)

**L’impact du Web 2.0 sur les organisations**

**Contents**

**Fields of interest**
- Business/Management Science, general; Innovation/Technology Management; Business Information Systems

**Target groups**
- Professional/practitioner

**Product category**
- Monographie

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**P. Wunderlich,** University of Mannheim, Germany

**Green Information Systems in the Residential Sector**

**An Examination of the Determinants of Smart Meter Adoption**

Given rising electricity consumption, coupled with finite resources, and a growing awareness surrounding sustainable energy, ICT-enabled electrical networks such as smart grids are increasingly being deployed by energy companies. One aspect of smart grids is smart meter technology (SMT), which are sophisticated digital electrical meters, having the potential to increase energy efficiency in both residential and industrial sectors. However, a challenge to SMT-implementation in residential settings has been its successful adoption by consumers. As many cases in the US, and other parts of the world highlight, such implementation projects have run into resistance from the consumers. Despite these challenges, little research has been conducted on this topic. This study is one of the first that attempts to fill that void by empirically examining the antecedents of SMT adoption amongst potential customers and a group of SMT users.

**Features**
- Presents latest research on the application of information systems for energy efficiency
- Includes motivational psychology aspects for better user acceptance
- Highlights the application of smart meter technology

**Contents**
- Introduction.- Smart Grid.- Theoretical Foundations.- Conceptual Model.- Methodology.- Analysis.- Discussion and Interpretation.- Conclusion.

**Fields of interest**
- Business Information Systems; Information Systems Applications (incl.Internet); Energy Efficiency (incl. Buildings)

**Target groups**
- Research

**Product category**
- Monograph
R. Abeyratne, International Civil Aviation Organization, Montreal, QC, Canada

Convention on International Civil Aviation

A Commentary

This book is both a repertory guide to the Convention on International Civil Aviation (Chicago Convention) as well as a legal analysis of the provisions of the treaty. It traces action taken by the ICAO Assembly and the Council in the implementation of the Convention from the first ICAO Assembly in 1947 until 2012. Above all, the book offers a commentary on the functional and moral fabric of the Chicago Convention, which is not only a multilateral legal instrument that sets out basic principles of air navigation and air transport, but also serves as a moral compass that brings the people of the world together. The teleological nature of the Chicago Convention is reflected from the outset – from its Preamble which sets the tone and philosophy of the Convention – that aviation builds friendship and understanding among all people, to its technical provisions that range from rules of the air to landing at airports and customs and immigration procedures.

Features

- Commentary on a key treaty in aviation law
- Comprehensive article-by-article explanations
- Practical commentary coupled with in-depth scholarly analysis

Contents


Fields of interest

Law of the Sea, Air and Outer Space; Aerospace Technology and Astronautics

Target groups

Professional/practitioner

Product category

Handbook

Due April 2013

J. Anderson, Queen's University Belfast, UK (Ed)

Leading Cases in Sports Law

This book accounts for over 25 of the most influential cases in international sports law, as written by some of the leading authorities in the area. Authors from Europe, the United States, Australia, South Africa, Canada and New Zealand trace the evolution of this emerging discipline of law through an analysis of individual cases, as discussed under a number of key debates and themes in contemporary sports law; including: the “public” nature of legal disputes in sport; player employment mobility litigation; doping and the spirit of sport; TV rights holding proceedings; and enduring themes in sports law such as on-field violence, spectator safety, animal welfare and gender equality. Valuable for sports law academics, arbitrators and practitioners, sports administrators and governing bodies, but also for students (postgraduate and undergraduate) and all those with an interest in international sports law.

Features

- First book with leading cases in international sports law covering wide jurisdictional reference to “sport” in US Supreme Court, UK House of Lords, European Court of Justice and Court of Arbitration for Sport
- Unique gathering of some of the leading sports law jurists, arbitrators and practitioners worldwide
- Excellent research resource for those in sports law

Contents


Field of interest

International Sports Law

Target groups

Research

Product category

Contributed volume

Due March 2013

W. Fikentscher, Max Planck Institute for Intellectual Property and Competition Law, Munich, Germany; P. Hacker, Humboldt University Berlin, Germany; R. Podszun, Max Planck Institute for Intellectual Property and Competition Law, Munich, Germany

FairEconomy

Crisis, Culture, Competition and the Role of Law

FairEconomy is a concept for a free and fair market economy. In response to the financial and economic crises of the past years, the authors develop fundamental ideas of how a market economy works, what rules markets need and who safeguards fairness and equal opportunity in such an economy. The book sets out the design of a sustainable market order: Going back to the very roots of doing business it offers a fascinating insight into the cultural and anthropological premises of the market economy. Fairness and free competition can be identified as key elements of successful markets, sometimes neglected in politics and business. Legal rules need to ensure that fairness and economic freedom work. The same holds true for the relationship of risk and liability that has been overlooked in the banking sector.

Features

- Novel concept of how to draw lessons from the crisis with innovative ideas
- Integration of cultural and anthropological thoughts from one of the leading in the field with current legal thinking

Contents


Fields of interest

International Economic Law, Trade Law; Ethics; Law and Economics

Target groups

Research

Product category

Monograph

Due March 2013

2013. XII, 155 p. 1 illus. (MPI Studies on Intellectual Property and Competition Law, Volume 19)

- *€ (D) 106,99 | € (A) 109,99 | sFr 133,50
- € 99,99 | £90.00

ISBN 978-3-642-36106-7
New Series
WMU Studies in Maritime Affairs

Series editors: M. Q. Mejia Jr., J.-U. Schröder-Hinrichs

WMU Studies in Maritime Affairs was launched in 2013 to inspire scholars from all walks of maritime life to contribute to the creation and advancement of knowledge in the numerous maritime disciplines through publications of the highest order of excellence. With this book series, the World Maritime University aims to lead an expansion of scholarly pursuits, particularly in the areas of maritime law and policy, maritime safety and environmental administration, maritime education and training, marine environmental and ocean management, port management, and shipping management.

P. K. Mukherjee, World Maritime University, Malmö, Sweden; M. Brownrigg, UK Chamber of Shipping, London, UK

Farthing on International Shipping

The book provides an introduction to shipping in all its aspects. It is a valuable source of information for students of traditional maritime law as well as for those who seek to understand maritime and shipping services on a global scale.

Features
- Fourth edition of a highly reputable textbook on shipping that has enjoyed decades of popularity
- Up to date information on shipping and maritime law, including latest developments in international fora
- Writing style appeals to a wide range of readership including students, academics, and practitioners

Contents

Fields of interest
Law of the Sea, Air and Outer Space; International Economic Law, Trade Law; Environmental Law/Policy/Ecojustice

Target groups
Graduate

Product category
Graduate/Advanced undergraduate textbook

Due June 2013

4th ed. 2013. 280 p. 6 illus., 2 in color. (WMU Studies in Maritime Affairs, Volume 1) Hardcover
- *€ (D) 74,89 | € (A) 76,99 | sFr 93,50
- € 69,99 | €62.99
ISBN 978-3-642-34597-5

S. Müller-Mall, Humboldt University Berlin, Germany

Legal Spaces
Towards a Topological Thinking of Law

This book is concerned with a central question in contemporary legal theory: how to describe global law? In addressing this question, the book brings together two features that are different and yet connected to one another: the conceptual description of contemporary law on the one hand, and methods of taking concrete perspectives on law on the other hand. The book provides a useful concept for describing global law: thinking of law spatially. It illustrates that space is a concept with the capacity to capture the relationality, dynamics, and hybridity of law. Moreover, this book investigates the role of topological thinking in finding concrete perspectives on law. Legal Spaces offers an innovative and interdisciplinary approach to law.

Features
- Provides an innovative and original approach to law
- Connects legal thinking to the spatial turn in cultural studies
- Only monograph on spatial thinking of law
- Based on a performative paradigm of law

Contents
Introduction.- Taking a Perspective on Contemporary Law: Complexity and Normativity.- Spatiality.- Legal Spaces.- Epilog.

Fields of interest
Theories of Law, Philosophy of Law, Legal History; Fundamentals of Law; Philosophy of Law

Target groups
Research

Product category
Monograph

Due April 2013

2013. IV, 146 p.
- *€ (D) 106,99 | € (A) 109,99 | sFr 133,50
- € 99,99 | £90.00
ISBN 978-3-642-36729-8
New Series
Legisprudence Library

A. D. Oliver-Lalana, Series editor: L. J. Wintgens

The objective of the Legisprudence Library is to publish excellent research on legislation and related areas (such as regulation and policy-making) from the standpoint of legal theory. This series&rsquo; title points to an emerging, comprehensive conception of lawmaking which focuses on the justification of laws and the overarching principles which should guide legislation and norm-giving altogether, with the rationality, the reasonableness and the quality of legislation being its major concerns. Taking on legal theory as its pivotal perspective, the series attempts to fill a significant gap in the field of legislative studies, where political science and sociological approaches remain dominant through date. Inasmuch as it fosters legal-theoretical research in lawmaking, it also contributes to widen the scope of standard jurisprudence, which has been up to recent times overwhelmingly centred on the judicial application and the interpretation of law, thereby underestimating the central role of lawmakers within the legal system. Contributions preferably address topics connected to legislation theory, including (but not limited to) legislative rationality, legislative technique, logistics, legislative effectiveness and social compliance of laws, legislative efficiency and lawmaking economics, evaluation, legislative and regulative impact assessment, regulation management, legislative implementation, public access to legislation, democratic legitimacy of legislation, codification, legislative reasoning and argumentation, science and expertise within lawmaking, legislative language, symbolic legislation, legal policy analysis, lawmaking and adjudication, or judicial review of legislation and legislative process. Comparative and system transcending approaches are encouraged. Purely dogmatic descriptions of positive law or legislative proceedings are not taken into consideration though connections with legislative and legal practice are welcomed. The series welcomes monographs and edited volumes.

Features
► First book to classify and render systematisation as a tool of EU regulation ► The only book to comprehensively identify the EU law of product regulation as a system ► Provides an autonomous EU-theory of systematisation as a means to integration

Contents

Fields of interest
European Law; Philosophy of Law; Theories of Law, Philosophy of Law, Legal History

Target groups
Research

Product category
Monograph

Due May 2013


Due April 2013

S. Synková, Aarhus University, Denmark

Courts’ Inquiry into Arbitral Jurisdiction at the Pre-Award Stage

A Comparative Analysis of the English, German and Swiss Legal Order

Challenges to arbitral jurisdiction have become quite a common practice in the field of international arbitration. Responding appropriately to such challenges is crucial to the efficacy of international arbitration as a system of dispute resolution. This work focuses particularly on the means and procedures for determining arbitral jurisdiction in state court proceedings at the early stages of the arbitral process - i.e. prior to the rendition of an arbitral award - and analyses them in terms of their efficacy and legitimacy.

Features
► Provides an overview of current practice in the English, Swiss and German legal orders
► Includes compilation and analysis of recent case law
► Combines a theoretical and a practical viewpoint

Contents

Fields of interest
Dispute Resolution, Mediation, Arbitration; Private International Law, International & Foreign Law, Comparative Law; Civil Procedure Law

Target groups
Research

Product category
Monograph

Due June 2013

2013. Approx. 250 p. 1 illus. Hardcover
► approx. *€ (D) 106,99 | € (A) 109,99 | sFr 133,50
► approx. € 99,99 | £90.00
ISBN 978-3-319-00133-3
R. Clancy, University of Newcastle, NSW, Australia; J. Manning, Monash University, Newcastle, NSW, Australia; H. Brolsma, Australian Antarctic Division, Kingston, TAS, Australia

Mapping Antarctica

A Five Hundred Year Record of Discovery

Everyone likes maps and maps are always used to illustrate the many books on the Antarctic. Here the focus is reversed with contemporary maps telling the story – one that should be attractive to the widest audience as it is a unique approach complimenting what has gone before and providing something different for all interested in Antarctica.

Features

- Provides comprehensive coverage of the story of Antarctica
- Expert team of authors are familiar with the sense and substance of the maps as they relate to Antarctica
- Addresses a broad audience: modern cartographer as well as historic map collector
- Unique maps that historically trace the ideas, discovery and exploration of Antarctica

Contents


Fields of interest

Popular Science in Nature and Environment; Geographical Information Systems/Cartography; Climate Change

Target groups

Research

Product category

Popular science

Due September 2013

2014. 300 p. 100 illus., 90 in color. (Springer Praxis Books) Hardcover

- * £ (D) 32,05 | € (A) 32,95 | sFr 40,00
- € 29,95 | £26.99
L. English, J. Mulligan (Eds)
Reconceptualizing Early Mathematics Learning

Contents
Modeling Students’ Mathematical Modeling Competencies

ICTMA 13

Modeling Students’ Mathematical Modeling Competencies offers welcome clarity and focus to the international research and professional community in mathematics, science, and engineering education, as well as those involved in the sciences of teaching and learning these subjects.

Features
➤ Provides timely and cutting edge research crossing traditional boundaries ◀ Offers unique and contemporary perspectives synthesized into important, practical strands ◀ Documents mathematical achievements that can transform society

Contents

Fields of interest
Mathematics Education; Mathematical Modeling and Industrial Mathematics

Target groups
Research

Product category
Contributed volume

Due March 2013

➤ * € (D) 181,89 | € (A) 186,99 | sFr 226,50
➤ € 169,99 | £153.00
ISBN 978-94-007-6270-1

Universal Grammar and the Second Language Classroom

M. Whong, University of Leeds, UK; K.-h. Gil, University of Sheffield, UK; H. Marsden, University of York, UK (Eds)

Universal Grammar and the Second Language Classroom

Contents

Fields of interest
Language Education; Learning and Instruction

Target groups
Research

Product category
Contributed volume

Due May 2013

2013. X, 247 p. 29 illus., 2 in color. (Educational Linguistics, Volume 16) Hardcover
➤ * € (D) 106,99 | € (A) 109,99 | sFr 133,50
➤ € 99,99 | £90.00
ISBN 978-94-007-6361-6

(Re)imagining the World

Y. Wu, Beijing Normal University, P.R. China; K. Mallan, Queensland University of Technology, QLD, Australia; R. McGillis, University of Calgary, AB, Canada (Eds)

(Re)imagining the World

Children’s literature’s response to changing times

Features
➤ Combines for the first time two important fields – creativity and children’s literature ◀ Cross-cultural perspectives to the key issues to creative education and children’s literature ◀ Futures orientation to creativity, artistry, and problem solving for learning and research

Contents

Field of interest
Education (general)

Target groups
Research

Product category
Contributed volume

Due May 2013

➤ approx. * € (D) 106,99 | € (A) 109,99 | sFr 133,50
➤ approx. € 99,99 | £90.00
ISBN 978-3-642-36759-5
Lesson Play in Mathematics Education: A Tool for Research and Professional Development

Lesson play is a novel construct in research and teachers’ professional development in mathematics education. Lesson play refers to a lesson or part of a lesson presented in dialogue form—inspired in part by Lakatos’s evocative Proofs and Refutations—featuring imagined interactions between a teacher and her/his students. We have been using and refining our use of this tool for a number of years and using it in a variety of situations involving mathematics thinking and learning. The goal of this proposed book is to offer a comprehensive survey of the affordances of the tool, the results of our studies—particularly in the area of pre-service teacher education, and the reasons that the tool offers such productive possibilities for both researchers and teacher educators.

Features
► Introduces and elaborates upon a novel tool, lesson play, in teacher education and professional development
► Provides critical analyses of numerous plays created by prospective teachers, offering insight on teachers’ pedagogical and subject matter knowledge
► Provides a variety of scenarios and models for implementing the tool in mathematics teacher education and beyond

Fields of interest
Mathematics Education; Teaching and Teacher Education

Target groups
Research

Product category
Monograph

Available
2013. XII, 283 p. 17 illus. Hardcover
► * € (D) 139,05 | € (A) 142,94 | sFr 173,00
► € 129,95 | £117.00
ISBN 978-1-4614-3548-8
Archaeologies of Mobility and Movement

Contents
INTRODUCTION Mary C. Beaudry and Travis G. Parno
Introduction: Archaeologies of Movement
PART ONE: MOVEMENT OF OBJECTS
Visa Immonen
Immonen Intercontinental Flows of Desire: Brass Kettles in Lapland and in the Colony of New Sweden
Scott Joseph Allen
The Movement of People and Things in the Captania de Pernambuco: Challenges for Archaeological Interpretation
Oscar Aldred
Aldred Farmers, Sorting Folds, Earmarks and Sheep in Iceland
Ronald Salzer
Salzer Mobility and Sheep in Iceland

PART TWO: MOVEMENT OF PEOPLE
Chief-fu Jeff Cheng
Brass Kettles in Lapland and in the Colony of New Sweden
Scott Joseph Allen
The Movement of People and Things in the Captania de Pernambuco: Challenges for Archaeological Interpretation
Oscar Aldred
Aldred Farmers, Sorting Folds, Earmarks and Sheep in Iceland
Ronald Salzer
Salzer Mobility and Sheep in Iceland

PART THREE: MOVEMENT THROUGH SPACES
John F. Cherry Luke J.
Pocket Sundial as a Trailblazing Instrument for Time Measurement on Travels

Fields of interest
Archaeology; Anthropology

Target groups
Research

Product category
Contributed volume

Heritage in the Context of Globalization

Contents
SECTION I: INTRODUCTION 1. Coming to Grips with Heritage and Heritage in a Transformed World Peter F. Biehl (Buffalo) & Christopher Prescott (Oslo)
SECTION II: Traditions and Legal Regulations of Heritage and its Management
2. Heritage Values, Jurisprudence, and Globalization Hilary A. Soderland (Berkeley)
3. A Viable Dinosaur? Cultural Heritage Management and the Universities in Norway Karl Kallhovd (Oslo)
4. Heritage Management from Science to Commodification François Giligny (Paris)
SECTION III: Teaching of Cultural Heritage
5. Teaching Cultural Heritage in Europe and the US Peter F. Biehl (Buffalo)
6. The teaching of cultural heritage. Distance learning applications in vocational training Arkadiusz Marciniak (Poznan)
7. Heritage and the new immigrant minorities – A catalyst of relevance for contemporary archaeology? Christopher Prescott (Oslo)
SECTION IV: Heritage and Identity
8. Archaeology, Minorities, Identity, and Citizenship in the United States Douglas C. Comer (Baltimore)
9. The non-existing Roma archaeology and non-existing Roma archaeologists Eszter Bánffy (Budapest)
10. Gender, Stakeholders, and Ethics in Heritage Management and Outreach Janet E. Levy (Charlotte)
SECTION V: The Future of Cultural Heritage in a Globalized and Digitized World
11. From punch cards to virtual space.

Fields of interest
Archaeology; Cultural Heritage; Anthropology

Target groups
Research

Product category
Brief

Gender Roles in Immigrant Families

Introduction
Researchers recognize that theoretical frameworks and models of child development and family dynamics have historically overlooked the ways in which developmental processes are shaped by socio-cultural contexts.

Features
- Demonstrates a variety of methodologies - Provides an interdisciplinary perspective - Covers a range of ethnic groups - Contains a comprehensive section on fathering

Contents
SECTION I: INTRODUCTION 1. Coming to Grips with Heritage and Heritage in a Transformed World Peter F. Biehl (Buffalo) & Christopher Prescott (Oslo)
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SECTION V: The Future of Cultural Heritage in a Globalized and Digitized World
11. From punch cards to virtual space.

Fields of interest
Family; Gender Studies; Social Policy

Target groups
Research

Product category
Monograph

Available
2013. XII, 265 p. 70 illus., 39 in color. (Contributions To Global Historical Archaeology, Volume 35)
- * € (D) 139,05 | € (A) 142,94 | sFr 173,00
- € 129,95 | £117.00
ISBN 978-1-4614-6210-1

Due April 2013
2013. V, 341 p. 2 illus., 1 in color. (Advances in Immigrant Family Research) Hardcover
- * € (D) 106,99 | € (A) 109,99 | sFr 133,50
- € 99,99 | £90.00
D. C. Comer, D. C. Comer, M. J. Harrower

**Mapping Archaeological Landscapes from Space**

**Contents**

- Chapter Outline Introduction: The History and Future of Geospatial Technologies in Archaeology
- The Corona NASA ROSES Project Use of Corona in Archaeology of China Section 1: Multispectral and Hyperspectral Imagery Multispectral Technology and Archaeological Applications Understanding the Development of Nabataean Agriculture Through the Use of Landsat and Aster Imagery Using Hyperion at Faynan, Jordan Using Satellite Imagery to Monitor Change at Ancient Gordian, in Turkey Merging Satellite Observations and Hydrological Models Section 2: Synthetic Aperture Radar Synthetic Aperture Radar, Technology, Past and Future Applications to Archaeology The use of multispectral imagery and airborne synthetic aperture radar for the detection of archaeological sites and features in the western Maya wetlands of Chunchucmil, Yucatan, Mexico [...] **Features**

- Addresses the archaeology of the War of 1812 as the bicentennial of that war approaches
- Focuses on both maritime and land archaeology
- Recommends specific strategies to ensure that the material culture of these historic sites is maintained and cultivated

**Fields of interest**

Archaeology; Cultural Heritage

**Target groups**

Research

**Product category**

Brief

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S. Dewey, T. Zheng

**Ethical Research with Sex Workers**

**Anthropological Approaches**

This volume is the result of the many years the authors have spent conducting ethnographic field research with sex workers, conversing with other researchers, and, perhaps most importantly, developing a deep sense of empathy for the sex worker participants in the research as well as the colleagues who carry out this work with the goal of advancing social justice. They have a combined total of twenty-five years' experience carrying out research with sex workers, and this extensive period of time has given them ample opportunity to reflect upon the topic of ethics.

**Features**

- Presents a comprehensive review of ethical issues faced by contemporary sex work researchers
- Provides a review of and recommendations for best practices that informs scholars both present and future
- Explores ethical issues in the context of interviews with sex work researchers from a variety of academic fields, including the social sciences, public health, social work, and criminal justice

**Contents**

- Chapter One: Anthropological Research with Sex Workers - An Introduction .-Chapter Two: Ethical Research Design .-Chapter Three: Ethical Research in a Fraught Environment .-Chapter Four: Between Research and Activism- Identifying Pathways to Inclusive Research .

**Fields of interest**

Anthropology; Sexual Behavior; Sociology, general

**Target groups**

Research

**Product category**

Brief

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D. C. Comer, Cultural Site Research and Management, Baltimore, MD, USA

**The Archaeology of Interdependence**

European Involvement in the Development of a Sovereign United States

The publication explores the ways in which archaeological research can inform us about the manner and motives of European involvement in the development of a sovereign United States. The five chapters focus on different archaeological sites (four terrestrial sites and one underwater), and each consider the special ways in which archaeology can contribute to our understanding of the cultural dynamics that set the historic course of events in motion that culminated in United States sovereignty. An introduction and conclusion examine how the material culture that is the central focus of archaeological research should be preserved, managed, and interpreted. While much is known through historical documents, this volume seeks to enrich, modify, and challenge the written record by attention to the archaeological remains. The scale of analysis ranges from the artifact through the site to the landscape. Chapters address the changing relationships between specific European countries and the United States as indicated by the presence of artifacts or types of artifacts (e.g.

**Features**

- Addresses the archaeology of the War of 1812 as the bicentennial of that war approaches
- Focuses on both maritime and land archaeology
- Recommends specific strategies to ensure that the material culture of these historic sites is maintained and cultivated

**Fields of interest**

Archaeology; Cultural Heritage

**Target groups**

Research

**Product category**

Brief

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D. C. Comer, University of Wyoming, Laramie, WY, USA; T. Zheng, State University of New York, Cortland, NY, USA
Encyclopedia of Global Archaeology
Editor-in-chief: C. Smith, University of Newcastle, NSW, Australia

Contents

Fields of interest
Archaeology; Cultural Heritage; Classical Studies

Target groups
Research

Product category
Encyclo(a)edia

Tales of Gotham, Historical Archaeology, Ethnohistory and Microhistory of New York City

Historical Archaeology of New York City is a collection of narratives about people who lived in New York City during the seventeenth, eighteenth, and nineteenth centuries, people whose lives archaeologists have encountered during excavations at sites where these people lived or worked. The stories are ethnohistorical or microhistorical studies created using archaeological and documentary data. As microhistories, they are concerned with particular people living at particular times in the past within the framework of world events. The world events framework will be provided in short introductions to chapters grouped by time periods and themes. The foreword by Mary Beaudry and the afterword by LuAnne DeCunzo bookend the individual case studies and add theoretical weight to the volume. Historical Archaeology of New York City focuses on specific individual life stories, or stories of groups of people, as a way to present archaeological theory and research.

Features
▶ Focuses on specific individual life stories, or stories of groups of people, as a way to present archaeological theory and research
▶ Creates a collection of narratives of people who have lived in New York City during the 17th, 18th, and 19th centuries using archaeological and documentary data
▶ Contains a forward by renowned archaeological theorist Mary Beaudry

Fields of interest
Archaeology; Anthropology; Regional and Cultural Studies

Target groups
Research

Product category
Contributed volume
T. E. Jordan, University of Missouri, St. Louis, MO, USA

Studies in the Quality of Life in Victorian Britain and Ireland

This work examines mortality among young children in the period from the seventeenth to the nineteenth century. It does so using several types and sources of information from the census unit England and Wales, and from Ireland. The sources of information used in this study include memoirs, diaries, poems, church records and numerical accounts. They offer descriptions of the quality of life and child mortality over the three centuries under study.

Features
- Investigates personal and numerical aspects of death among children across three centuries
- Draws attention to the reaction of parents to the death of a child
- Draws upon data that demonstrates that Quality of Life provides a useful approach for understanding mortality among children

Contents

Fields of interest
Quality of Life Research; Health Psychology; Maternal and Child Health

Target groups
Research

Product category
Monograph

Due June 2013

2013. Approx. 70 p. (SpringerBriefs in Well-Being and Quality of Life Research) Softcover
- € (D) 53,49 | € (A) 54,99 | sFr 67,00
- € 49,99 | £44.99
ISBN 978-94-007-6121-6

Social Sciences

K. Lasinska, Mannheim

Social Capital in Eastern Europe
Poland an Exception?

Katarzyna Lasinska deals with the consequences of democratic transitions in Middle and Eastern Europe. By selecting specific sets of countries according to the main explanations such as Catholic tradition, transformation process and communist legacies, the author identifies key factors explaining particular findings in Poland. Thank to systematically used comparative research strategy the pitfalls of idiosyncratic argumentation are successfully avoided. Through inclusion of religious tradition as an explanatory factor the results go beyond the commonly used East-West comparisons. The author presents a comprehensive picture of complex conditions and different processes for social capital building across Eastern European societies.

Feature
- Publication in the field of social sciences

Contents
Exploring social capital in Poland. - Social capital: conceptual framework and empirical findings. - Communist legacy and systemic transition. - Catholicism and social capital. - Catholicism and social capital in Poland is a comparative perspective - empirical evidence. - Is social capital building different in Poland?. - Why is Poland an exception among post-communist societies?.

Fields of interest
Comparative Politics; Social Sciences, general

Target groups
Research

Product category
Monograph

Due April 2013

2013. XVII, 238 p. 50 illus. Softcover
- € (D) 42,64 | € (A) 43,84 | sFr 53,50
- € 39,85 | £35.99
ISBN 978-3-658-00522-1

P. Liamputtong, La Trobe University, Bundoora, VIC, Australia (Ed)

Stigma, Discrimination and Living with HIV/AIDS
A Cross-Cultural Perspective

Contents

Fields of interest
Quality of Life Research; Public Health; Anthropology

Target groups
Research

Product category
Contributed volume
Sustainable Livelihood Approach
A Critique of Theory and Practice

We all view the ubiquitous term ‘sustainability’ as a worthwhile goal. But how can we apply the principles of sustainability in the real world, at the sharp end of communities in developing nations where income insecurity is the troubled norm? This volume provides some practical answers, explaining the precepts of the ‘sustainable livelihood approach’ (SLA) through the case study of a microfinance scheme in Africa. The case study, centered around the work of the Catholic Church’s Diocesan Development Services organization, involved an SLA implemented over two years designed in part to help enhance its existing microfinance operation through closer links between local communities and international donors.

Features
▶ Provides a critical review of the sustainable livelihood approach
▶ Looks at SLA in practice and not just in theory
▶ Explores some of the central challenges of putting SLA into practice
▶ Suggests how SLA can be modified to make it more relevant to all places on the globe;

Contents
Foreword - Acknowledgements - Chapter 1: Sustainability and Sustainable Livelihoods - Chapter 2: The Theory Behind the Sustainable Livelihood Approach - Chapter 3: Context of the Sustainable Livelihood Approach - Chapter 4: The Sustainable Livelihood Approach in Practice - Chapter 5: Livelihood into Lifestyle.

Fields of interest
Human Geography; Sustainable Development; Landscape/Regional and Urban Planning

Target groups
Research

Product category
Monograph
Clinical Social Work Practice with Diverse Populations

Features
► Integrates skill learning with population-specific knowledge
► Explains the adaptability of relational theory
► Covers a wide range of populations including the religious spectrum and survivors of life-changing events
► Provides a variety of detailed case examples

Contents

Fields of interest
Social Work; Psychotherapy and Counseling; Psychotherapy

Target groups
Research

Product category
Contributed volume

Community Quality-of-Life Indicators: Best Cases VI

Contents
Preface.- Chapter 1: The Influence of Quality-of-Life Research on Quality-of-Life: CLIQ Case Studies from KwaZulu-Natal, South Africa; Heidi Atwood.- Chapter 2: Regional Indicators of Well-Being: The Case of France; Florence Jany-Catrice.- Chapter 3: Understanding Glasgow: Developing a New Set of Health and Wellbeing Indicators for Use within a City; Bruce Whyte and Andrew Lyon.- Chapter 4: The Monitoring System on Quality of Life of the City of Porto; Luis Delfim Santos and Isabel Martins.- Chapter 5: State Level Applications: Developing a Policy Support and Public Awareness Indicator Project; Rhonda Phillips, Hee Kyung Sung, and Andrea Whitsett.- Chapter 6: Partnerships Across Campuses and Throughout Communities: Community Engaged Research in California's Central San Joaquin Valley; Simon Weffer, James Mullooly, Dori Sylvester, Robin delugon, and Marcia Hernandez.- Chapter 7: Measuring Quality of Life in Border Cities: The Border Observatory Project in the US-Mexico Border Region; Devon McAxlan, Mihir Prakash, David Pijawka, Subhrajit Guhathakurta, and Edward Sadalla.- Chapter 8: The Fox River Region Leading Indicators for Excellence: The Benefits and Challenges of Regional Collaboration; Lora Warner and Ashley Heath.- Chapter 9: Bridging Environmental Sustainability and Quality of Life in Metropolitan Atlanta's Urban Communities; Susannah Lee and Subhrajit Guhathakurta. [...]
T. Triadafilopoulos, University of Toronto
Scarborough, Toronto, ON, Canada (Ed)

Wanted and Welcome?
Policies for Highly Skilled Immigrants in
Comparative Perspective

Contents
Introduction.- Part I.- Dismantling White
Canada: Race, Rights and the Origins of the Points
System.- Creating Multicultural Australia: Local,
Global and Transnational Contexts.- Re-forming
the Gates: Postwar Immigration Policy in the
United States.- Part II.- Talent Matters: Immigra-
tion Policy-setting as a Competitive Scramble
Among Jurisdictions.- Skilled Immigration Policy
in the United States: Does Policy Admit "Enough"
Skilled Workers?.- Pointless: On the Failure to
Adopt an Immigration Points System in the
United States.- Part III.- Closing the Gaps between
Skilled Immigration and Canadian Labour Mar-
kets: Emerging Policy Issues and Priorities.- Ac-
creditation and the Labour Market Integration of
Internationally Trained Engineers and Physicians
in Canada.- Integrating International Medical
Graduates: The Canadian Approach to the Brain
Waste Problem.- Skilled Enough? Employment
Outcomes for Recent Economic Migrants in
Canada Compared to Australia.- Part IV.- The
Politics and Policy of Highly Skilled Immigration
under New Labour, 1997-2009.- Germany: Reluc-
tant Steps Towards a System of Selective Immigra-
tion.- Wasting the Cultural Capital of Newcomers?
Integrating Skilled Migrants into the British and
German Labor Market.

Fields of interest
Political Science, general; Labor Economics; Popu-
lation Economics

Target groups
Professional/practitioner

Product category
Contributed volume

Due March 2013

2013. VIII, 309 p. 21 illus., 12 in color. (Immigrants
and Minorities, Politics and Policy)

* € (D) 106,99 | € (A) 109,99 | sFr 133,50
* € 99,99 | £90.00
ISBN 978-1-4614-0081-3
New Challenges to Philosophy of Science

Contents

Features
Addresses the foundational themes that interconnect evolutionary studies, ecology and ethics. Sets out foundational events in the history of evolutionary biology, ecology and environmental ethics. First necessary step towards a clarification of their major epistemological orientations.

Contents

Field of interest
Philosophy of Science

Target groups
Research

Product category
Contributed volume

Due March 2013

2013. VI, 514 p. 25 illus. (The Philosophy of Science in a European Perspective, Volume 4) Hardcover
- *€ (D) 181,89 | € (A) 186,99 | sFr 226,50
- *€ 169,99 | £153.00

Available
2013. XV, 179 p. 4 illus. (Boston Studies in the Philosophy and History of Science) Hardcover
- *€ (D) 106,95 | € (A) 109,95 | sFr 133,50
- *€ 99,95 | £90.00
ISBN 978-94-007-5066-1

Philosophy

Consciousness Inside and Out: Phenomenology, Neuroscience, and the Nature of Experience

Contents
Introduction. - Part I. Acquaintance With Consciousness. - Chapter 1. An Epistemology for Phenomenology?; Ruth Millikan. - Chapter 1a. From Phenomenology to the Self-Measurement Methodology of First-Person Data; Gualtiero Piccinini & Corey J. Maley. - Chapter 2. Consciousness and the Introspection of Apparent Qualitative Slices; Paul Churchland. - Chapter 2a. Churchland on arguments against physicalism; Torin Alter. - Chapter 2i. Response to Torin Alter; Paul Churchland. - Chapter 3. Orthodox Property Dualism + the Linguistic Theory of Vagueness = Panpsychism; Philip Goff. - Chapter 3a. A Wake Up Call; Bill Robinson. - Chapter 3b. What is Acquaintance with Consciousness?; Jon Simon. - Chapter 3i. Reply to Simon and Robinson; Philip Goff. - Chapter 4. It’s Still There!; Benj Hellie. - Chapter 4a. Perceptual Justification Outside of Consciousness; Jacob Berger. - Chapter 4b. Some Thoughts about Hallucination, Self-Representation and “It’s Still There!”; Jeff Speaks. - Chapter 4c. But Where is a Hallucinator’s Perceputal Justification?; Heather Logue. - Chapter 4i. Yep-Still There; Benj Hellie. - Part II. Beyond Color-Consciousness. - Chapter 5. Black and White and Color; Kathleen Akins. - Chapter 5a. What is Visual and Phenomenal but Concerns Neither Hue nor Shade?; Pete Mandik. - Chapter 6. The Real Trouble for Phenomenal Externalists: New Evidence for a Brain-Based Theory of Consciousness; Adam Pautz. - Chapter 6a. [...]
**The Expression of the Psychosomatic Body from a Phenomenological Perspective**

This book is a contribution to the understanding of psychosomatic health problems. Inspired by the work of the French phenomenologist Maurice Merleau-Ponty, a phenomenological theory of psychosomatics is worked out as an alternative to traditional, biomedical thinking. The patient who presents somatic symptoms with no clearly discernible lesion or dysfunction presents a problem to the traditional health care system. These symptoms are medically unexplainable, constituting an anomaly for the materialistic understanding of ill health that underlies the practice of modern medicine.

**Contents**


**Fields of interest**

Logic; Mathematical Logic and Formal Languages; History of Philosophy

**Target groups**

Research

**Product category**

Monograph

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**Mechanism and Causality in Biology and Economics**

**Contents**


**Fields of interest**

Philosophy of Biology; Methodology and the History of Economic Thought; Evolutionary Biology

**Target groups**

Research

**Product category**

Contributed volume
M. Coeckelbergh, University of Twente, Enschede, The Netherlands

**Human Being @ Risk**

**Enhancement, Technology, and the Evaluation of Vulnerability Transformations**

Whereas standard approaches to risk and vulnerability presuppose a strict separation between humans and their world, this book develops an existential-phenomenological approach according to which we are always already beings-at-risk. Moreover, it is argued that in our struggle against vulnerability, we create new vulnerabilities and thereby transform ourselves as much as we transform the world.

**Features**
- First book to argue that posthuman existence also implies new vulnerabilities
- Integrates Risk Theory with Philosophical Anthropology
- Offers an original ethical and political analysis of vulnerability in the information age

**Contents**


**Fields of interest**
- Philosophy of Man; Phenomenology; Philosophy of Technology

**Target groups**
- Research

**Product category**
- Monograph

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J. Lucena, Colorado School of Mines, Golden, CO, USA (Ed)

**Engineering Education for Social Justice**

**Critical Explorations and Opportunities**

**Contents**

The History and Theory of Children’s Citizenship in Contemporary Societies

B. Milne, Calès, France

Features
- The first comprehensive work on children’s rights
- Contributes to ending the intellectual stagnation on the discourse about children’s rights
- Examines whether children’s citizenship is either realism or romanticism

Contents
Preface.- Acknowledgements.- Chapter One: Introduction: the Children’s Citizenship paradigm.- Chapter Two: Methodology and methods.- Chapter Three: Citizenship.- Chapter Four: The Emergence Of Childhood – from the ancient world until the dawn of the Enlightenment.- Chapter Five: The emergence of childhood – from the Enlightenment to Modern World Of Childhood.- Chapter Six: Intellectual discourse, beliefs, moral and Ideological Positions On Children from antiquity until the present – children from Antiquity to the high Middle Ages.- Chapter Seven: Intellectual discourse, beliefs, moral and Ideological Positions On Children From The High Middle Ages through early modern to the present.- Chapter Eight: The ‘Child Sciences’, social sciences and Childhood Studies.- Chapter Nine: Children’s Rights and the contemporary interest in Child Participation.- Chapter Ten: Issues concerning the legal status, welfare, policy making and Inclusion Of Children In Governance And Full Citizenship.- Chapter Eleven: Supplementary areas that contribute to notions of children’s citizenship.- Chapter Twelve: Conclusion.- Notes.- Appendices.- Bibliography.- Index.

Fields of interest
Political Philosophy; Civil Law; Social Structure, Social Inequality

Target groups
Research

Product category
Monograph

Aquinas, Education and the East

T. B. Mooney, M. Nowacki, Singapore Management University, Singapore (Eds)

Features
- First book-length treatment on Thomas Aquinas’ influence on the contemporary practice of education
- First book to explore Aquinas’ thought and the interplay between intellectual meditations of the East
- Provides an intuitive and attractive bridge for discussion between Eastern and Western philosophers, educational theorists, and social scientists

Contents
Author’s Preface.- Introduction.- Chapter 1: Environmental Background.- Chapter 2: Business Hears the Call.- Chapter 3: Coming to Value Nature.

Fields of interest
Ethics; Environmental Law/Policy/Ecojustice; Philosophy of Nature

Target groups
Upper undergraduate

Product category
Brief

The American Experience in Environmental Protection

L. Newton, Fairfield University, Shelburne, VT, USA

Features
- Introduction to the issues and conflicts surrounding the protection of the environment
- Offers an overview of one nation’s evolution from exploitation to true environmental consciousness
- A handy reference for the significant cases

Contents
Author’s Preface.- Introduction.- Chapter 1: Environmental Background.- Chapter 2: Business Hears the Call.- Chapter 3: Coming to Value Nature.

Fields of interest
Ethics; Environmental Law/Policy/Ecojustice; Philosophy of Nature

Target groups
Research

Product category
Monograph

Due March 2013
2013. XIV, 192 p. (Sophia Studies in Cross-cultural Philosophy of Traditions and Cultures, Volume 4) Hardcover
- € (D) 106,95 | € (A) 109,95 | sFr 133,50
- € 99,95 | £90.00
ISBN 978-94-007-5260-3

Due March 2013
2013. VIII, 55 p. (SpringerBriefs in Ethics) Softcover
- * € (D) 53,49 | € (A) 54,99 | sFr 67,00
- * € 49,99 | £44.99
ISBN 978-3-319-00049-7
Disaster Bioethics
Normative Issues When Nothing is Normal

Disaster strikes: In 2004 it was the Indian Ocean tsunami; 2005, Hurricane Katrina; 2010, the earthquake in Haiti and floods in Pakistan; and this year? According to the International Disasters Database, almost 2800 disasters occurred between 2000 and 2005, compared to approximately 2700 during all of the 1990s.

Features
► The first detailed examination of disaster bioethics covering both the ethics of disaster healthcare as well as disaster research ► Taking a global perspective where the differences in culture and resources are acknowledged ► Provides The Brocher Principles of Disaster Bioethics on how to ethically respond to the needs of disaster victims

Contents
Part 1. Ethical issues in providing healthcare during disasters Evidence and healthcare needs during disasters Macro-triage in disaster planning Micro-triage in the midst of disasters Preparing and taking care of the carers Media coverage of disaster healthcare When relief comes from a different culture Part 2. Ethical issues in disaster research Setting disaster research priorities Proportionality of harms and benefits Caring for disaster researchers Approval mechanisms for disaster research Consent and respecting participants’ rights in disaster research Respecting dignity in undignifying circumstances Afterword Bibliography of selected titles Subject and/or Name Index

The Brocher Principles of Disaster Bioethics

Fields of interest
Ethics; Social Sciences, general

Target groups
Research

Product category
Contributed volume
Scientific Explanation

When scientists investigate why things happen, they aim at giving an explanation. But what does a scientific explanation look like? In the first chapter (Theories of Scientific Explanation) of this book, the milestones in the debate on how to characterize scientific explanations are exposed. The second chapter (How to Study Scientific Explanation?) scrutinizes the working-method of three important philosophers of explanation, Carl Hempel, Philip Kitcher and Wesley Salmon and shows what went wrong. Next, it is the responsibility of current philosophers of explanation to go on where Hempel, Kitcher and Salmon failed. However, we should go on in a clever way. We call this clever way the pragmatic approach to scientific explanation and clarify briefly what this approach consists in. The third chapter (A Toolbox for Analysing Explanatory Practices) elaborates the pragmatic approach by presenting a toolbox for analysing scientific explanation. In the last chapter (Examples of Explanatory Practice) the approach is illustrated with real-life examples of scientists aiming at explaining.

Features
► Elaborated and illustrated with examples taken from actual scientific practices  ► A presentation of core concepts of Scientific Explanation  ► Investigates problems for Hempel, Salmon, Kitcher and others

Contents

Fields of interest
Philosophy of Science; Philosophy (general)

Target groups
Research

Product category
Brief
Psycholinguistic and Sociolinguistic Perspectives on Second Language Learning and Teaching

Studies in Honor of Waldemar Marton

The volume provides a state-of-the-art overview of key issues in second language learning and teaching, adopting as a point of reference both psycholinguistic and sociolinguistic perspectives.

Features
- Provides a state-of-the-art account of the most important developments in the field of instructed second language acquisition
- Combines psycholinguistic and sociolinguistic paradigms
- Seeks to forge links between theory, research and classroom practice

Contents
Foreign language didactics encounters cognitive science.- Only connect: The interface debate in second language acquisition.- Teaching English as an International Language: Problems and research Questions.- Metaphor in language education.- Dual focus on language and content as an issue in L2/FL reading development.- Inhibitory control, working memory and L2 interaction.- Second language learners' processing of idiomatic expressions: Does compositionality matter?.- The relationship between impulsive/reflective cognitive style and success in grammar acquisition in English as a foreign language.- The appeal of the teaching method in the postmethod era: The motivation of adult EFL course participants.- The folk linguistics of language teaching and learning.

Fields of interest
Psycholinguistics; Sociolinguistics

Target groups
Research

Product category
Monograph

Due March 2013
2013. V, 248 p. 12 illus., 3 in color. (Second Language Learning and Teaching) Hardcover

* € (D) 106,99 | € (A) 109,99 | sFr 133,50

* € 99,99 | £90.00

ISBN 978-3-642-23546-7

New Series
Yearbook of Corpus Linguistics and Pragmatics

Series editor: J. Romero-Trillo

The Yearbook of Corpus Linguistics and Pragmatics addresses the interface between these disciplines and offers a platform to scholars who combine both research methodologies to present rigorous and interdisciplinary findings about language in real use. Corpus linguistics and Pragmatics in the past represented two paths of scientific thought, parallel but often mutually exclusive and excluding. Corpus Linguistics, informed by mathematics and statistics, offers a meticulous methodology. Pragmatics is defined by its indefiniteness in interpreting sentence meaning and intended meaning. Recent research shows that both approaches can be very useful if used complementary. Corpus linguistics studies may use pragmatics as a model for the interpretation of data and studies in pragmatics can turn to corpus linguistics for data analysis. This yearbook will give the readers insight in how they can use pragmatics to explain real corpus data and from there develop and refine its theory. This yearbook is aimed at researchers from the areas of corpus linguistics, pragmatics, sociolinguistics, language education, psycholinguistics, and theoretical linguistics.

Fields of interest
Applied Linguistics; Language Education; Computer Appl. in Arts and Humanities

Target groups
Research

Product category
Contributed volume

Due April 2013
2013. VII, 311 p. 42 illus., 20 in color. (Yearbook of Corpus Linguistics and Pragmatics, Volume 1) Hardcover

* € (D) 106,99 | € (A) 109,99 | sFr 133,50

* € 99,99 | £90.00

ISBN 978-94-007-6249-7

J. Romero-Trillo, Autonomous University of Madrid, Spain (Ed)

Yearbook of Corpus Linguistics and Pragmatics 2013
New Domains and Methodologies

Contents
Investigations in Teaching and Learning Languages
Studies in Honour of Hanna Komorowska

The book presents most recent investigations into foreign language teaching and learning discussed by prominent scholars in the field. A wide variety of topics ranges from theoretical approaches to foreign language instruction to a discussion of findings of empirical research in language learning and pedagogy. The theoretical part of the volume tackles issues which constitute the backbone to the understanding of the processes involved in language development, learning and teaching and thus contribute to applied research.

Features
► A unique range of research issues in FL teaching and learning targeting a wide readership
► A representative selection of research by renowned Polish scholars in the field of applied linguistics
► Focus on various aspects of awareness in teaching/learning process
Introduction to novel methodologies in foreign language teaching

Contents
Approaches to language, language teaching and learning.
- Dimensions of awareness in foreign language teaching and learning.
- Aspects of foreign language instruction.

Fields of interest
Applied Linguistics; Language Education; Sociolinguistics

Target groups
Research

Product category
Contributed volume

Due March 2013
2013. XI, 266 p. 16 illus., 2 in color. (Second Language Learning and Teaching) Hardcover
► * € (D) 106.99 | € (A) 109.99 | sFr 133.50
► € 99.99 | £90.00
ISBN 978-3-319-00043-5
J. Finucane, R. M. Feener, Asia Research Institute, National University of Singapore (Eds)

Proselytizing and the Limits of Religious Pluralism in Contemporary Asia

Contents

Fields of interest
Religious Studies; Regional and Cultural Studies

Target groups
Research

Product category
Contributed volume

Due May 2013

► * € (D) 106,99 | € (A) 109,99 | sFr 133,50
► € 99,99 | £90.00
ISBN 978-981-4451-17-8
R. Advani

**Financial Freedom**

A Guide to Achieving Lifelong Wealth and Security

If you’re one of the millions of Americans who is buried in credit card debt or maybe you’re having trouble deciphering the fine print on your 401(K) – that is, if you even have a 401(K) – don’t dismay. You can start taking steps toward closing your financial illiteracy gap right away with the sound, practical personal finance advice offered up in Reuben Advani’s Financial Freedom. Designed for young adult professionals but filled with crucial information that will financially empower readers of all ages, Financial Freedom is more than just your standard personal finance book, which offers up plenty of encouragement but very little actionable advice.

**Feature**

- Whereas other books tend to focus on only one or two pieces of the personal financial health puzzle, Financial Freedom will be a one-stop shop where readers can find all the answers to their most pressing personal finance questions. Financial illiteracy is one of the most urgent problems facing Americans of all ages, and this book tackles the issue head-on by providing readers with the information they need to become financially literate, independent, and successful. Author Reuben Advani is a specialist in financial education; his continuing education company, Telestrat Education, sponsors finance seminars at law firms and corporations across the country, and the book will play a role in these seminars and will be the basis for a new series of training seminars related to its content. Author will promote the book extensively on his company’s website and offer it directly to clients. He will also promote it at all the teaching forums his company sponsors.

**Field of interest**

Business/Management Science, general

**Target groups**

Popular/general

**Product category**

Professional book

J. Bach, R. Werner

**How to Secure Your H-1B Visa**

A Practical Guide for International Professionals and Their US Employers

The H-1B visa is the gateway for the world’s best and brightest to live and work in the United States as IT professionals, engineers, scientists, professors, doctors, nurses, and researchers. How to Secure Your H-1B Visa guides employees and employers alike through the maze of H-1B laws, policies, and procedures. This road map lays out the whole H-1B process from petition to visa to status maintenance to visa extension and, ultimately, to permanent residence in the US for you and your family. It shows you step by step exactly how the H-1B process divides up between the employer and employee. It identifies the points where the two tracks converge and the H-1B employer and employee need to pull in tandem. Navigation icons tell you at a glance whether a topic concerns employees and employers equally or primarily one or the other. Sidebars highlight pitfalls, liabilities, and disasters to avoid; tips and exceptions to leverage for success; administrative and enforcement trends and late-breaking changes; and special conditions that apply to nationals of particular countries, such as India and China.

**Feature**

- The H-1B process is broken out into the action steps that are relevant to the reader. Steps are clearly marked as pertinent to the employee or to the employer. Tips, tricks, and pitfalls are boxed to stand out. Forms discussed in the text are reproduced in the appendix and hyperlinked in the ebook. The appendix contains a list of recommended resources.

**Field of interest**

Business/Management Science, general

**Target groups**

Popular/general

**Product category**

Professional book

J. Bernstein

**Lessons from a Power Day Trader**

Tips, Mistakes, and Triumphs from the Front Lines of the Financial Markets

**Feature**

- Rarely, if ever, has a book fully disclosed the methods and psychological mindset that the author has used to day trade so successfully for so many years. Bernstein’s trading journal entries in favor of grouping them by major issues, pairing examples of challenges in each category with detailed explanations of how they were confronted and resolved. Bernstein, who is considered a leading educator, market analyst, and researcher in the field of stocks and futures, has been a featured and/or keynote speaker at hundreds of leading investment conferences and trading seminars the world over. His newsletters and advisory services are read internationally by traders, investors, brokers, financial institutions, and money managers, and his consulting clients include some of the largest hedge funds, brokerage firms, market analysts, banks, and professional traders in the world. Bernstein’s articles have appeared in Futures Magazine, Money Maker, Stocks and Commodities, Barron’s Financial Weekly, and many other leading financial publications. Bernstein is a guest commentator on business radio, Internet radio, pod casts, and television. He has appeared on numerous radio and television business shows, including the Financial News Network, Jag.FN, Web.

**Field of interest**

Business/Management Science, general

**Target groups**

Popular/general

**Product category**

Professional book
T. Bourquin, N. Mango

**Traders at Work**

*How the World’s Most Successful Traders Make Their Living in the Markets*

Shortly after most novice traders discover how trading works and begin to realize that they have the potential to make unlimited amounts of money in the financial markets, they start dreaming the near-impossible dream. They fantasize about buying that condo in Boca Raton for their parents or surprising their son with a brand-new car on his 16th birthday.

**Feature**

- Reveals the money-making strategies utilized by the world’s most successful traders - Offers a behind-the-scenes look at how some of today’s best-known traders transitioned their trading hobby into a full-time career - Effectively cuts the trading learning curve in half by highlighting the mistakes that the interviewees made when they first started trading and explaining how readers can avoid falling prey to the same missteps - Includes interviews with legendary traders John Murphy, Mike Bellafiore, John Carter, John Bollinger, Larry Williams, Linda Raschke, Larry McMillan, and others - Part of the bestselling Apress & 147; At Work & 148; series, which includes Founders at Work, Coders at Work, Gamers at Work, with more to come - Bourquin, who includes Founders at Work, Coders at Work, Gamers at Work, with more to come - Bourquin, who

**Field of interest**

Business/Management Science, general

**Target groups**

Popular/general

**Product category**

Professional book

R. Fox

**Tax Strategies for the Small Business Owner**

*Reduce Your Taxes and Fatten Your Profits*

Tax Strategies for the Small Business Owner: Reduce Your Taxes and Fatten Your Profits will help the small business owner increase profits while feeling more comfortable dealing with taxes. It begins by looking at the often overlooked critical decision small business owners face when they start a business: the choice of business entity. The book then examines all the deductions that a business owner can take legally to reduce taxes. It also provides advice business owners need to make good tax-related decisions: Should I lease or buy? Should I hire an employee or outsource the task? How much will buying a building reduce my taxes and for how long? Many people freeze up when they are forced to prepare or even think about taxes. Some receive a notice from the IRS and put it aside: They’re too scared to open it! Yet taxes for the most part follow common sense rules. You just need to know what they are and how they affect your decisions.

**Feature**

- Helps small business owners maximize their deductions, increasing their profits. Teaches small business owners what they need to know when dealing with taxes. Tax tips and illustrative stories sprinkled throughout the book. Helps business owners relax when dealing with taxes. The book helps both those who prepare their own taxes and those who use a tax professional. Russell Fox has over 1000 tax clients and had great credibility. Fox has a well-read tax blog (Taxable Talk) that’s been ranked in the top ten for tax advice. Fox teaches and speaks regularly in front of groups.

**Field of interest**

Business/Management Science, general

**Target groups**

Popular/general

**Product category**

Professional book

B. Leech

**Lobbyists at Work**

Scuttlebutt has it that lobbyists run Washington, and special interests run lobbyists—but what makes lobbyists run and how do they do it?

**Feature**

- This book gets behind the scenes and provides the real stories of how politics works. Interviewees range from a former member of Congress who now lobbies for a living, to individuals whose personal tragedies led them to devote their lives to advocating for change. The author is a professor of political science who has award-winning books and hundreds of articles about interest groups and lobbying. Author will promote the book at political science conferences, including the American Political Science Association meeting in September and the Midwest Political Science Association meeting in April. Both conferences attract more than 5,000 political scientists. The Political Organizations and Parties section of the APSA has a membership comprising virtually all of the people who teach courses on lobbying and interest groups at universities. Author will advertise the book through its listserv. Author has extensive in professional network and will market the book to colleagues for adoption in courses on interest groups. Author will pitch to Matthew Yglesias, whose blog on Slate talked a lot about her last book on lobbying; likewise the blog, Monkey Cage. Author has relevant Washington journalist contacts at The Hill, Roll Call, National Journal, and Washington Post. The interviewees themselves will each bring varying promotional and marketing capabilities to the table: professional networks, professional meetings, social media promotion, and corporate buys.

**Field of interest**

Business/Management Science, general

**Target groups**

Popular/general

**Product category**

Professional book
Helping you do it, and this is it.

Managing humans is not easy. Managing humans is not easy. You need a book to help you do it, and this is it.

Managing Humans - German
Biting and Humorous Tales of a Software Engineering Manager

The humor and insights in Managing Humans are drawn from Michael Lopp’s management experiences at Apple, Netscape, Symantec, and Borland, among others. This book is full of stories based on companies in the Silicon Valley where people have been known to yell at each other and occasionally throw chairs. It is a place full of dysfunctional bright people who are in an incredible hurry to find the next big thing so they can strike it rich and then do it all over again. Among these people are managers, a strange breed of people who, through a mystical organizational ritual, have been given power over the future and bank accounts of many others. Whether you’re an aspiring manager, a current manager, or just wondering what the heck a manager does all day, there is a story in this book that will speak to you—and help you survive the madness amongst the general craziness. Lopp’s straight-from-the-hip style is unlike any other writer on management. He pulls no punches and tells stories he probably shouldn’t. But they are massively instructive and cut to the heart of the matter whether it’s dealing with your boss, handling a slacker, hiring top guns, or seeing a knotty project through to completion. Writing code is easy. Managing humans is not. You need a book to help you do it, and this is it.

Field of interest
Business/Management Science, general

Target groups
Popular/general

Product category
Professional book

C. Murdock
Tax Insight
For Tax Year 2012

Tax Insight: For Tax Year 2012 will teach you to take control of life’s biggest expense—taxes. In your lifetime, you will spend more money on taxes than on anything else. Despite that fact, you likely know the current prices of movies and milk but don’t know what your marginal tax rate is. You know where to get the cheapest gallon of gas to save a buck or two, but you don’t give a thought to the tax strategies you should be using right now that would save you thousands. Why? Is it too complicated and confusing? Too unpleasant? In Tax Insight, tax expert Casey Murdock opens up the world of taxes with amazing clarity and simplicity. As you will discover, you have within reach numerous ways to reduce your taxes. With everyday language and real-life examples, Tax Insight will give you the keys to minimizing your tax burden. This book contains information you need even if you have a tax advisor or use a program like TurboTax. Tax professionals are busy and sometimes too cautious, and programs often miss opportunities for you to save money. It’s also for those of all ages and income levels, including business owners.

Feature
► Breaks down the scary world of taxes with simple language and natural ease. Provides a roadmap for readers to reduce their taxes significantly. Not a tax encyclopedia like most—instead an enjoyable narrative and a thorough reference source for the frustrated taxpayer. Stories, examples, and simple explanations that Murdock developed working with his tax clients over the years. Originally a self-published book that sold 1,000 copies in the past two years only through the author’s web site.

Field of interest
Business/Management Science, general

Target groups
Popular/general

Product category
Professional book

L. M. Orr, D. Orr
When to Hire—or Not Hire—a Consultant
Getting Your Money’s Worth from Consulting Relationships

When to Hire—or Not Hire—a Consultant: Getting Your Money’s Worth from Consulting Relationships is a hands-on, practical guide for anyone thinking about hiring a consultant to set strategy, solve problems, increase profits or revenue, develop new products, open new markets, or improve efficiency. Consulting is one of the fastest growing professions in the United States. According to the U.S. government, there were 719,000 consultants in the U.S. in 2010, and you can expect an additional 274,000 by 2020. Cloaked in expert status, consultants might seem to be the answer to many business problems. You call someone in to solve a particular problem or develop new markets, then send them away once the job is done—while reaping the benefits of their expertise. Consultants sometimes do work miracles, but once in a while they wreck a healthy business. And far too often, the benefits gained by calling in consultants disappear far too soon after they leave.

Feature
► Only book to help readers decide when to use a consultant, how to manage the relationship, and how to get the most benefits for the least cost. Authors are both consultants and recipients of consulting help. Linda Orr is responding to MBA student requests for help in deciding when and how to use consultants. Authors offer numerous financial and decision tools. Numerous cases studies and examples.

Field of interest
Business/Management Science, general

Target groups
Popular/general

Product category
Professional book
Online Gamers at Work

For nearly four decades, video games have captured the imaginations and drawn the ire of people around the world. Actors play them. Rappers promote them. Politicians want to control them. Even baseball legends make them. Video games are a cultural crossroads where business, entertainment, and technology converge. Sales of video games, hardware, and accessories reach upwards of $20 billion every year in the United States alone, and more than two-thirds of American households include video games in their daily lives. In a world that seems to be overflowing with fortune and success, the vicious truth of this booming industry is easily forgotten: failure is tradition. There are a few businesses that have withstood the test of time, but most startups exit as quickly as they enter the scene. Many firms are outpaced by the explosive worldwide growth and economic realities of the sector. In this groundbreaking anthology, successful founders of entertainment software companies reflect on the challenges and how they survived.

Feature

- Companion to Founders at Work and Coders at Work. Interviews with noted game entrepreneurs, including the founders of companies like Obsidian, Atari, and Linden Lab. The first book to offer first-person insights from top game entrepreneurs

Field of interest

Business/Management Science, general

Target groups

Popular/general

Product category

Professional book

European Founders at Work - German

In European Founders at Work, several of the top European startup founders and venture capitalists are interviewed to explain their respective paths to building a successful company. It takes a similar approach to Venture Capitalists at Work and other books in Apress’ elite At Work series but with a focus on the differences between building a successful company in Europe versus the U.S. These insightful interviews are presented in a way that will help readers understand the founders local or a global views, how they competed on the global scale, if and how they got funding and their main challenges and opportunities. The companies chosen to be interviewed are a mix of unique worldwide ventures: European-only ventures and even a few copycats of already-proven concepts. As such, it provides a balanced view on the European scene. This mix also includes companies that started in Europe and moved to the U.S., companies who went IPO in their country of origin, companies with European venture capital backing, and companies that bootstrapped their way to success. Foreword by Saul Klein, Founder of LOVEFiLM and The Accelerator Group. Other books in the Apress At Work Series: Coders at Work, Seibel, 978-1-4302-1948-4 Venture Capitalists at Work, Shah & Shah, 978-1-4302-3837-9 CIOs at Work, Yourdon, 978-1-4302-3554-5 CTOs at Work, Donaldson, Seigel, & Donaldson, 978-1-4302-3593-4 Founders at Work, Livingston, 978-1-4302-1078-8 Women Leaders at Work, Ghaffari, 978-1-4302-3729-7 Advertisers at Work, Tuten, 978-1-4302-3828-7 Gamers at Work, Ramsay, 978-1-4302-3351-0

Field of interest

Business/Management Science, general

Target groups

Popular/general

Product category

Professional book

Invest Like an Institution

Profit-Driven Strategies from the World's Most Successful Institutional Investors

Feature

- Author Michael Schlachter routinely appears at investing conferences and is frequently quoted in industry publications, including Reuters, Institutional Investor, Pensions & Investments, and Seeking Alpha, among others. Whereas most finance and investing books are written by brokers and financial planners who lack the objectivity necessary to provide truly unbiased, results-based investment advice, Invest Like an Institution is written by an investment expert who wants to close the gap that differentiates successful institutional investors from struggling retail investors. Although books promoting portfolio diversification are by no means unique, Invest Like an Institution is the first to suggest that individual investors would greatly benefit from using the same asset allocation strategies that institutional investors successfully employ to draw in huge profits. Author Michael Schlachter’s unique background, which combines hands-on securities analysis/trading at Goldman Sachs and high-level investment consulting at Wilshire Associates, makes him the perfect candidate to write a book on institutional investment strategies. Investors are fed up with so-called investment "gurus," who promise enormous returns in exchange for highly leveraged portfolios, and are in search of staid, serious investment advice that will help them protect and grow their wealth—and Invest Like an Institution helps them do just that.

Field of interest

Business/Management Science, general

Target groups

Popular/general

Product category

Professional book
T. Shah, S. Shah

**Venture Capitalists at Work - German**

How VCs Identify and Build Billion-Dollar Successes

“This is probably the single most valuable resource for the entrepreneurs aspiring to build successful companies” – Ron Conway, Special Adviser, SV Angel, and investor in Facebook, Google, Twitter, Foursquare, PayPal, Zappos. “I highly recommend Venture Capitalists at Work.” This book captures the personalities and approaches of a number of leading VC practitioners and displays the heart and soul of the venture capital process, by offering an exclusive window into the voice of the practitioners.” – Gus Tai, Trinity Ventures “Venture Capitalists at Work is a foundational pillar in an entrepreneur’s understanding and resources. This is a first in terms of the level of detail, quality of discussion, and value to the entrepreneur.”

– George Zachary, Charles River Ventures and Investor in Twitter Venture Capitalists at Work

How VCs Identify and Build Billion-Dollar Successes offers unparalleled insights into the funding and management of companies like YouTube, Zappos, Twitter, Staren, Facebook, and Groupon. The venture capitalists profiled—among the best in the business—also reveal how they identify promising markets, products, and entrepreneurs. Author Tarang Shah, a venture capital professional himself, interviews rising VC stars, Internet and software investment pioneers, and venture investment thought leaders. You’ll learn firsthand what criteria venture capitalists use to make investments, how they structure deals, the many ways they help the companies they fund, avoidable mistakes they see all too often, the role of luck in a success, and why so many startups fail.

**Field of interest**

Business/Management Science, general

**Target groups**

Popular/general

**Product category**

Professional book

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S. Thomas

**Compensating Your Employees Fairly**

A Guide to Internal Pay Equity

Compensation fairness is a universal preoccupation in today’s workplace, from whispers around the water cooler to kabuki in the C-suite. Gender discrimination takes center stage in discussions of internal pay equity, but many other protected characteristics may be invoked as grounds for alleging discrimination: age, race, disability, physical appearance, and more. This broad range of vulnerability to discrimination charges is often neglected in corporate assessments of how well compensation systems comply with the law and satisfy employee norms of fairness. Blind spots in general equity constitute a serious threat to organizational performance and risk management.

**Feature**

- Provides ordinary HR practitioners the tools to decipher the internal pay equity story latent in their company’s compensation data. Shows companies how to avoid the monetary and reputational costs of litigation, regulatory investigation, hostile audits, and talent loss through employee turnover. Discusses the practical implications of sweeping new legislation such as the Ledbetter Fair Pay Act and the Paycheck Fairness Act for pay equity policies and practices. Author deeply involved as a speaker and educator in the country’s two biggest HR professional organizations.

**Field of interest**

Business/Management Science, general

**Target groups**

Popular/general

**Product category**

Professional book

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E. Yourdon

**CIOs at Work - German**

In CIOs at Work, noted author Ed Yourdon interviews many of the world’s most influential chief information officers. You will gain insights from the first CIO of the USA, take a peek into the future with the CIO at Google, learn the unique role IT plays in testing Microsoft applications, and much more. Yourdon focuses on how his interviewees tackle the day-to-day work of managing information in their organizations while revealing much more: How they got there, how they manage and allocate resources, and how they interact with business units and assure that their companies take advantage of technologies and automation to make employees even more productive. Surveying a variety of unique corporations, you’ll get a great sense of what can be done and what is being done now in organizations around the world. Simply put, Ed Yourdon’s CIOs at Work is a fascinating read. The author has managed to illuminate the real challenges confronting the Chief Information Officer. The technical expertise of his extraordinary interviewees and their personal insights into the changing role of technology in business are in no short supply. But, what really stands out—beyond the banter about “clouds,” “agile development,”—is the human dimension. More than anything else, the CIO is wrestling with profound issues: the proliferation of choices, the speed of change, the shorter attention spans of consumers, the “everyone’s an expert” mindset, and the growing expectation for limitless and low cost computing resources that are as open and accessible as they are safe, secure and accurate. At last, the CIO has a human face, but also an enormous burden that can only be appreciated by reading Yourdon’s provocative interviews.

**Field of interest**

Business/Management Science, general

**Target groups**

Popular/general

**Product category**

Professional book

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ISBN 978-1-4302-4840-1

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Apress®

Due June 2013

2013. 584 p. Softcover

- € (D) 15.52 | € (A) 15.95 | sFr 19.50
- € 14.50 | £14.50

ISBN 978-1-4302-4848-4
N. Ahmed

SharePoint 2013 Revealed

SharePoint 2013 Revealed is your guide to the next major version of the SharePoint product. Author Nauman Ahmed takes you through the latest edition of SharePoint, uncovering the new features, improvements, changes, and obstacles you’re likely to face as you understand this new version of SharePoint. Get ahead of the game and understand quickly what’s new and improved in SharePoint 2013 with the fast-paced, accessible SharePoint 2013 Revealed. Microsoft SharePoint 2013 is the next version of the software giant’s popular collaboration and business intelligence application platform. As the product’s features and capabilities grow, it becomes a challenge to understand the platform as a whole, what it offers, and in particular, what’s new in each version.

Feature
► targets SharePoint 15 exclusively focuses entirely on what’s new and improved and how to obtain and leverage such features coming from previous versions includes walkthroughs and short demos of new capabilities

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book

C. Akarte

Pro Ext JS 4

Pro Ext JS 4 is both an example-driven programmer’s guide and an invaluable reference. It covers in-depth features, concepts, and component of the Ext JS 4 framework - including the latest 4.1 additions - with real world, re-usable examples and explanation. Ext JS 4 is a powerful and popular JavaScript Rich Internet Application (RIA) framework that helps you build interactive web applications with great performance and maximum efficiency. Harness the power of Ext JS’s new MVC architecture to create a new breed of web applications, utilizing the automated optimization tools to squeeze out every last drop of performance. Learn how Ext JS’s superb component model enables you to work seamlessly in teams to create JavaScript code that runs flawlessly across all major web browsers. Pro Ext JS 4 covers all you need to become a professional Ext JS developer, from getting the most from JSBuilder, to unit testing your code, to extending the Ext JS core with custom components. A deep dive into Ext JS 4 application architecture and its major building blocks that enable building applications with minimum effort for maximum performance. Practical use of Ext JS 4 with real world examples, explanation, and screenshots. Teaches you how to extend, debug, unit test and Optimize your Ext JS 4 web applications.

Features
► Handy reference for web developers to kick start development with Ext JS ► Covers wide aspects of Ext JS 4 features, concept and components ► Pro Ext JS 4 contains lots of real world, re-usable examples and explanation ► Covers the lates additions in Ext JS 4.1 release

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book

R. Anderson, D. Cervo

Pro Arduino

So, you’ve created a few projects with Arduino, and now it’s time to kick it up a notch. Where do you go next? With Pro Arduino, you’ll learn about new tools, techniques, and frameworks to make even more ground-breaking, eye-popping projects. You’ll discover how to make Arduino-based gadgets and robots interact with your mobile phone and with Unity3D. You’ll learn all about the changes in Arduino 1.0, you’ll create amazing output with openFrameworks, and you’ll learn how to make games with the Gameduino. You’ll also learn advanced topics, such as modifying the Arduino to work with non-standard Atmel chips and Microchip’s PIC32. Rick Anderson, an experienced Arduino developer and instructor, and Dan Cervo, an experienced Arduino gadgeteer, will give you a guided tour of advanced Arduino capabilities. If it can be done with an Arduino, you’ll learn about it here.

Feature
► Includes coverage of the brand-new Android accessory development kit designed for Arduino projects Coverage of Arduino 1.0 and the new ARM-based Arduino Due In-depth explanations of Arduino interoperability with other types of chips and platforms

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book
**Pro iOS Geo**

Building Apps with Location Based Services

Deepen your app development skills with Pro iOS Geo. This book shows you how to use geolocation-based tools to enhance the iOS apps you develop. Author Giacomo Andreucci describes different ways to integrate geo services, depending on the kind of app you’re looking to develop: a web app, a hybrid app, or a native app. You’ll discover how to use the Google Maps API features to integrate powerful geo capabilities in your apps with a little effort. You’ll learn how to: Design geographic features for your apps while respecting usability criteria Design touristic geo apps Use HTML5 and the Google Maps JavaScript API to implement powerful geo functions in your apps Use Google Fusion Tables to display and query data in your maps Transform your geo web apps into hybrid apps that can be submitted to the Apple App Store Create native iOS geo apps using the new Apple Maps data through the Map Kit API After reading Pro iOS Geo, you’ll have the knowledge and skills you need to add a geo dimension to all your apps, whether as a feature of a larger app – such as a social networking app that shows where friends are located in a selected area – or as the primary part of an app – such as a guide app that shows the monuments in your city.

**Field of interest**

Computer Science, general

**Target groups**

Popular/general

**Product category**

Professional book

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**Control Your Retirement Destiny**

Achieving Financial Security before the Big Transition

People in their fifties start to wonder: When should I retire? Once I do, when should I take Social Security? Do I need to buy an annuity to make sure I have enough money to last my whole life? Should I move everything into Treasury Bills and other safe investments? In short, what do I need to do now to ensure a comfortable retirement in five or ten years? Control Your Retirement Destiny: Achieving Financial Security Before the Big Transition provides practical, how-to knowledge on what you need to do to get your finances in order to prepare for a transition out of the workforce. While never easy, retirement investing in your 20s to your early 50s has been straightforward.

**Feature**

- Provides needed guidance to the 10,000 people a day who are turning 62 and must make important financial decisions Promotes an objective and holistic process that looks at how financial decisions can be structured to work together in a way the results in better outcomes Leaves readers with valuable skills to help them navigate their way through complex financial decisions Anspach is the Guide to MoneyOver55 author/editor on About.com, read by tens of thousands each month. Anspach blogs at http://www.sensiblemoney.com/blog Anspach can get financial planning industry luminaries like Larry Kotlikoff and Zvi Bodie to endorse the book. Anspach blogs at http://www.sensiblemoney.com/About.com, read by tens of thousands each month.

**Field of interest**

Business/Management Science, general

**Target groups**

Popular/general

**Product category**

Professional book

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**Real World Windows 8 Development**

Real World Windows 8 Development is a developer’s handbook - an essential guide to building complete, end-user ready Windows 8 applications on the XAML and C# programming stack from start to finish. Starting with Windows 8 basics and walking through practical aspects of building your Windows 8 application, you’ll find step-by-step instructions and practical advice that will leave you with a modern, elegant app written to the highest of standards. Author Samidip Basu, an early adopter of Windows 8 app development techniques, breaks down the design, development, and polish of a real-world business application, adding handy tips and tricks around controls, user interface design, storage, navigation, contracts, and more. Give your Windows 8 application development efforts a kick-start with Real World Windows 8 Development. Walks you through building your Windows 8 application in incremental, feature-complete steps. Provides real-world tricks and sample code towards integrating your Windows 8 application with the rest of the operating system. Starts with basics and take you all the way towards a complete Windows 8 application, built following the highest of best practice standards.

**Feature**

- Builds an entire application through the whole lifecycle, from design to coding to sale or installation Simple but detailed walkthrough of must-have Windows 8 application features - a self-contained guide means developers need no other guide Chapters can stand alone for future reference but also build on each other, making this a unique tutorial and reference

**Field of interest**

Computer Science, general

**Target groups**

Popular/general

**Product category**

Professional book
M. Beckner

BizTalk 2010 EDI for Health Care

HIPAA Compliant 837 Solutions

Building a successful health care claims processing EDI implementation in BizTalk Server can be complex. Decisions must be made around how to extract and publish data, how to map to the 837 EDI standard, and how to appropriately batch and deliver data. If architected properly, your BizTalk solution can be highly efficient, simple, and something that can be managed and extended for years to come. The topics in this book include building complete inbound and outbound solutions for 837 Institutional and Professional EDI document types. In addition, topics around 997/999 acknowledgements and related document types are included. Covering mapping, trading partner configuration, AS2, SFTP, data extraction, data routing, and batching, you will find this to be a goldmine of information to aid you in a successful implementation.

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book

S. Chanda, D. Foggon

Beginning ASP.NET 4.5 Databases

Beginning ASP.NET 4.5 Databases introduces you to the world of building data-driven Web sites using ASP.NET, ADO.NET and the Entity Framework using C#. Since ASP.NET developers need to access databases quickly and efficiently, this book teaches the best practices and methods to help developers achieve professional ASP.NET and database solutions. Beginning ASP.NET 4.5 Databases is a comprehensive introduction on how you can connect a Web site to many different data sources – not just databases – and use the data to create dynamic page content. It also shows you how to build a relational database, use SQL to communicate with it, and understand how they differ from each other. With in-depth, on-target coverage of the new data access features of .NET Framework 4.5, this book is your guide to using ASP.NET to build responsive, easy-to-update data-driven Web sites.

Feature
Promotes development of real world data-driven web applications using ASP.NET 4.5. Promotes design and development of Entity Data Models. Leaves readers with valuable skills to manage the lifecycle of data-driven applications.

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book

S. Charalambides

Oracle SQL Tuning with Oracle SQLTXPLAIN

Oracle SQL Tuning with SQLTXPLAIN is a practical guide to SQL tuning the way Oracle’s own experts do it, using a freely downloadable tool called SQLTXPLAIN. Using this simple tool you’ll learn how to tune even the most complex SQL, and you’ll learn to do it quickly, without the huge learning curve usually associated with tuning as a whole. Firmly based in real world problems, this book helps you reclaim system resources and avoid the most common bottleneck in overall performance, badly tuned SQL. You’ll learn how the optimizer works, how to take advantage of its latest features, and when it’s better to turn them off. Quickly tune any SQL statement no matter how complex. Build and tune test cases without affecting production. Use the latest tuning features with confidence.

Feature
Covers the tool Oracle’s own support engineers use to troubleshoot high-profile performance problems. Strongly appeals to DBAs and developers who are often under great pressure to resolve problems swiftly. Current with the very latest Oracle Database release - Oracle Database 12c.

Field of interest
Database Management

Target groups
Popular/general

Product category
Professional book

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Apress®

Due April 2013
2013. 300 p. Softcover
* € (D) 36,33 | € (A) 37,35 | sFr 45,50
* € 33,95 | £26.50
P. Chu
Learn Unity 4 for iOS Game Development

Unity is an incredibly powerful and popular game creation tool, and Unity 4 brings even more great features, including Mechanim animation. Learn Unity 4 for iOS Game Development will show you how to use Unity with Xcode to create fun, imaginative 3D games for iPhone, iPad, and iPod touch. You’ll learn how to optimize your game for both speed and quality, how to test and profile your game, and how to get the most out of your iOS device features, including the gyroscope and accelerometer. You’ll also learn how to incorporate the latest Game Center improvements in iOS 6 into your game, how to make sure your game gets into the App Store, and even how to promote your app and track revenue. If you have a great 3D game idea, and you want to make it a reality in the App Store, then Learn Unity 4 for iOS Game Development has exactly what you need.

Feature
- The only book on Unity 4 game development
- The only up-to-date book on Unity for iOS
- Philip Chu is the author of a very popular online Unity tutorial, frequently recommended on sites like StackOverflow

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book

J. Ciliberti
ASP.NET MVC 4 Recipes
A Problem-Solution Approach

ASP.NET MVC 4 Recipes is a practical guide for developers creating modern web applications, cutting through the complexities of ASP.NET, jQuery, Knockout.js and HTML 5 to provide straightforward solutions to common web development problems using proven methods based on best practices. The problem-solution approach gets you in, out, and back to work quickly while deepening your understanding of the underlying platform and how to develop with it. Author John Ciliberti guides you through the framework and development tools, presenting typical challenges, along with code solutions and clear, concise explanations, to accelerate application development. Inside you will find recipes dealing with streamlined syntax, full control over HTML, a simple API for creating RESTful web services, writing support for test driven development, and more. Solve problems immediately by pasting in code from the recipes, or put multiple recipe solutions together to overcome challenging development obstacles. Dive head first into ASP.NET MVC web development with ASP.NET MVC 4 Recipes.

Feature
- The book provides solutions of common web development problems using the ASP.NET MVC Framework Full of practical, ready-to-deploy code and clear, best practices-based advice and explanations Benefits veteran ASP.NET web forms developers by demonstrating migration paths from Web Forms to the MVC

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book

D. Clark
Beginning C# Object-Oriented Programming

Learn C# with Beginning C# Object-Oriented Programming and you’ll be thinking about program design in the right way from day one. Whether you want to work with .NET for the web or desktop, or for Windows 8 on any device, Dan Clark’s accessible, quick-paced guide will give you the foundation you need for a successful future in C# programming. In this book you will: Master the fundamentals of object-oriented programming Work through a case study to see how C# and OOP work in a real-world application Develop techniques and best practices that lead to efficient, reusable, elegant code Discover how to transform a simple model of an application into a fully-functional C# project. With more than 30 fully hands-on activities, Beginning C# Object-Oriented Programming teaches you how to design a user interface, implement your business logic, and integrate your application with a relational database for data storage. Along the way, you will explore the .NET Framework, ASP.NET and WinRT.

Feature
- Most beginning developers and procedural programmers find object-oriented programming confusing and need guidance. Our book weaves together C#, Microsoft’s flagship programming language, and OOP in a sensible, easy to understand way Up-to-date and platform-neutral, laying the foundations for development in any Windows environment, whether .NET or Windows 8. Jack Purdum’s book will not include Windows 8 topics. Effective use of hands-on exercises and challenges for anyone who is serious about getting to grips with this language.

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book
J. Clarke

**Oracle Exadata Recipes**

* A Problem-Solution Approach

Oracle Exadata Recipes takes an example-based, problem/solution approach in showing how to size, install, configure, manage, monitor, optimize, and migrate Oracle database workloads on and to the Oracle Exadata Database Machine. Whether you’re an Oracle Database administrator, Unix/Linux administrator, storage administrator, network administrator, or Oracle developer, Oracle Exadata Recipes provides effective and proven solutions to accomplish a wide variety of tasks on the Exadata Database Machine. You can feel confident using the reliable solutions that are demonstrated in this book in your enterprise Exadata environment. Managing Oracle Exadata is unlike managing a traditional Oracle database. Oracle’s Exadata Database Machine is a pre-configured engineered system comprised of hardware and software, built to deliver extreme performance for Oracle Database workloads. Exadata delivers extreme performance by offering an optimally balanced hardware infrastructure with fast components at each layer of the engineered technology stack, as well as a unique set of Oracle software features designed to leverage the high-performing hardware infrastructure by reducing I/O demands. Let Oracle Exadata Recipes help you translate your existing Oracle Database knowledge into the exciting new growth area that is Oracle Exadata.

**Feature**

- Covers a game-changing combination of storage software and hardware. Plays to the need for ever more performance from corporate database engines. Presents a complex topic in a market-proven, example-based format.

**Field of interest**

Database Management

**Target groups**

Popular/general

**Product category**

Professional book

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A. De

**Oracle Certified Master JAVA Enterprise Architect JEE 5 Certification Guide**

The Oracle Certified Master, Java EE Enterprise Architect certification is for enterprise architects responsible for architecting and designing Java EE compliant applications with an emphasis on making the best use of Java EE features to create flexible, scalable, secure designs. The book contains a total of 300 questions to help you prepare for the multiple choice exam. The chapter on Java EE assignment contains a case study closer to the real exam with all the UML diagrams and points to remember for drawing the artifacts. The chapter on the essay exam contains sample questions with detailed answers which you may be asked in the real exam.

**Features**

- Detailed coverage of exam objectives
- 320 questions with detailed explanations
- Complete UML Diagrams on the assignment
- Sample questions on Essay exam

**Field of interest**

Computer Science, general

**Target groups**

Popular/general

**Product category**

Professional book

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J. Floyd Kelly, H. Timmis

**Arduino Adventures**

**Escape from Gemini Station**

Arduino Adventures: Escape from Gemini Station provides a fun introduction to the Arduino microcontroller by putting you (the reader) into the action of a science fiction adventure story. You’ll find yourself following along as Cade and Elle explore Gemini Station—an orbiting museum dedicated to preserving and sharing technology throughout the centuries. Trouble ensues. The station is evacuated, including Cade and Elle’s class that was visiting the station on a field trip. Cade and Elle don’t make it aboard their shuttle and are trapped on the station along with a friendly artificial intelligence named Andrew who wants to help them get off the damaged station. Using some old hardware, a laptop, and some toolboxes full of electronics parts, you will follow along and build eight gizmos with Cade and Elle that will help them escape from Gemini Station. The hardware is Arduino. Each new challenge opens a new area of Arduino and basic electronics knowledge. You’ll be taken incrementally from a simple task such as turning on a light through to a complex combination of microcontroller, electronic components, and software programming.

**Feature**

- Provides an engaging, storyline format with strong appeal to younger readers; the only book on Arduino to do this. Plays straight into a fast-growing and very large market for all things Arduino. Supplemented on the book’s website with worksheets, additional challenges, and other resources for teachers and club leaders.

**Field of interest**

Computer Science, general

**Target groups**

Popular/general

**Product category**

Professional book

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J. Foster

**CSS for Windows 8 App Development**

CSS for Windows 8 App Development is your learning guide for CSS & HTML; the language of great Windows 8-style apps. Learn the built-in styles that make the built-in controls shine, how to define them, and how to use CSS to give your custom app assets that beautiful Modern UI style. CSS (Cascading Style Sheets) is the clear standard for styling web applications, and with HTML, CSS, and JavaScript now powering apps on Windows 8, it’s the clear standard there as well. CSS is a powerful styling and layout language that greatly simplifies the selection of page elements and their visual display, layout, and animation. Additionally, Windows 8 apps appear on a large variety of screen formats, and CSS is the primary means for uniquely defining these layouts. Learn the language of great Windows 8-style apps Raise your knowledge of the CSS standard Use the styles built-in to Windows 8 style apps Apply CSS styles to your app

**Feature**

- Provides developers with critical CSS learning and reference
- Helps developers to apply their CSS skills to Windows 8 apps
- Teaches good Windows 8-style design implementation for great user experience

**Field of interest**

Computer Science, general

**Target groups**

Popular/general

**Product category**

Professional book

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J. Franklin

**Beginning jQuery**

Beginning jQuery is your step-by-step guide to learning the jQuery library. jQuery is the most popular JavaScript library in the web developer’s toolkit. Jack Franklin takes you from the basics of getting you started with jQuery, right through to extending jQuery by writing your own plug-ins. You’ll discover best practices you can follow, how you can avoid common mistakes, and you’ll learn about so many of the things that jQuery has to offer, including how you can: Use jQuery’s powerful tools to dynamically update content on your site, including DOM manipulation. Extend jQuery’s capabilities by writing your own plugins on top of the framework. Animate elements and build your own jQuery slider. Employ best practices and avoid common errors made by beginners. JavaScript is a powerful language but every web developer must navigate the tricky issues around cross-browser inconsistencies. Beginning jQuery teaches you how to use jQuery to avoid spending your time fixing these browser bugs - letting you concentrate on what really matters to you.

**Feature**

- Author runs a successful website (www.javascriptplayground.com) which is linked with his Twitter - followers tweet topics for bespoke tutorials, etc - so he is well known in the community.
- jQuery is a popular subject with good sales, and a good beginner book is needed in the market. This book will take the reader from complete beginner status right up to pro-level in a clear and concise fashion, without padding. One common criticism of the competition is that it doesn’t do this, so it will be a good competitor.

**Field of interest**

Computer Science, general

**Target groups**

Popular/general

**Product category**

Professional book

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A. Freeman, M. MacDonald, M. Szpuszta

**Pro ASP.NET 4.5 in C#**

ASP.NET 4.5 remains Microsoft’s preferred technology for creating dynamic websites, providing developers with unrivalled power and flexibility. This comprehensive book will teach you everything you need to know in order to create well-architected ASP.NET websites. Beginning with core concepts such as the structure of the .NET Framework and how ASP.NET is founded upon it the book progresses steadily through key professional skills. You’ll be shown how to query databases in detail, consider the myriad applications of XML, and step through all the considerations you need to be aware of when securing your site from intruders. Finally, you’ll consider advanced topics such as using ASP.NET with MVC 4, ASP.NET AJAX, HTML5 and Silverlight. By the time you have read this book you will have learned all the skills you need to use ASP.NET 4.5 with confidence.

**Feature**

- The first ASP.NET 4.5 title to offer a full coverage of the key new ASP.NET 4.5 features, including ASP.NET MVC 4, ASP.NET AJAX, HTML5 and Silverlight.

**Field of interest**

Computer Science, general

**Target groups**

Popular/general

**Product category**

Professional book
**Learn Java for Android Development**

Android development is hot, and many programmers are interested in joining the fun. However, because this technology is based on Java, you should first obtain a solid grasp of the Java language and its foundational APIs to improve your chances of succeeding as an Android app developer. After all, you will be busy learning the architecture of an Android app, the various Android-specific APIs, and Android-specific tools. If you do not already know Java fundamentals, you will probably end up with a massive headache from also having to quickly cram those fundamentals into your knowledge base. Learn Java for Android Development, Second Edition teaches programmers of any skill level the essential Java language and foundational Java API skills that must be learned to improve the programmer’s chances of succeeding as an Android app developer. Each of the book’s 10 chapters provides an exercise section that gives you the opportunity to reinforce your understanding of the chapter’s material. Answers to the book’s more than 300 exercises are provided in an appendix. Additionally, author Jeff Friesen has created six bonus chapters that you can download from his personal site, located at http://tutortutor.ca/cgi-bin/makepage.cgi?/books/ljfjad. Once you complete this book, you should be ready to dive into beginning Android apps development. Maybe, start that journey with Apress’ Beginning Android.

**Feature**

- This book updates a strong selling book. Java is the primary programming language skill for Android SDK. Android is a key tech and book market.

**Field of interest**

Computer Science, general

**Target groups**

Popular/general

**Product category**

Professional book

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**Oracle Certified Professional Java SE 7 Programmer Exams 1Z0-804 and 1Z0-805**

A Comprehensive OCPJP 7 Certification Guide

Oracle Certified Professional Java SE 7 Programmer Exams 1Z0-804 and 1Z0-805 is a concise, comprehensive, step-by-step, and one-stop guide for the Oracle Certified Professional Java SE 7 Programmer Exam. The first two chapters set the stage for exam preparation and let the reader get started quickly. The first chapter answers frequently asked questions about the OCPJP exam.

**Feature**

- Covers all OCPJP topics: Oracle recently reincarnated SCJP exam as OCPJP and has made numerous changes. The topics related to Java fundamentals in the SCJP are now covered in the OCAJP exam and hence are not part of OCPJP exam; further, many new topics such as JDBC and NIO which were not covered in SCJP are now introduced in OCPJP. Not just that: Oracle has made OCPJP exam questions more difficult compared to SCJP. For these reasons, there is no single book available in market today that covers OCPJP exam comprehensively. Oracle Certified Professional Java SE 7 Programmer Exams 1Z0-804 and 1Z0-805, covers all of the required exam topics (and only the required topics) in the level of depth required. Covers all relevant Java SE 7 topics: All the books available in the market today cover SCJP exam for Java SE 6 (or earlier versions of Java SE). This book is written for Java SE 7 platform and covers newly added language features (catching multiple exception types, try-with-resource statements, etc.) as well as new APIs (NIO, new concurrent utilities, etc.).

**Field of interest**

Computer Science, general

**Target groups**

Popular/general

**Product category**

Professional book

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**Processing Creative Coding and Generative Art in Processing 2**

Processing: Creative Coding and Generative Art in Processing 2 is a fun and creative approach to learning programming. Using the easy to learn Processing programming language, you will quickly learn how to draw with code, and from there move to animating in 2D and 3D. These basics will then open up a whole world of graphics and computer entertainment. If you’ve been curious about coding, but the thought of it also makes you nervous, this book is for you; if you consider yourself a creative person, maybe worried programming is too non-creative, this book is also for you; if you want to learn about the latest Processing 2.0 language release and also start making beautiful code art, this book is also definitely for you. You will learn how to develop interactive simulations, build web-based content, create beautiful visualizations, and even code image-manipulation applications. Processing 2.0 is the latest release of the open-source Processing language, and includes exciting new features, such as OpenGL 2 support for enhanced 3D graphics performance.

**Feature**

- Covers the new features in Processing 2.0, including significant changes to the development environment, library system and language core. Introduces Processing 2.0’s new modes feature, enabling JavaScript and mobile development. Designed as both a self-learning guide and as a primary text for an introductory computing class. Processing is popular with Arduino and Kinect developers/hackers.

**Fields of interest**

Computer Graphics; Multimedia Information Systems

**Target groups**

Popular/general

**Product category**

Professional book
**B. Horan**

**Practical Raspberry Pi**

Practical Raspberry Pi takes you quickly through the hardware and software basics of the Raspberry Pi. Author Brendan Horan then gets you started on a series of fun and practical projects, including a simple temperature sensor, a media center, a real-time clock, and even a security monitoring device, all of which require minimal programming experience. Along with these projects, you’ll learn all about the Raspberry Pi hardware, including how it can be so powerful and still so small and inexpensive, why it’s so suitable as a video player, and how you can customize it for different tasks, including running different operating systems on it, including Android and RISC OS. The Raspberry Pi is an inexpensive but relatively powerful little computer. It was designed to get kids interested in computing and programming, but it’s also a great platform for hardware hackery. The projects in this book will get you deep into the hardware to show you what the Raspberry Pi can really do.

**Feature**
- Clear overview of Raspberry Pi hardware
- Very little programming required to create useful projects
- Step-by-step instruction for a variety of practical projects

**Field of interest**
Computer Science, general

**Target groups**
Popular/general

**Product category**
Professional book

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**I. Horton**

**Beginning C, 5th Edition**

Beginning C, 5th Edition teaches you how to program using the widely-available C language. You’ll begin from first-principles and progress through step-by-step examples to become a competent C-language programmer. All you need are this book and any of the widely available free or commercial C or C++ compilers, and you’ll soon be writing real C programs. C is a foundational language that every programmer ought to know. C is the basis for C# used in Microsoft .NET programming. It is the basis for Objective-C used in programming for the iPhone, the iPad, and other Apple devices. It is the basis for the C++ that is widely used in a great many contexts, including the GNU Project. It underlies the Linux operating system and many of its utilities. Learning C provides a strong foundation for any programming care, and will even help you better understand more modern languages such as Java. Beginning C is written by renowned author Ivor Horton. The book increases your programming expertise by guiding you through the development of fully working C applications that use what you’ve learned in a practical context. You’ll also be able to strike out on your own by trying the exercises included at the end of each chapter. At the end of the book you’ll be confident in your skills with all facets of the widely-used and powerful C language.

**Feature**
- C is fundamental to the fast-growing field of iPhone and iPad programming
- C is now the #1 language listed in the Tiobe Programming Community Index
- Author Ivor Horton brings a long and successful track-record on topic

**Fields of interest**
Computer Science, general; Programming Techniques

**Target groups**
Popular/general

**Product category**
Professional book

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**J. Juneau**

**Java EE 7 Recipes**

A Problem-Solution Approach

Java EE 7 Recipes takes an example-based approach in showing how to program Enterprise Java applications for many different scenarios. Be it a small-business web application, or an enterprise database application, Java EE 7 Recipes provides effective and proven solutions to accomplish just about any task that you may encounter. You can feel confident using the reliable solutions that are demonstrated in this book in your personal or corporate environment. The solutions in Java EE 7 Recipes are built using the most current Java Enterprise technologies, including EJB 3.2, JSF 2.2, Expression Language 3.0, Servlet 3.1, and JavaFX 2.2. While older technologies and frameworks exist, it is important to be forward-looking and take advantage of all that the latest technologies offer. Rejuvenate your Java expertise to use the freshest capabilities, or perhaps learn Java Enterprise development for the first time and discover one of the most widely used and most powerful platforms available for application development today. Let Java EE 7 Recipes show you the way by showing how to build streamlined and reliable applications faster and easier than ever before by making effective use of the latest frameworks and features on offer in the Java EE 7 release.

**Features**
- Publishes into wave of demand surrounding the newly-released version 7 of Java Enterprise Edition
- Emphasizes features and technologies that are new in Java Enterprise Edition 7, that readers will be most in need to learn about
- Written in an engaging, example-based format enabling readers to quickly grab a solution and put it to use in their own code - without having to sit and read for long periods of time

**Field of interest**
Computer Science, general

**Target groups**
Popular/general

**Product category**
Professional book
A. Kessinger
Pro JavaScript Best Practices

Pro JavaScript Best Practices teaches you definitive skills that you can use to get the best from the individual and coding team. Packed with real world examples and informed opinions, this book shows you how to optimize every aspect of your code and processes. You can learn how to produce excellent code in a strong, successful team in the real world. This book teaches you: How to choose and maintain effective styles, including recommended code styles Why you should use build system, and how to use it pre-process code, do style checks, and distribute code to a CDN What tools you can use to organize and maintain your code How you can plan your projects to be successful, using the best frameworks Useful JavaScript paradigms for teams, including writing code in an inclusive style. How to responsibly use JavaScript paradigms such as event delegation and UA detection What client-side considerations you should make, including polyfills and responsive coding How to go beyond the coding and maintain successful projects for all your users Pro JavaScript Best Practices shows you how to successfully evaluate yourself, your team, and your processes in order to break through your coding plateau and increase your overall efficiency. Learn how to successfully make efficient decisions about processes for every stage of development and for every member in your team.

Features
► Author is well-known in the JS community, and writes a successful blog (http://alekkessinger.net/) ► Takes the best angles of JavaScript: The Good Parts, and also adds the team aspects that are available in Maintainable JavaScript, so it’s a unique approach ► JavaScript is a strong area for sales and there is a need for a book like this in the community

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book

D. Kuhn, S. Alapati, A. Nanda
RMAN Recipes for Oracle Database 12c
A Problem-Solution Approach

RMAN Recipes for Oracle Database 12c is an example-driven approach to the Oracle database administrator’s #1 job responsibility: Be able to recover the database. Of all the things you are responsible for as database administrator, nothing is more important than the data itself. Like it or not, the fearsome responsibility of protecting your organization’s most critical data falls squarely upon your shoulders: Lose that data and your company could fail. Lose that data and you could be out of a job. Oracle’s flagship database product fortunately implements a wide-ranging feature set to aid you in the all-important task of safeguarding against data loss. Recovery Manager, or RMAN, is at the heart of that feature set, and is the tool most-often used to initiate database backup and recovery operations. In this book, well-known authors and database experts Darl Kuhn, Sam Alapati, and Arup Nanda have created a set of examples encompassing the gamut of backup and recovery tasks that you might need to perform. Sometimes, especially when the heat is on, a good example is what you need to get started towards a solution. RMAN Recipes for Oracle Database 12c delivers.

Feature
► New edition of previous best-selling book on Oracle Database backup & recovery Authors have significant name-recognition: Darl Kuhn for a track-record going back to the first-ever book on RMAN; Arup Nanda for being an Oracle ACE Director, and for his participation worldwide in the OTN Tour 2011 series; Sam Alapati for his best-selling books on database administration The only example-driven book on its topic

Field of interest
Database Management

Target groups
Popular/general

Product category
Professional book

V. Kumar
Beginning Windows 8 Data Development
Using C# and JavaScript

This book introduces novice developers to a range of data access strategies for storing and retrieving data both locally and remotely. It provides you with a range of fully working data access solutions and the insight you need to know when, and how, to apply each of the techniques to best advantage. Focussing specifically on how the Windows 8 app developer can work with the Windows Runtime (often called Windows RT) framework this book provides careful analysis of the many options you have open to you, along with a comparison of their strengths and weaknesses under different conditions. With the days of a single database being the right choice for almost all development projects long gone. You will lean that the right choice for your app now depends on a variety of factors and getting it right will be critical to your customer’s end user experience. We cover a range of data access strategies ranging from storing and retrieving data locally using the JET API, to using the most popular open and closed source database products like SQLite and SQL Server. We look at how lightweight HTML and JavaScript apps work well with equally feather-weight data stores like IndexedDB.

Feature
► First comprehensive guide to the data access solutions available for Windows 8 app developers Covers both light and heavy weight data access solutions from a novice perspective. Provides a fully working code connection snippet for each strategy that readers can take away and use in their own apps.

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book
J. Kurtz

**ASP.NET MVC 4 and the Web API**

**Building a REST Service from Start to Finish**

This one hundred page book focuses exclusively on how you can best use the ASP.NET MVC 4 Framework to build world-class REST services using the Web API. It sets aside much of what the ASP.NET MVC Framework can do, and focuses exclusively on how the Web API can help you build web services. You will not find any help on CSS, HTML, JavaScript, or jQuery. Nor will you find any help on the Razor view engine, HTML Helpers, or model binding. If you need this information then Pro ASP.NET MVC 4 is your perfect book. ASP.NET MVC 4 and the Web API: Building a REST Service from Start to Finish helps you build cutting-edge REST services using ASP.NET MVC 4 and the Web API in more depth and detail than any other resource. ASP.NET MVC has always been a good platform on which to implement REST, but with the advent of the Web API it has now become even better. This book will show you why it’s great and how to get the most from it. Author Jamie Kurtz will take you from zero to full-blown REST service hero in no time at all. And you’ll even learn how to incorporate some popular open source tools along the way: little or no experience with ASP.NET or the MVC Framework is required.

**Field of interest**

Computer Science, general

**Target groups**

Popular/general

**Product category**

Professional book

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J. H. Lack

**Plan to Turn Your Company Around in 90 Days**

**How to Restore Profitability and Positive Cash Flow**

More than half of all businesses in the U.S. don’t make it to their fifth birthday, and nearly 70 percent are gone by year ten. How do businesses get into trouble? A hundred different ways. Poor cash flow, undercapitalization, lax financial controls, poor worker productivity, boneheaded mistakes, inefficient processes, failure to adapt, loss of enthusiasm. . . . the list goes on and on. The fact is, many businesses that face life-threatening challenges, or are just stuck in the doldrums, can turn their fortunes around. And Jonathan Lack is the expert who can show you how. Lack is a turnaround specialist—the guy called in to reinvigorate a stalled company or revamp the poor practices that reduce sales and decimate profits. Once he’s done, the company is again on the road to growth and profitability. Plan to Turn Your Company Around in 90 Days is a pragmatic, step-by-step guide to helping your company not only survive but begin to grow again.

**Feature**

► A company without a plan is a plan for failure. The book shows how to develop a strategic plan to help turn around a failing company. This book is heaven-sent in a tough economy. Gives a step-by-step process on how executive management and or board of directors can make numerous cost-effective steps to help a company perform optimally. Helps a struggling company develop an action plan and thus a more viable story for potential investors and lenders. Most businesses will need this book within the first five years of operation.

**Field of interest**

Business/Management Science, general

**Target groups**

Popular/general

**Product category**

Professional book

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B. V. Kumar

**Oracle Certified Master Java Enterprise Architect JEE 7 Certification Guide**

Oracle Certified Master, Java Enterprise Architect JEE 7 Certification Guide is a practical hands-on guide for those looking to achieve the Master certification. It deals with the different technological aspects necessary to prop up the understanding of the aspirants and help them achieve a rich conceptual understanding of the latest Java Platform, Enterprise Edition. It enhances their exam readiness by focusing on the most important categories defined by certification program at Oracle. The contents cater to the following categories recommended by Oracle in detail with specific references to the different parts of the exams: Architectural fundamentals Web tier components Business tier components Web services Messaging and integration Security Architectural artifacts Design and architectural Patterns The book is replete with examples and references to functional and non-functional aspects of using enterprise Java platform for application development. Detailed information on each of the major aspects of the certification examination is covered, including conceptual explanations, examples, code snippets, comparisons with the alternative technologies, communications, protocols, etc.

**Feature**

► Many suggestive questions around important topics and concepts, which will enable the aspirants to quickly comprehend the subject. Detailed coverage of exam objectives. Source code site is geared to help the readers in finding suitable mock questions, answers, pointers to the concepts in the book, pointers to additional and updated references.

**Field of interest**

Computer Science, general

**Target groups**

Popular/general

**Product category**

Professional book

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**Apress®**

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2013. 275 p. Softcover

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► *€ 22,95 | £17.50
ISBN 978-1-4302-4668-8
B. Lakshmiraghavan

Pro ASP.NET Web API Security
Securing ASP.NET Web API

ASP.NET Web API is a key part of ASP.NET MVC 4 and the platform of choice for building RESTful services that can be accessed by a wide range of devices. Everything from JavaScript libraries to RIA plugins, RFID readers to smartphones you can consume your services using platform-agnostic HTTP. With such wide accessibility, securing your code effectively needs to be a top priority. You will quickly find that the WCF security protocols you’re familiar with from .NET (WS-* and similar) are less suitable than they once were in this environment; proving themselves cumbersome and limited in terms of the standards they can work with. Fortunately, ASP.NET Web API provides a simple robust security solution of its own that fits neatly within the ASP.NET MVC programming model and secures your code without the need for SOAP meaning that there is no limit to the range of devices that it can work with & potentially if it can understand HTTP then it can be secured by Web API. These SOAP-less security techniques are the focus of this book.

Feature
▶ The first book to deal exclusively with the issue of securing modern ASP.NET Web application. Emphasizes platform-agnostic communication to ensure readers applications work - and are secured effectively - across a wide range of devices from smart phones to tablets, RFID readers to desktop computers. Provides extensive coverage of all available Web API security techniques with a full evaluation of their strengths and weaknesses so that readers are fully prepared to evaluate them use in their professional work.

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book

J. Lazar

Arduino and LEGO Projects

We all know how awesome LEGO is, and more and more people are discovering how many amazing things you can do with Arduino. In Arduino and LEGO Projects, Jon Lazar shows you how to combine two of the coolest things on the planet to make fun gadgets like a Magic Lantern RF reader, a sensor-enabled LEGO music box, and even an Arduino-controlled LEGO train set. Learn that SNOT is actually cool (it means Studs Not on Top) See detailed explanations and images of how everything fits together. Learn how Arduino fits into each project, including code and explanations. Whether you want to impress your friends, annoy the cat, or just kick back and bask in the awesomeness of your creations, Arduino and LEGO Projects shows you just what you need and how to put it all together.

Feature
▶ Unique LEGO and Arduino projects, including an Arduino-controlled LEGO train set Jon Lazar has a strong following in the LEGO and Arduino communities due to his TARDIS project One of the first books to combine LEGO building with Arduino microcontrollers

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book

J. Lengstorf, P. Leggetter, A. Newman

Realtime Web Apps: HTML5 WebSocket, Pusher, and the Web’s Next Big Thing

Realtime Web Apps: HTML5 WebSocket, Pusher, and the Web’s Next Big Thing is a guide for intermediate- to advanced-level web developers looking to take the next leap forward in website and app development: realtime. With Realtime Web Apps, you’ll be able to quickly get up to speed on what HTML5 WebSocket does, how it is going to affect the future of the web as we know it, and thanks to Pusher’s simple API – start developing your first realtime app today. Using a practical approach, Realtime Web Apps will guide you through building your first app using HTML5, CSS3, jQuery, and Pusher. After your initial introduction to the technologies used in the book, you’ll immediately jump into the process of creating a realtime Q&A app that will work on desktop browsers as well as mobile phones (including iOS and Android). In addition to learning realtime development strategies, you’ll also learn progressive development strategies including responsive CSS3 layouts, AJAX development with jQuery, and more. The future of the web is realtime. Grab your hoverboard.

Feature
▶ Introduces the web’s next big thing: realtime interaction with a web app. Reduces the learning curve for realtime from weeks to mere days. Arms readers with a bleeding edge skillset that will increase their value as developers, raise the & factor of their apps, and make them part of a movement that will change the web as we know it.

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book
iPhone and iPad Apps for Absolute Beginners

So how do you build an application for the iPhone and iPad? Don’t you need to spend years learning complicated programming languages? What about Objective-C and Cocoa touch? The answer is that you don’t need to know any of those things! Anyone can start building simple apps for the iPhone and iPad, and this book will show you how. This update of an Apress bestseller walks you through creating your first app, using plain English and practical examples using the iOS 6 software development platform and more. It cuts through the fog of jargon and misinformation that surrounds iPhone and iPad app development, and gives you simple, step-by-step instructions to get you started. Teaches iPhone and iPad apps development in language anyone can understand. Provides simple, step-by-step examples that make learning easy, using iOS 6. Offers bonus videos from the author that enable you to follow along—it’s like your own private classroom. The iPhone is the hottest gadget of our generation, and much of its success has been fueled by the App Store, Apple’s online marketplace for iPhone apps. Over 1 billion apps were downloaded during the nine months following the App Store’s launch, with over 100,000 apps being downloaded every day. And much of that growth has been powered by consumer desire for iPhone and iPad games to the most complex business apps.

Feature

This book updates an industry best seller, and aims to be one of the first entry level tutorials on iOS SDK 6. Professor Rory Lewis brings his classroom teachings to the printed page. iPhone and iPad apps development remains high demand technology and book markets.

Field of interest

Computer Science, general

Target groups

Popular/general

Product category

Professional book

Pro Windows 8 Development with XAML and C#

Windows 8 Apps are revolutionising development on the Windows platform. Fast, fluid, tactile and chrome-free they provide a brand-new look and feel for Windows users. These Apps rely on Microsoft’s ‘Metro’ UI to provide their rich and engaging user experiences for both desktop and tablet users. Metro in turn relies upon the Windows Runtime (WinRT) to give its apps unparalleled flexibility and power. Understanding this stack of new technologies and how they tie in to the proven C# language and the XAML standard is the subject of this book. Experienced writer Jesse Liberty explains how you can get the most from Metro, WinRT and Windows 8 by focussing on the features that you need for your project and bringing your existing C# coding knowledge to bear. We begin with a nuts-and-bolts examination of how the technologies fit together and show you everything you need to get up and running with the new platform. Once you have a good understanding on the basics, we’ll progress to more advanced topics steadily increasing your Metro understanding on the basics, we’ll progress to more advanced topics steadily increasing your Metro

Feature

The first Windows 8 specific guide to creating Metro-style applications using standard Microsoft tools of C# and XAML. Demonstrates the similarities between Windows 8 development and previous .NET techniques with which readers of this book will be familiar. Presents exhaustive coverage of the subject giving readers all the information they need in order to kick-start their professional careers.

Field of interest

Computer Science, general

Target groups

Popular/general

Product category

Professional book

TypeScript Revealed

TypeScript Revealed is a quick 100-page guide to Anders Hejlsberg’s new take on JavaScript. With this brief, fast-paced introduction to TypeScript, .NET, Web and Windows 8 application developers who are already familiar with JavaScript will easily get up to speed with TypeScript and decide whether or not to start incorporating it into their own development. TypeScript is &#145;JavaScript for Application-scale development’; a superset of JavaScript that brings to it an additional object-oriented-like syntax familiar to .NET programmers that compiles down into simple, clean JavaScript that any browser can run today. It’s also tied to the next version of the JavaScript standard, which means that TypeScript will continue to evolve over time to keep in step with that standard and with the capabilities of the engines that will execute JavaScript applications. If you are a .NET developer, Web designer or developer, or a programmer with a keen interest in scalable applications, TypeScript Revealed is a great way to get started with the language, learn how it compiles into JavaScript, and how easy it is to learn from a .NET/Java developer’s perspective.

Feature

Ties in with Microsoft’s aim to make JavaScript development easier for .NET developers. Lays out the TypeScript ecosystem as it stands: syntax, tools, and project integration. Leaves readers with enough information to make an informed choice with respect to adding TypeScript to their development projects.

Field of interest

Computer Science, general

Target groups

Popular/general

Product category

Professional book
Beginning iOS 6 Development

Exploring the iOS SDK

The team that brought you the bestselling Beginning iPhone Development is back again for Beginning iOS 6 Development, bringing this definitive guide up-to-date with Apple’s latest and greatest iOS 6 SDK, as well as with the latest version of Xcode. There’s coverage of brand new technologies, with chapters on storyboards and iCloud, for example, as well as significant updates to existing chapters to bring them in line with all the changes that came with the iOS 6 SDK. You’ll have everything you need to create your very own apps for the latest iOS devices, including the iPhone 4S, iPad 2, and the latest iPod touch. Every single sample app in the book has been rebuilt from scratch using latest Xcode and the latest 64-bit iOS 6-specific project templates and designed to take advantage of the latest Xcode features. Assuming only a minimal working knowledge of Objective-C, and written in a friendly, easy-to-follow style, Beginning iOS 6 Development offers a complete soup-to-nuts course in iPhone, iPad, and iPod touch programming. The book starts with the basics, walking through the process of downloading and installing Xcode and the iOS 6 SDK, and then guides you through the creation of your first simple application. From there, you’ll learn how to integrate all the interface elements Apple touch users have come to know and love, such as buttons, switches, pickers, toolbars, and sliders.

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book

Oracle Application Express for Mobile Web Applications

Oracle Application Express for Mobile Web Applications is an action driven book, taking you by the hand through all required steps in building your very own web application that will look and act as a native mobile application. Because you’ve built every piece of it yourself, you will know exactly how every tiny part is used and how you can tweak it to your own &#150; or your customer’s &#150; taste. Oracle Application Express is widely known in the Oracle community as a great tool for creating web applications suitable for desktop browsers. Features have now been added to open up the world of mobile browsing, bringing the simplicity and expressiveness of Application Express to bear in developing applications to run with native look and feel on platforms such as iOS, Android, and Windows Phone. Oracle Application Express for Mobile Web Applications helps you translate your knowledge of Oracle Application Express into developing for mobile devices. The book and its running example provide all the knowledge you need to create professional looking mobile web applications. Takes you through building a mobile web application from start to finish. Gives insight into the components necessary for a professional looking mobile application. Helps you become an even better and more all-round Oracle Application Express developer.

Field of interest
Programming Techniques; Database Management

Target groups
Popular/general

Product category
Professional book

AdvancED HTML5 Games

HTML5, CSS3, and JavaScript, used together, are revolutionizing the web. These technologies enable developers to create fantastic games, animated user interfaces, and stunning visualizations without the need for third-party plugins like Flash. In AdvancED HTML5 Games, learn how to add cutting-edge features to your HTML5 games, such as multiplayer, persistent worlds, 3D, sprite control, pixel-level graphics access and animation, game saves, multi-threading, customizable control methods, and artificial intelligence – all directly in your browser, and all in HTML5! This book is a direct sequel to Foundation HTML5 Games, containing advanced topics such as WebSockets for multiplayer and persistent world gaming, and WebGL for creating 3D in HTML5. It also covers advanced methodologies for event handling, keyboard, mouse, and touch input for player control, HTML5 audio, sprites, pixel-level graphics access, and many more topics essential to creating modern games for the web and mobile devices. The authors round out the book by taking you step-by-step through a fully-realized arcade game utilizing all of the techniques you’ve learned throughout the book. This project illustrates how everything fits together, so you can easily apply your new knowledge to your own projects.

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book

Apress®

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2014. 764 p. Softcover
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* € 29,95 | £23.50
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2013. 250 p. Softcover
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* € 33,95 | £26.50
ISBN 978-1-4302-4947-4

Due June 2013

2013. 350 p. Softcover
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* € 43,99 | £33.99
E. Moemeka, E. Lomasky
Real World Windows 8 App Development with JavaScript

Learn from the new set of cutting-edge Windows 8 expert developers, and get the low-down from an author with experience from the front line of Windows 8 app development. Theory is all well and good, but when it comes down to it, you can’t beat practical advice from someone who’s been there and done it. Real World Windows 8 App Development with JavaScript dives into the topics that are essential for making the most of this new platform for application development. You will discover important tips, such as adding monetization options after the project is published on the store to avoid issues with the go-live API, steering clear of problems with the current roaming infrastructure, and how to include health and activity monitoring components built into your app to give you more advanced usage telemetry than that offered by the Windows store. This book is for developers, by a developer who has already fought these battles. You will come away from this book with all the tools, ideas, and inspiration to create successful Windows 8 JavaScript apps. You will learn how to make the most of Microsoft’s APIs for hooking into Windows 8 on all devices, including the core ideas of the Promise and the asynchronous programming model, along with new ideas such as contracts and charms that make life easier for you as a developer and give the user a strong unified experience.

S. Mohanty, M. Jagadeesh, H. Srivatsa
Big Data Imperatives
Enterprise Big Data’ Warehouse, BI’ Implementations and Analytics

Big Data Imperatives, focuses on resolving the key questions on every one’s mind: Which data matters? Do you have enough data volume to justify the usage? How long do you really need to keep it active for your analysis, marketing, and BI applications? Big data is emerging from the realm of one-off projects to mainstream business adoption; however the real value of big data is not in the overwhelming size of it, but more in its effective use. Your goal may be to obtain insight from voluminous data, with billions of loosely-structured bytes of data coming from different channels spread across different locations, which needs to be processed until the needle in the haystack is found. This book addresses the following big data characteristics: Very large, distributed aggregations of loosely structured data &#126; often incomplete and inaccessible Petabytes/Exabytes of data Millions/billions of people providing/contributing to the context behind the data Flat schema’s with few complex interrelationships Involves time-stamped events Made up of incomplete data Includes connections between data elements that must be probabilistically inferred Big data imperatives, explains ‘what big data can do.’

Feature
► Vendors and platforms agnostic there by bringing in deep understanding of key areas viz., Big data platforms Architectures Implementation best practices, etc; Numerous industry use cases about big data and its implications to businesses.

Fields of interest
Computer Appl. in Administrative Data Processing; Information Systems and Communication Service

J. Nutting, P. Clark
Learn Cocoa on the Mac

The Cocoa frameworks are some of the most powerful for creating native OS X Mountain Lion desktop or laptop apps available today. However, for a first-time Mac developer, just firing up Xcode and starting to browse the documentation can be a daunting task. The Objective-C class reference documentation alone would fill thousands of printed pages, not to mention all the other tutorials and guides included with Xcode. Where do you start? Which classes are you going to need to use? How do you use Xcode and the rest of the tools? Learn Cocoa on the Mac, Second Edition answers these questions and more, helping you find your way through the jungle of classes, tools, and new concepts so that you can get started on the next great Mac OS X Mountain Lion app today. Jack Nutting and Peter Clark are your guides through this forest; Jack has lived here for years, and he’ll show you which boulder to push, which vine to chop, and which stream to float across in order to make it through. You will learn not only how to use the components of this rich framework, but also which of them fit together, and why. Using Jack Nutting’s approach, combining pragmatic problem-solving with a deep respect for the underlying design philosophies contained within Cocoa, stems from years of experience using these frameworks.

Feature
► 1. Updates a good well reviewed first edition, Learn Cocoa on the Mac to include latest OS X Mountain Lion coverage. 2. Jack Nutting, Dave Mark and Jeff LaMarche are also the authors of the best selling Beginning iOS 5 Development from Apress. 3. Apple related tech like Cocoa, iOS, Mac are key tech and book markets.
M. Panati

Introducing Visual Studio 11

The world has changed with .NET 4.5 and Windows 8. Have questions about what’s changed? Heard a lot about developing for Metro and WinRT but aren’t quite sure where to start? Discover what’s new for Visual Studio developers in the latest version with Introducing Visual Studio 11. Inside, you’ll find all the information you need to get up to speed on different capabilities of Visual Studio 11. With this book in hand, step through the host of new features and improvements to the Visual Studio 11 IDE, and learn how to make the most effective use of new capabilities with an end-to-end demo application of an incident management system built as a case study. Whether you are a current developer using Visual Studio 2010 needing to understand and update your applications to .NET 4.5 or Windows 8 using Visual Studio 11, or if you are a developer just beginning in Windows and need a quick introduction to making the most of the Visual Studio 11 environment, Introducing .NET 4.5 provides a well-paced onramp to developing applications with Visual Studio 11.

Feature
► Focuses on reader interest in what’s new and what’s improved in Visual Studio 11 Provides a well-paced onramp for experienced .NET developers porting to .NET 4.5 and Windows 8 using Visual Studio Serves as a great introduction to using VS 11 to create, test, and deploy business applications quickly

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book

K. Pot’vin, N. Litchfield, A. Gorbachev, A. Akela, P. Sharman, G. Atıl, L. Nelson, B. Curtis

Expert Oracle Enterprise Manager 12c

Enterprise Manager 12c (EM12c), Oracle’s newest and fully-integrated enterprise management product, now provides a complete cloud lifecycle management solution and enterprise environment management interface. Expert Oracle Enterprise Manager 12c opens up the secrets of this incredible management tool, saving you time while enhancing your visibility as someone management can rely upon to deliver reliable database service in today’s increasingly chaotic and change-driven IT environment. Expert Oracle Enterprise Manager 12c covers all the topics you demand and need to function effectively, from basic monitoring and configuration to advanced metric extensions and plugins. Real-life scenarios and demonstrations place you in the comfort zone of using the EM12c console, and the experienced author team provides deep understanding of the inner workings of this new Enterprise Manager. Database administrators and system administrators are expected to offer increasing levels of service for 24X7 systems and newer cloud environments. EM12c offers robust, end-to-end intelligent management of the complete environment.

Feature
► Interest will spike with the impending release of Oracle Database 12c and its cloud-based feature set in early 2013. Oracle Enterprise Manager 12c is the management interface for all of Oracle’s cloud-based feature set. Our book is endorsed by the OakTable Network. We have an unmatched team of high-profile authors who are well-known for their expertise and have the ability to promote the book through their businesses, trainings, and frequent conference speaking engagements.

Field of interest
Database Management

Target groups
Popular/general

Product category
Professional book

M. Ramsay

Gamers at Work - German

Stories Behind the Games People Play

“Gamers at Work is a critical resource for new and experienced business leaders – for anyone who feels unprepared for the demanding and seemingly insurmountable trials ahead of them.” – Peter Molyneux OBE, founder, Lionhead Studios “Gamers at Work explores every imaginable subtlety of the video-game industry through the fascinating stories of those who took the risks and reaped the rewards.” – Hal Halpin, president, Entertainment Consumers Association “This is the sort of book that can tear the most hardcore gamers away from their PCs, Macs, or consoles for a few hours of rewarding reading.” – North County Times “Gamers at Work is truly an invaluable resource that’s well worth adding to your personal library.” – Wii Love It! There are few companies in the video-game industry that have withstood the test of time; most startups exit as quickly as they enter. In Gamers at Work: Stories Behind the Games People Play, the countless challenges of building successful videogame developers and publishers in this unstable industry are explored through interviews containing entertaining stories, humorous anecdotes, and lessons learned the hard way. Gamers at Work presents an inside look at how 18 industry leaders play the odds, seize opportunities, and transform small businesses into great businesses. Here, in Gamers at Work: Stories Behind the Games People Play, the video-game industry through the fascinating stories of those who took the risks and reaped the rewards.” – Peter Molyneux OBE, founder, Lionhead Studios “Gamers at Work explores every imaginable subtlety of the video-game industry through the fascinating stories of those who took the risks and reaped the rewards.” – Hal Halpin, president, Entertainment Consumers Association “This is the sort of book that can tear the most hardcore gamers away from their PCs, Macs, or consoles for a few hours of rewarding reading.” – North County Times “Gamers at Work is truly an invaluable resource that’s well worth adding to your personal library.” – Wii Love It! There are few companies in the video-game industry that have withstood the test of time; most startups exit as quickly as they enter. In Gamers at Work: Stories Behind the Games People Play, the countless challenges of building successful videogame developers and publishers in this unstable industry are explored through interviews containing entertaining stories, humorous anecdotes, and lessons learned the hard way. Gamers at Work presents an inside look at how 18 industry leaders play the odds, seize opportunities, and transform small businesses into great businesses. Here, in Gamers at Work, you will find their stories replete with their personal struggles, corporate intrigue, and insights into strategy, leadership, and management.

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book
LEGO Technic Robotics

LEGO Technic is LEGO plus power, and you can make all sorts of amazing creations, including walking and running robots. It's not Mindstorms, so no programming required -- just your imagination and some good building techniques. In LEGO Technic Robotics, Mark Rollins, the author of Practical LEGO Technics, shows you how to build strong Technic robots with sound construction techniques and use of Power Functions. You’ll learn how to power your robots and how to control them via IR remotes, and even how to mount a smartphone to create a LEGO robotic video spycam. Whether you want a wheeled robot, a two-legged bot, a four-legged bot or a bug-legged LEGO robot, LEGO Technic Robotics will show you how to build it and control it.

Feature
- Along with Practical LEGO Technics, the first Technic books to include English instructions for building Technic projects Simple, step-by-step robot building No programming required

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book

Use Case Driven Object Modeling with UML: Theory and Practice

Use Case Driven Object Modeling with UML: Theory and Practice shows how to drive an object-oriented software design from use case all the way through coding and testing, based on the minimalist, UML-based ICONIX process. In addition to a comprehensive explanation of the foundations of the approach, the book makes extensive use of examples and provides exercises at the back of each chapter. This book leads by example. It demonstrates common analysis and design errors, shows how to detect and fix them, and suggests how to avoid making the same errors in the future. The book also encourages you to examine its UML examples and to search for specific errors. You’ll get clues, then later receive the answers during review sessions toward the end of the book.

Field of interest
Software Engineering/Programming and Operating Systems

Target groups
Popular/general

Product category
Professional book

Cloud Capacity Management

Cloud Capacity Management helps readers in understanding what the cloud, IaaS, PaaS, SaaS are, how they relate to capacity planning and management and which stakeholders are involved in delivering value in the cloud value chain. It explains the role of capacity management for a creator, aggregator, and consumer of cloud services and how to provision for it in a ‘pay as you use’ model. This involves a high level of abstraction and virtualization to facilitate rapid and on demand provisioning of services. The conventional IT service models take a traditional approach when planning for service capacity to provide optimum services levels which has huge cost implications for service providers. This book addresses the gap areas between traditional capacity management practices and cloud service models. It also showcases capacity management process design and implementation in a cloud computing domain using ITSM best practices. This book is a blend of ITSM best practices and infrastructure capacity planning and optimization implementation in various cloud scenarios.

Field of interest
Computer Science, general; Information Systems and Communication Service

Target groups
Popular/general

Product category
Professional book
C. Scarioni

Pro Spring Security

Security is a key element in the development of any non-trivial application. The Spring Security Framework provides a comprehensive set of functionalities to implement industry-standard authentication and authorization mechanisms for Java applications. Pro Spring Security will be a reference and advanced tutorial that will do the following: Guides you through the implementation of the security features for a Java web application by presenting consistent examples built from the ground-up. Demonstrates the different authentication and authorization methods to secure enterprise-level applications by using the Spring Security Framework. Provides you with a broader look into Spring security by including up-to-date use cases such as building a security layer for RESTful web services and Grails applications.

Feature
► This book aims to be a first, contemporary more pragmatic book on Spring security. We believe there is an opportunity to fill this gap by presenting a more refined work, capable to show the potential uses of the framework in a clear and concise way. One of the distinctive aspects when compared to the existing book would be a set of appealing and interconnected examples, built incrementally from the ground-up and expanded with every chapter. For a topic as important as Spring application security, there is a lack of reference material.

Feature
► Fun and inspiring topic, tackled by an engaging speaker and writer, on his specialist subject. Vital aspect of Windows 8 app design that developers of all levels will grab alongside their in-depth code-based tutorials. Accompanied by a well-designed demo app to enrich the short format and pack more real-world insight into the short page count.

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Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book

B. Schooley

Designing for Windows 8
Fundamentals of Great Design in Windows Store Apps

Designing for Windows 8 is a fast-paced, 120-page primer on the key design concepts you need to create successful Windows 8 apps. This book will help you design a user interface that is both delightful and effective, feels right to your users, and encapsulates a great Windows 8 experience. In this book, you will: Meet the building blocks of solid Windows 8 UI design in a well-designed sample app. Learn how to incorporate key design elements into your apps, such as the app bar, charms and subtle animations from the animation library. Find out how to deliver the core experience that your users expect from Windows 8. Learn how to make your app stand out from thousands of others in the Windows Store. It’s now time to create the next generation of Windows applications. Arm yourself with design tactics and join in on this wonderful opportunity!

Feature
► Fun and inspiring topic, tackled by an engaging speaker and writer, on his specialist subject. Vital aspect of Windows 8 app design that developers of all levels will grab alongside their in-depth code-based tutorials. Accompanied by a well-designed demo app to enrich the short format and pack more real-world insight into the short page count.

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Field of interest
User Interfaces and Human Computer Interaction

Target groups
Popular/general

Product category
Professional book

S. Spendolini

Expert Oracle Application Express Security

Expert Oracle Application Express Security covers all facets of security related to Oracle Application Express (APEX) development. From basic settings that can enhance security, to preventing SQL Injection and Cross Site Scripting attacks, Expert Oracle Application Express Security examines all facets of an APEX environment and outlines the best practices for each. Security is a process, not an event. Expert Oracle Application Express Security is written with that theme in mind. Scott Spendolini, one of the original creators of the product, offers not only examples of security best practices, but also provides step-by-step instructions on how to implement the recommendations presented. A must-read for even the most experienced APEX developer, Expert Oracle Application Security can help your organization ensure their APEX applications are as secure as they can be.

Field of interest
Database Management; Data Encryption

Target groups
Popular/general

Product category
Professional book