Wiley New Books
February 2020

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# Table of Contents

## Business
- Business Self Help
- Marketing
- Non-Profit & Governmental
- Organisational Development
- Study and Career

## Consumer
- General Self Help

## Finance & Accounting
- Accounting & Auditing
- Finance & Investments Special Topics
- General Finance & Investing
- Personal Finance

## Health Sciences
- Dentistry
- Medicine
- Veterinary Science

## Humanities & Social Sciences
- Classics
- Criminology

## Education
- History
- Linguistics
- Media & Communication Studies
- Philosophy
- Politics
- Psychology

## Science
- Chemistry
- Data Science
- Ecology & Organismal Biology
- Energy
- Materials Science
- Mathematics & Statistics
- Physics

## Technology, Engineering, Architecture & Construction
- Construction Management
- Engineering
- Networking
- Programming

*All prices are correct as at press time but are subject to change without prior notice.*
Business
Noise
Living and Leading When Nobody Can Focus
Joseph McCormack

A focused look at how to lower the constant distractions in your personal and professional life

In the digital age, everything is competing for our attention. Whether it’s smartphones or smartwatches, endless choices online or in stores, or texts screaming for an immediate reply, our attention is constantly being pulled in different directions. With this book, author Joe McCormack provides a powerful approach to tune into what matters and tune down the disruptions that slow us down. Noise is a sequel to McCormack’s award-winning first book Brief: Make a Bigger Impact by Saying Less. McCormack’s approach in his latest endeavor is to provide encouraging, practical ways to regain focus at work, school, and at home in environments of constant distractions and competing priorities.

- Details how to strengthen your mind’s power to filter out constant distractions
- Highlights powerful life lessons that showcase the risks we face professionally and personally
- Offers effective insights to improve the ways people around you can focus when they’re mindlessly distracted

About the Author
Joseph McCormack is the founder and CEO of The Brief Lab, a consulting firm that specializes in workshops, seminars, webinars, and certifications on the art of being brief in your messaging and communication.

The Energy Equation
Unlocking the Hidden Power of Energy in Business
Greg Baker

An engaging guide to harnessing the power of professional productivity

Many business leaders do the best they can with cumbersome organizations that are ripe with conflict and constrained by dysfunctional status quo. For decades, they have lacked the visibility they need to see this situation for what it is so they can do things that create powerful business agility and health. The language, methodology, and tools that provide this needed visibility, and the understanding needed for more informed actions, are now available. In this reliable resource, author Greg Baker carefully presents them in an engaging way that facilitates their immediate application in any business.

- Addresses how leaders and managers can harness energy at the team, department, and enterprise levels
- Written by a respected expert in this field
- Reveals how the ability of any business to adapt, grow, innovate, and profit all begin on the inside

About the Author
Greg Baker is President and CEO of Advance Consulting Inc., a premier management consulting and professional development firm serving corporate and government clients in the U.S. and abroad.
**MARKETING**

**Affiliate Marketing For Dummies**
Ted Sudol & Paul Mladjenovic

Get your piece of the hottest business online today

Affiliate marketing is a multibillion-dollar market, with 10+ million people involved in the business worldwide. There’s always room for more because the opportunities keep growing as more and more companies offer affiliate programs. *Affiliate Marketing For Dummies* shows you how to get a slice of this lucrative pie! For those of you who are serious about making an income online, *Affiliate Marketing For Dummies* is a step-by-step guide to becoming an affiliate marketer and making your business a success.

ISBN: 978-1-119-62824-8 • Paper • €24.90 • Feb 2020 • 360pp

**NON-PROFIT & GOVERNMENTAL**

**Joint Ventures Involving Tax-Exempt Organizations, 4th Edition 2019 Cumulative Supplement**
Michael I. Sanders

The Cumulative Supplement to one of the most trusted books on joint ventures involving tax-exempt organizations

At a time when the services of nonprofits are in ever greater demand they are receiving less support from both government and private sources. This book addresses one of the most promising new approaches to meeting the challenges faced by today’s nonprofits, namely joint ventures and partnerships. The author addresses the latest case law, treasury regulations, and IRS rulings to enable nonprofits to maximize their financing without jeopardizing their tax-exempt status.


**ORGANISATIONAL DEVELOPMENT**

**Salesforce.com For Dummies, 7th Edition**
Liz Kao & Jon Paz

Get up to lightning speed with this fully updated, bestselling guide to using Salesforce.com

*Salesforce.com For Dummies, Seventh Edition* gives you an edge in building relationships and managing your company’s sales, marketing, customer service, and support operations. With this book as your guide, you’ll learn how to maximize the new user interface to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, make accurate projects based on past performance, and much more. Written by Salesforce.com insiders with years of expertise in CRM services, this new edition covers the latest enhancements to Salesforce.com.

Advance: The Ultimate How-To Guide For Your Career
Gary Burnison

Real-world guidance on how to advance your career to the next level

In his previous book, Lose the Resume, Land the Job, author Gary Burnison exposed the myths and the ineffective thinking around how to land the job you really want. Now, in Advance, Burnison takes you through the next stage—advancing in your career. This reliable resource lays out a mosaic of “how-to” advice that applies to your everyday work life at every level—the skills and behaviors that help people navigate their careers and stand out among the crowd. Burnison takes on a “Top 20” of career must-haves, from managing for the first time, engaging in the “money conversation” with your boss, and dealing with difficult bosses (without quitting) to coping with coworkers (without losing your mind), making presentations (that don’t put people to sleep), and mastering digital communication.

- An extremely timely and topical guide in today’s do-it-yourself career development world
- Contains valuable insights on important work topics like: thinking globally (without leaving your office), navigating political waters (without sinking your career), fitting in with the culture, and much more
- Written by the CEO of one of the largest management consulting firms in the world

About the Author

Gary Burnison is the Chief Executive Officer of Korn Ferry, the preeminent global people and organizational advisory firm.
Consumer
Life Will See You Now
Quit Waiting for the Light at the End of the Tunnel and Light That F*cker Up for Yourself
Gavin Oattes

Remember that album that changed your life? The riffs, the hooks and the lyrics that blew your mind? That movie that moved your whole world and assured you that life was going to be special? Transporting you to a place you'd never been before, the opening chapter of that book that changed your life forever? The hairs on the back of your neck stood, adrenaline rushed through your entire body with the weight of the world gone from your young shoulders. Energised, inspired, alive, all in and ready to turn up to this wonderfully f*cked up thing we call life.

Close your eyes and remember that feeling right there in that moment? Let it wash over your entire being...

This. This is what Life Will See You Now is about.

Life Will See You Now is a personal development title with a difference -- it doesn't give you rules to follow, or guidelines or a map to change your life -- instead, it provides you with the inspiration, motivation and energy to figure it out for yourself. This book will give you goosebumps, fill you with confidence, help you to see the bigger picture, and finally you'll be able to really go for it and get the life you want, and make your dreams become a reality.

About the Author
Gavin Oattes With a background in primary school teaching and a successful career in stand-up comedy Gavin Oattes is now regarded as one of the most talented and sought after speakers in the UK, regularly delivering keynote speeches at conferences and exhibitions around the world. In 2012 Gavin won ‘Young Entrepreneur of the Year’ and is now Managing Director of Tree of Knowledge, a company which runs speaking events, workshops and training courses for businesses & schools. Gavin is author of bestselling self-development books for adults Shine and Zest and children's non fiction bestseller Diary of a Brilliant Kid.
Hardiness
Making Stress Work for You to Achieve Your Life Goals
Steven J. Stein & Paul T. Bartone,
Multi-Health Systems (MHS) & Multi-Health Systems (MHS)

Embrace the 3 C’s of psychological hardiness to overcome stress and increase personal growth

*Hardiness*, written by respected clinical and research psychologists, will help develop your psychological hardiness which, in turn, will enable you to enjoy more of life’s rewards. Mastering the 3 C’s of hardiness—commitment, control, and challenge—is essential to increasing hardiness and responding effectively to stressful situations. This invaluable guide provides exercises and activities, based on thirty years of research, specifically designed to increase your hardiness in all areas of your personal and professional life. No matter who you are, or what stage of life you’re in, this book can help you move toward becoming healthier, more self-actualized, and increasingly satisfied with your life and future.

- Contains real-life examples, exercises, and activities for increasing your “hardiness”
- Discusses how hardiness is assessed so you can evaluate and improve your response to stress
- Explores how to increase your engagement in the surrounding world and capitalize on opportunities for your personal growth

About the Authors

Steven J. Stein, PhD, a clinical psychologist, is the founder and CEO of Multi-Health Systems (MHS).

Paul T. Bartone, PhD, is a Senior Research Fellow at the Center for Technology & National Security Policy, Institute for National Strategic Studies, National Defense University.

eBay For Dummies, 10th Edition
Marsha Collier
Los Angeles, CA, Author

The definitive guide to buying and selling success on eBay

eBay remains the easiest way to sell to hungry consumers worldwide and to uncover incredible bargains and unique items for yourself in the process. In *eBay For Dummies* author Marsha Collier, a longtime eBay business owner and one of their first elite PowerSellers, shares her twenty-plus years of expertise to fast-track you to becoming a trusted buyer and seller on the site. With her trusted guidance, you’ll find out how to set up your account, market effectively, and master shipping and payment, as well as how to find the best bargains for yourself and close those sweet, sweet deals.

ISBN: 978-1-119-61774-7 • Paper • €21.90 • Feb 2020 • 416pp
Previous Edition: 978-1-119-26019-6

iPhone For Seniors For Dummies, 9th Edition
Dwight Spivey

Get down to iPhone basics—and beyond

It’s fun to play with new gadgets—but getting to the point where you can navigate around a new iPhone with ease can feel daunting at any age. Written with you in mind, the easy-to-follow steps, larger text, and full-color images in this book help you manage, personalize, and use your new iPhone to its fullest extent. Here, you’ll discover how to do everything from shop online and organize appointments using Calendar, to taking pictures and listening to your favorite music. Whether you’re a total newbie or upgrading from an older model, *iPhone For Seniors For Dummies* will help you sit back, relax, and enjoy your iPhone!

Previous Edition: 978-1-119-52006-1
Finance & Accounting
**The Fast Close Toolkit**
Christine H. Doxey

**The critical methods that can be used to dramatically improve the fiscal closing process**

The *Fast Close Toolkit* offers both strategic and tactical suggestions that can significantly improve the fiscal closing process. It provides guidance on new legislation requirements, systems, and best practice processes. Checklists, templates, process narratives, and sample policies are included for every component of the fiscal close. Written by respected experts on internal controls and fiscal closing processes, the *Fast Close Toolkit* is a valuable source of information for professionals involved in controllership, who have responsibility for the fiscal close.

**Series:** Wiley Corporate F&A  •  **ISBN:** 978-1-119-55449-3  •  **Cloth**  •  €61.90  •  Feb 2020  •  400pp

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**The xVA Challenge, 4th Edition**
**Counterparty Credit Risk, Funding, Collateral, and Capital**
Jon Gregory
Independent Trainer and Consultant

**A detailed, expert-driven guide to today’s major financial point of interest**

The *xVA Challenge, Fourth Edition* is a practical guide from one of the leading and most influential credit practitioners. Focusing on practical methods, this informative guide includes discussions around the latest regulatory requirements, market practice, and academic thinking. It includes up-to-date coverage of FRTB and Central Clearing and Counterparties, as well as the latest thinking on xVA. The sudden realization of extensive counterparty risks has severely compromised the health of global financial markets. It’s now a major point of action for all financial institutions, which have realized the growing importance of consistent treatment of collateral, funding, and capital alongside counterparty risk. *The xVA Challenge* provides expert perspective and real-world guidance for today’s individuals and their institutions.

- Fully defines and discusses the world of xVA while touching on FRTB and Central Counterparties
- Written by a leading practitioner and researcher in credit risk and credit derivatives
- Examines the impact of the latest regulatory developments

**About the Author**

Jon *Gregory* is an independent expert specialising in counterparty credit risk and related aspects, including CVA, FVA, collateral regulatory capital, initial margin, and central clearing.
Investing in Art
Paintings, Sculpture and Other Tangible Assets
Helyette Geman
University of Paris, France

The financial professional’s guide to understanding non-traditional assets such as art and other collectible items

Investing in Art presents the new features of the art market, in a world where high net worth individuals have pushed prices to spectacular levels. It also introduces you to some financial economics and behavioural concepts such as ‘conspicuous consumption’ or extensions of the ‘convenience yield’ defined for storable commodities. It argues that the classical art indexes fail to represent the unique features of the art market as an asset class. Alternative art indexes are proposed and used to compute the performance of investments in such families as Impressionists, Chinese paintings, and female artwork.

Series: Wiley Finance • ISBN: 978-1-119-50622-5 • Cloth • €97.90 • Feb 2020 • 496pp

The New Retirementality, Fifth Edition
Planning Your Life and Living Your Dreams...at Any Age You Want
Mitch Anthony

Stop making a living and start making a life with The New Retirementality™

The New Retirementality, Fifth Edition offers a message of hope, along with a roadmap for navigating the choppy waters of retirement planning. While most books focus on Return on Investment (ROI), author Mitch Anthony shows us that Return on Life™—living the best life possible with the resources we have—is a more fulfilling and achievable approach. Filled with engaging anecdotes, practical advice, and inspirational suggestions, this book will motivate you to rethink what retirement means, and put you in a better position to enjoy the new retirementality you deserve.

ISBN: 978-1-119-61148-6 • Paper • €21.90 • Feb 2020 • 240pp •
Previous Edition: 978-1-118-70512-4
Health Sciences
**Clinical Cases in Pediatric Dentistry, 2nd Edition**

Amr M. Moursi & Amy L. Truesdale  
New York University College of Dentistry, USA & University of Washington School of Dentistry and Seattle Children's Hospital, USA

**Clinical Cases in Pediatric Dentistry, Second Edition** offers a fully updated new edition of this popular case-based book, with new content, clinical guidelines, and references in each case and eight entirely new cases.

- Presents updated content, clinical guidelines, and references in existing cases, with eight brand new case scenarios
- Takes an easy-to-follow format, with patient history and diagnostics, questions, and answers and explanations for each case
- Part of the ‘Clinical Cases’ series applying both theory and practice to actual clinical cases
- Includes access to a companion website offering additional case studies, charts, tables, and web links

**About the Authors**

Amr M. Moursi, DDS, PhD is Associate Professor and Chairman of the Department of Pediatric Dentistry at the New York University College of Dentistry and an Attending Dentist on the medical staff at Bellevue Hospital Center in New York.

Amy L. Truesdale, DDS is Clinical Assistant Professor of the Department of Pediatric Dentistry at the New York University College of Dentistry.

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**Cancer Chemotherapy, 2nd Edition**

*Basic Science to the Clinic*

Rachel Airley  
Liverpool John Moores University, UK

- New: additional online material
- Provides a clear, accessible and comprehensive approach to cancer chemotherapy from basic science to clinical practice.
- A major update that reflects the latest developments in personalized chemotherapy, and provides in-depth coverage of advances in biomarker diagnostics.
- Includes new chapters or sections on:
  - Bioinformatics and the ‘omic sciences’
  - Pharmaceutical strategies used to achieve tumor-selective drug delivery
  - Cancer cell autophagy
  - New targets associated with development such as Hedgehog and Wnt signaling.
  - Descriptions of both clinical protocol and explanations of the drug design process in one self-contained book.
- Numerous diagrams, illustrations and sample essay questions to enhance student understanding.

**ISBN:** 978-1-118-96385-2  •  **Paper**  •  €59.90  •  Feb 2020  •  400pp  •  
**Previous Edition:** 978-0-470-09254-5
Cotes’ Lung Function, 7th Edition
Robert Maynard, Brendan Cooper, Benoit Nemery, Sarah Pearce & Peter Wagner
University of Newcastle Medical School, Newcastle-upon-Tyne & Catholic University of Leuven
• The only text to cover lung function assessment from first principles including methodology, reference values and interpretation
• Editors are amongst the world’s leading authorities on lung function
• Text completely re-written in a contemporary style: includes user-friendly equations and more diagrams
• New material covering the latest advances in the treatment of lung function, including a stronger clinical and practical bias and more on new techniques and equipment
ISBN: 978-1-118-59735-4 • Cloth • €182.00 • Jan 2020 • 700pp
Previous Edition: 978-0-632-06493-9

Pharmaceutical Microbiological Quality Assurance and Control
Practical Guide for Non-Sterile Manufacturing
David Roesti & Marcel Goverde
• Offers a comprehensive guidance for non-sterile pharmaceuticals microbiological QA/QC
• Presents the latest developments in both regulatory expectations and technical advancements
• Provides guidance on statistical tools for risk assessment and trending of microbiological data
• Describes strategy and practical examples from the authors’ experience in globalized pharmaceutical companies and expert networks
ISBN: 978-1-119-35607-3 • Cloth • €162.00 • Feb 2020 • 400pp

Tasks for the Veterinary Assistant, 4th Edition
Teresa Sonsthagen
North Dakota State University, USA

*Tasks for the Veterinary Assistant* is the definitive, practical guide to the vital skills and techniques used in daily practice—bringing together all the information necessary to succeed as a veterinary assistant in one reader-friendly volume.

Now in its fourth edition, this classic text has been completely revised to adopt a concise approach to learning that is ideally suited for modern readers. Updated chapters cover infectious disease protocols, clinical procedures, and patient care and management. New chapters cover exam and treatment room skills, and present information on small animals, laboratory animals, and large animals. This re-envisioned new edition:

• Covers every task and technique that veterinary assistants encounter daily
• Offers step-by-step guidance for fundamental veterinary skills, procedures, and practices
• Provides quick and easy reference to a comprehensive range of central topics
• Uses a new, larger page size to better fit content and enhance searching for information when on the job

Tasks for the Veterinary Assistants continues to be the definitive text for trainee and practicing veterinary assistants in clinical, laboratory, or research settings.

About the Author
Teresa Sonsthagen is retired as the Co-director and Senior Lecturer in the Department of Animal Sciences in the Veterinary Technology Program at North Dakota State University in Fargo, North Dakota, USA.
Humanities & Social Sciences
A Companion to the Archaeology of Early Greece and the Mediterranean

Irene S. Lemos & Antonis Kotsonas
University of OxfordAntonios Kotsonas: University of Cincinnati

A Companion that examines together two pivotal periods of Greek archaeology and offers a rich analysis of early Greek culture

A Companion to the Archaeology of Early Greece and the Mediterranean offers an original and inclusive review of two key periods of Greek archaeology, which are typically treated separately—the Late Bronze Age and the Early Iron Age. The two-volume companion sets Aegean developments within their broader geographic and cultural context, and presents the wide-ranging interactions with the Mediterranean.

The companion also emphasizes regionalism in the archaeology of early Greece and examines the responses of different regions to major phenomena such as state formation, literacy, migration and colonization. Comprehensive in scope, this important companion:

- Outlines major developments in the two key phases of early Greece, the Late Bronze Age and the Early Iron Age
- Includes studies of the geography, chronology and demography of early Greece
- Explores the development of early Greek state and society and examines economy, religion, art and material culture

About the Authors

Irene S. Lemos is Professor of Classical Archaeology at the University of Oxford and Fellow of Merton College.

Antonis Kotsonas is Assistant Professor of Mediterranean History and Archaeology at the Institute for the Study of the Ancient World, New York University.

The Handbook of White-Collar Crime

Melissa L. Rorie
University of Texas at Dallas, TX, USA

The primary strength of the handbook is that it will cover a broad range of topics from many different perspectives, accomplished using nationally and internationally recognized experts in the field. Despite this broad coverage, though, this book will provide clarity for scholars of white-collar crime by clearly distinguishing what is known about specific types of crime within this broad paradigm. In addition, this book will be written to be more approachable for readers at the undergraduate level, practitioners, and the public—but will also have information relevant for advanced academic scholars.

Series: Wiley Handbooks in Criminology and Criminal Justice
Cloth • €179.00 • Oct 2019 • 544pp
Higher Education’s Road to Relevance
Navigating Complexity
Susan A. Ambrose & Laura Wankel
Carnegie-Mellon University

An up-close look at the current role and challenges of post-secondary education and the options for promising pathways forward

The post-secondary educational system has undergone dramatic changes and experienced immense stress in the past two decades. In response to this situation, leading voices are demanding strengthened accountability and measurable change. *Higher Education’s Road to Relevance* illustrates why change is needed in post-secondary education and offers practical solutions to these pressing concerns. The authors, internationally recognized experts in college-level teaching and learning innovation, draw heavily from contemporary research to provide an integrative approach for post-secondary faculty, staff, and administrators of all levels. This timely book will skillfully help you identify the need for leadership in developing new networks and ecosystems of learning and workforce development.

- Examines the forces driving change in higher education
- Reveals multiple pathways to create and credential self-directed learners
- Discusses how to develop access to flexible, cost-effective, and relevant learning

About the Authors

Dr. Susan Ambrose, Professor of Education and History, is Senior Vice Provost for Educational Innovation at Northeastern University.

Dr. Laura Avitable Wankel is the Senior Advisor for Strategic Initiatives to the Senior Vice Provost for Educational Innovation at Northeastern University.

A History of Modern Africa, 3rd Edition
1800 to the Present
Richard J. Reid
SOAS, University of London

The new, fully-updated edition of the acclaimed textbook covering 200 years of African history

*A History of Modern Africa* explores two centuries of the continent’s political, economic, and social history. This thorough yet accessible text help readers to understand key concepts, recognize significant themes, and identify the processes that shaped the modern history of Africa. Emphasis is placed on the consequences of colonial rule, and the links between the precolonial and postcolonial eras. Author Richard Reid, a prominent scholar and historian on the subject, argues that Africa’s struggle for economic and political stability in the nineteenth century escalated and intensified through the twentieth century, the effects of which are still felt in the present day.

*A History of Modern Africa: 1800 to the Present, 3rd Edition* is an excellent introduction to the subject for undergraduate students in relevant courses, and for general readers with interest in modern African history and current affairs.

About the Author

Richard Reid is Professor of African History, Faculty of History, University of Oxford, and a Fellow of St Cross College, Oxford, UK. His work has focused on the history of political culture, historical consciousness, warfare and militarism in Africa.
Early Modern England 1485-1714, 3rd Edition
Robert Bucholz & Newton Key
Loyola University of Chicago & Eastern Illinois University

The new, fully-updated edition of the popular introduction to the Tudor-Stuart period-offers fresh scholarship and improved readability.

*Early Modern England 1485-1714* is the market-leading introduction to the Tudor-Stuart period of English history. This accessible and engaging volume enables readers to understand the political, religious, cultural, and socio-economic forces that propelled the nation from small feudal state to preeminent world power. The book’s easy-to-follow narrative explores the world the English created and inhabited between the 15th and 18th centuries.

This new edition has been thoroughly updated to reflect the latest scholarship on the subject, such as Henry VIII’s role in the English Reformation and the use of gendered language by Elizabeth I. Offering a lively, reader-friendly narrative of the period, this text:

- Offers a wide-ranging overview of two and a half centuries of English history in one volume
- Highlights how social and cultural changes affected ordinary English people at various stages of the time period
- Explores how the Irish, Scots, and Welsh affected English history

About the Authors

Robert Bucholz is Professor of History at Loyola University, Chicago, USA.
Newton Key is Professor of History at Eastern Illinois University, USA.

A Comprehensive Russian Grammar, 4th Edition
David Gillespie & Terence Wade
University of Bath, UK; Late of University of Strathclyde

*A Comprehensive Russian Grammar* is the definitive guide to Russian usage and the standard reference work for students and professionals alike. Now in its fourth edition, it has been updated throughout by Russian language expert David Gillespie. His revisions reflect the grammatical and lexical changes in the digital age, and the new market-oriented economy of capitalist Russia, as well as the introduction of new accessible usage examples from Russian websites, social media, and post-Soviet literature. This revised edition solidifies the position of *A Comprehensive Russian Grammar* as the premier text for Russian language reference across the English-speaking world.

About the Author

David Gillespie is Professor of Russian at the University of Bath, UK, where he has taught Russian language and culture since 1985. Gillespie has published ten books, contributed seventeen chapters and has written more than 50 papers on modern Russian literature and film. David also undertook the revisions to the previous edition of *A Comprehensive Russian Grammar* following the passing away of the original author, Terence Wade.
The Handbook of World Englishes, 2nd Edition

Cecil L. Nelson, Zoya G. Proshina & Daniel R. Davis
Indiana State University & University of Illinois at Urbana-Champaign

The definitive reference work on World Englishes—fully revised, expanded, and updated

The Handbook of World Englishes is a collection of articles on the cross-cultural and transnational linguistic convergence and change of the English language. Now in its second edition, this Handbook brings together multiple theoretical, contextual, and ideological perspectives, and offers new interpretations of the changing identities of world Englishes (WE) speakers and examines the current state of the English language across the world. Thematically integrated contributions from leading scholars and researchers explore the expansion, modification, and adaptation of English in various settings and discuss the role of English in local, regional, and global contexts.

About the Authors

Cecil L. Nelson is Professor Emeritus of Linguistics, Indiana State University, USA.

Zoya G. Proshina is Professor in the Department of Foreign Languages Teaching Theory at M. Lomonosov Moscow State University, Russia.

Daniel R. Davis is Professor of Linguistics, University of Michigan-Dearborn, USA.

Phonetics, 2nd Edition

Transcription, Production, Acoustics, and Perception
Henning Reetz & Allard Jongman
University of Konstanz & University of Kansas

• An accessible but in-depth introductory textbook on the basic concepts of phonetics
• Covers all four areas of phonetics: transcription, production, acoustics, and perception
• Offers uniquely thorough coverage of related relevant areas, including vocal fold vibration and the working of the ear, creating an engagingly flexible work for instructors
• Includes chapter-by-chapter exercises, enabling students to put their knowledge into practice
• The second edition features a rich companion website with numerous resources, including exercises, additional sound files, transcription practice, and links to databases

Series: Blackwell Textbooks in Linguistics • ISBN: 978-1-118-71295-5 • Paper • €45.90 • Feb 2020 • 358pp

Words Derived from Old Norse in Sir Gawain and the Green Knight
An Etymological Survey, Volume 1
Richard Dance
Soft Resources, Inc., Seattle, Washington

• The most rigorous description ever undertaken of the Scandinavian influence on the vocabulary of a major Middle English text, and a new model for the collection and analysis of Norse loans in any English source
• A new survey of the etymological evidence for nearly 500 words in one of the most famous and important Middle English poems
• Conducted in accordance with a groundbreaking new system of etymological classification, and with references to all relevant previous scholarship going back to the nineteenth century

A Social History of the Media, 4th Edition

Asa Briggs, Peter Burke & Espen Ytreberg
Late of Worcester College, Oxford; University of Cambridge; University of Oslo

The first three editions of this bestselling book have established A Social History of the Media as a classic, providing a masterful overview of communication media and of the social and cultural contexts within which they emerged and evolved over time.

This fourth edition has been revised and updated throughout to reflect the latest developments in the field. Additionally, an expanded introduction explores the wide range of secondary literature and theory that inform the study of media history today, and a new eighth chapter surveys the revolutionary media developments of the twenty-first century, including in particular the rise of social and participatory media and the penetration of these technologies into every sphere of social and private life.

Avoiding technological determinism and rejecting assumptions of straightforward evolutionary progress, this book brings out the rich and varied histories of communication media. In an age of fast-paced media developments, a thorough understanding of media history is more important than ever, and this text will continue to be the first choice for students and scholars across the world.

- The much-anticipated fourth edition of this well-loved and widely adopted social history of the media
- Features a new introduction and a new chapter on recent developments in media by top media scholar Espen Ytreberg
- Main text has been updated by Peter Burke, leading historian and one of the book’s original authors, to incorporate the latest research in the field
- An excellent resource for courses on the history of media, social history, history of print culture, and more

About the Authors

Asa Briggs was Provost at Worcester College, Oxford, and Chancellor of The Open University.

Peter Burke is Professor Emeritus of Cultural History at the University of Cambridge.

Espen Ytreberg is Professor in the Department of Media and Communication at the University of Oslo.
Since the 1930s, the Walt Disney Company has produced characters, images, and stories that have captivated audiences around the world. How can we understand the appeal of Disney products? What is it about the Disney phenomenon that attracts so many children, as well as adults?

In this updated second edition, with new examples provided throughout, Janet Wasko examines the processes by which the Disney company – one of the largest media and entertainment corporations in the world – continues to manufacture the fantasies that enthral millions. She analyses the historical expansion of the Disney empire into the twenty-first century, examines the content of Disney’s classic and more recent films, cartoons and TV programs and discusses how they are produced, considering how some of the same techniques have been applied to the Disney theme parks. She also discusses the reception (and sometimes, reinterpretation) of Disney products by different kinds of audiences. By looking at the Disney phenomenon from a variety of perspectives, she provides an updated and comprehensive overview of one of the most significant media and cultural institutions of our time.

This important book by a leading scholar of the entertainment industries will be of great interest to students in media and cultural studies, as well as a broader readership of Disney fans.

- A much-anticipated new edition of Wasko’s seminal text on Disney
- Offers a comprehensive look at Disney in its totality, from production to consumption, and includes material on both the historical and current status of the company
- Takes into account the intensification of Disney’s increasingly dominant role in the media/entertainment industry in recent years
- Written by a senior scholar and expert

About the Author

Janet Wasko is Professor and Knight Chair in Communication Research at the University of Oregon.
Global Communication, 5th Edition
Theories, Stakeholders and Trends
Thomas L. McPhail & Steven Phipps
University of Missouri, St. Louis

Discusses the players, theories, and trends that affect how the world communicates and gets its information

Global Communication: Theories, Stakeholders and Trends, 5th Edition is framed by two theories. One is World System Theory (WST), which views nations through an economic lens. The other, Electronic Colonialism Theory (ECT), views nations through a cultural lens. Through these theories, the book examines broadcasting, mass media, and news services ranging from MSNBC, MTV, and CNN to television sitcoms and Hollywood export markets. New chapters look at the growing importance and significance of other major regions such as the media in the Middle East, Europe, and Asia.

- Outlines the major institutions, individuals, corporations, technologies, and issues that are altering the international information, telecommunication, and broadcasting order
- Focuses on a broad range of issues, ranging from social media and new services like Netflix, as well as Arab and Asian media
- Explains and interprets three major movements or theories: NWICO, Electronic Colonialism, and World System Theory

About the Authors
Thomas L. McPhail, PhD, is a writer and an international media critic, and has served for over a decade on the Canadian National Commission for UNESCO.

Steven Phipps, PhD, teaches Media Studies at the University of Missouri, St. Louis. His published research has focused largely on historical and legal aspects of the media.

Black Mirror and Philosophy
William Irwin & David Kyle Johnson

Netflix’s Black Mirror provides rich terrain for philosophical exploration. In confronting the darkest, most frightful speculative technologies, Black Mirror seems to offer warning about the future, yet always reminds us that these possible futures are not so distant at all. In Black Mirror and Philosophy, a group of philosophers working across philosophical subfields invite you to peer into the void to see what happens when technology forces you to ask the questions you don’t want to ask and to confront your inner monsters and deepest fears.

Bandersnatch is a unique piece of television. Like the eponymous choose your own adventure book at the center of its winding narrative, the episode lets the viewer actively make choices that shape the direction of the story. In this same spirit, we present this chapter in an equally novel way: as a collection of miniature essays on a dozen or so philosophical topics, loosely bound together. Just as in the episode, the reader’s choices will determine the philosophical path she takes through the chapter. The authors engage primarily with questions about freedom: Do we have free will? Is there any relationship between free will and moral responsibility? Can artistic expression provide us with socio-political freedom? How does technology restrict freedom? In addition, we explore existential concerns about choice, consider the possibility of time travel and multiple universes, and ethically take viewers to task for decisions they made while watching the episode.

About the Authors
David Kyle Johnson is Professor of philosophy at King’s College in Pennsylvania and also produces lectures series for The Teaching Company’s “The Great Courses.” His “great courses” include Sci-Phi: Science Fiction as Philosophy (2018), The Big Questions of Philosophy (2016) and Exploring Metaphysics (2014). Kyle also publishes prolifically on the intersection of philosophy and popular culture. He’s edited four books on the topic, and written over 20 articles.

William Irwin is Herve A. LeBlanc Distinguished Service Professor and Chair of Philosophy at King’s College in Pennsylvania. He is the author of Intentionalist Interpretation and scholarly articles on Sartre, Nietzsche, and Heidegger.
Despite its oil wealth, the Middle East and North Africa are economically stagnating. Growth rates are comparatively unfavorable and insufficient to substantially improve citizens' lives. Whether this economic inertia can be overcome or will continue into the indefinite future is a vital question that confronts both the region and the world.

In this book, leading Middle East scholar Robert Springborg discusses the economic future of this region by examining the national and regional political causes of its contemporary underperformance. Overgrown, weak MENA states, he explains, have been unable to escape their unfavorable historical legacies. ‘Limited access orders’ and the deep states based in the means of coercion that underpin them undermine state capacities and constrain beneficial, autonomous political and economic activity. Increasingly challenged by their populations, MENA states face the daunting and so far unmet challenge of diversifying non-sustainable, rentier political economies away from direct or indirect dependence on oil and gas revenues. Stagnation of those revenues and failure to generate alternative income sources, combined with rapid population growth, presents the region with an economic challenge that can only be overcome by profound political change.

- An original and deeply informed study of political economy in the MENA today
- Introduces students to the interdependence between political and economic factors shaping the region's economic prosperity.
- Shows how the national economies of the MENA region are in disorder that is deeply rooted historically and structurally
- Clearly structured around ten core chapters for course assignment

About the Author

Robert Springborg is Professor (ret) of National Security Affairs, Naval Postgraduate School, and Non-resident Research Fellow, Italian Institute of International Affairs.
What is Environmental Politics?
Elizabeth R. DeSombre
Wellesley College

Why is it so difficult to control, or fix, pollution? How can we justify harvesting the world’s natural resources at unsustainable rates, even though these activities cause known harm to both people and ecosystems? Scientific knowledge and technological advances alone cannot tackle these environmental challenges; they also involve difficult political choices and trade-offs both locally and globally.

What is Environmental Politics? introduces students to the different ways society attempts to deal with the political decisions needed to prevent or recover from environmental damage. Across its six chapters, leading environmental scholar Elizabeth DeSombre explains what makes environmental problems, such as climate change, overfishing or deforestation, particularly challenging to address via political processes, what types of political structures are more or less likely to prioritize protecting the environment, and how effective political intervention can improve environmental conditions and the lives of people who depend on them.

The book will be a vital resource for students new to the field of environmental politics as well as readers interested in protecting the future of our planet.

- A smart, balanced and jargon-free introduction
- The book’s combination of breadth and relative brevity make it very attractive for lower-level courses where professors are looking for a basic introduction to core ideas
- Does a fine job of explaining complex concepts and using vibrant examples to illustrate its points
- Written by an award-winning teacher and author of numerous student texts on environmental issues

About the Author

Elizabeth DeSombre is the Camilla Chandler Frost Professor of Environmental Studies at Wellesley College.
Adam Smith
Craig Smith
University of Glasgow

Almost everyone has heard of Adam Smith, founding father of modern economics and author of *Wealth of Nations*. There is, however, much more to him than we realise. Craig Smith's new crystal-clear introduction reveals a far more complex and nuanced figure whose rich legacy remains highly relevant today.

- Craig Smith is one of the most prominent experts on Adam Smith and the Scottish Enlightenment working in philosophy today
- This new book is a unique introduction to Adam Smith, offering an overview of the totality of Smith's life and work in a short and accessible format suitable for students and nonspecialists
- Rather than focusing only on Smith's well known work on economics, the book highlights his breadth and diversity of thought, ranging from moral philosophy and aesthetics to jurisprudence and political theory
- This book will be essential reading for any student working on Adam Smith in economics, philosophy and politics departments, as well as any reader searching for an introduction to Smith's contributions to modern philosophy and political thought

About the Author

Craig Smith is Adam Smith Senior Lecturer in the Scottish Enlightenment at the University of Glasgow.

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Not One Less

Mourning, Disobedience and Desire

María Pia López

In June 2015, massive women's street demonstrations took place in cities across Argentina to protest femicide and violence against women. María Pia López was a founding member and active participant, and in this book she gives a firsthand account of this popular feminist movement and its distinctive aesthetics, characteristics and lineages.

- María Pia López is a sociologist, novelist and political activist in Argentina; she is also one of the key figures behind the Ni una menos (Not One Less) movement, which organized large-scale demonstrations across Argentina to protest against femicide and violence against women
- In this book, López uses the Ni una menos movement as a basis to explore the relation between feminist theory and militant practice, violence in society, and the volatile political dynamics of contemporary Argentina as well as transnational struggles
- Drawing upon her own vivid experiences as an activist, López develops a striking new political theory that recognises the link between political practice, collective experience, and the production of knowledge
- Striking, strident, and incredibly timely, this book will be essential reading for feminist activists across the globe, as well as for students and scholars working in gender studies, political theory, and Latin American studies

About the Author

María Pia López is a sociologist, essayist, researcher and teacher.
The Case for Medicare for All
Gerald Friedman
University of Massachusetts at Amherst

For decades, Americans have wrestled with how to fix their broken healthcare system. In this razor-sharp contribution to the healthcare debate, Gerald Friedman shows in detail how the solution to the health care crisis is staring us in the face: enroll everyone in Medicare to improve the health of all Americans.

- Gerald Friedman is Professor of Economics at the University of Massachusetts at Amherst, best known as a healthcare adviser to Bernie Sanders’ 2016 campaign
- In this book, Friedman makes a passionate case for Medicare for All, the radical health policy as the centre of the debate in the Democrats’ 2020 presidential candidate race
- He explains how the United States’ for-profit health system has become entrenched despite increasing costs and decreasing efficacy, and shows why those who claim a universal system would be too expensive are wrong
- This book will be essential reading for anyone concerned about American healthcare policy, public policy, and leftist politics

About the Author
Gerald Friedman is Professor of Economics at the University of Massachusetts-Amherst.

What Do We Owe to Refugees?
David Owen
University of Southampton

Who are refugees? Who, if anyone, is responsible for protecting them? What forms should this protection take? In this engaging and concise book, David Owen provides a clear account of the responsibilities of refugee protection and the forms of international co-operation that will be required to discharge them.

- David Owen is a distinguished political philosopher who has been thinking and writing about refugees and human displacement for over two decades
- In this up-to-date and accessible work, he reconstructs the history of migration to reveal the necessity of a new way of understanding refugeehood if we are to resolve the mounting global migration and refugee crisis
- Owen comes up with a highly original new framework for thinking about refugees based around three types of refugeehood – asylum, sanctuary and refuge – while examining the debates in the field
- This book will be essential reading for students and scholars of ethics, politics, global justice, and the political theory of migration, refugees, and asylum; it will also appeal to readers of Chris Bertram’s Do States Have the Right to Exclude Immigrants?

About the Author
David Owen is Professor of Social and Political Philosophy at the University of Southampton.
The Politics of Culture in the Chávez Era
Lisa Blackmore, Rebecca Jarman & Penelope Plaza
This volume maps the trends in cultural policies and political cultures that accompanied Chávez's four presidential terms (1999-2013) in twenty-first century Venezuela
• Assesses the manifold impacts that the politics of chavismo had on the cultural sphere
• Maps key shifts and trends in cultural policies and political cultures that accompanied Chávez's four presidential terms, situating these in the regional context of 'Pink Tide' politics
• An ambitious, interdisciplinary volume offering a range of perspectives, from broad overviews of cultural and media policy, to close readings of varied aesthetic manifestations
Series: Bulletin of Latin American Research Book Series

The Encyclopedia of Child and Adolescent Development, 10 Volume Set
Stephen Hupp & Jeremy D. Jewell
Southern Illinois University Edwardsville & Southern Illinois University Edwardsville

The authoritative, multi-volume reference work on child and adolescent development and psychology

The Encyclopedia of Child and Adolescent Development presents the major theories, key concepts, disorders, and evidence-based practices of the field. Covering infancy through adolescence and emerging adulthood, this important work outlines major areas of research and examines specific topics, ongoing controversies, and current work being done by leaders in the field. Designed to be the first and principal resource for students, researchers and practitioners in the field, this unique work:
• Presents the largest, most up-to-date reference work focused on child and adolescent development presently available
• Provides comprehensive coverage of major topics rather than a very large number of briefer entries and more trivial topics
• Covers mental health disorders that are defined by the current DSM-5

The Encyclopedia of Child and Adolescent Development is an indispensable work for students and practitioners in fields such as psychology, sociology, social work, human development, medicine and biological sciences, education, law, and history, as well as general readers with interest in the field.

About the Authors
Dr. Stephen Hupp is a Clinical Psychologist and Professor of Psychology at Southern Illinois University Edwardsville.

Dr. Jeremy Jewell is Professor of Psychology and Director of the Clinical Child and School Psychology Graduate Program at Southern Illinois University Edwardsville.
Science
Handbook of In Vivo Chemistry in Mice
From Lab to Living System
Katsunori Tanaka & Kenward Vong
- Hot topic: research on in vivo chemical reactions within living biosystems is a rapidly developing area, which is greatly useful in imaging and therapy.
- Comprehensive: not only describes the general information about live animal experiments and detection methods commonly used, but also focus on chemistry-based techniques to develop selective in vivo targeting methodologies, as well as strategies for in vivo chemistry and drug release.
- Unique: focus more on materials properties required for the development of appropriate compounds to be used for imaging and therapeutic purposes in preclinical applications, rather than methodical aspects.

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Reactions, Principles, and Techniques
Stephane Caron
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- Highlights the most important reactions, addressing basic principles, advantages/disadvantages of the methodology, mechanism, and techniques for achieving laboratory success

ISBN: 978-1-119-44885-3 • Paper • €162.00 • Feb 2020 • 600pp
Previous Edition: 978-0-470-03733-1

Dashboards, Reports, and Data Visualization with Microsoft Power Platform
Sivakumar Harinath
Discover how to get the most out of Microsoft’s Power BI suite for data analysis and visualization

Dashboards, Reports, and Data Visualization with Microsoft Power Platform will help you—whether you’re an Analyst, Data Scientist, App Developer, or Power User—understand these products and how you can leverage them based on your business needs. It will also show how you can digitally transform the way an organization looks at optimizations of their business processes. This practical guide offers an up-close look at the effective use of these technologies. With the author’s customer insights as members of the team that built this product, the book contains information that can only come from those that were part of the discussions and decisions that shaped the vision of the product and helped to build it.

- Examines how to prepare your data model and authoring reports for insights using Power BI Desktop
- Addresses managing dashboards/reports at enterprise scale
- Explores automating processes with Microsoft Flow

About the Author
Sivakumar Harinath is a Microsoft Principal Program Manager responsible for Website and Communities in Customer and Partner Success Team, Business Applications Group that builds SaaS services Dynamics 365, Power BI, PowerApps, and Microsoft Flow.
Effective Data Storytelling
How to Drive Change with Data, Narrative and Visuals
Brent Dykes

A much-needed framework to better clarify what it means to tell stories with data

In today’s data economy, everyone must be able to communicate effectively with data. It’s no longer a skill that is reserved for data scientists and analysts. Effective Data Storytelling will help you to develop the essential skills to communicate your insights in a more persuasive, engaging, and memorable manner through data stories. Along the way, you’ll learn how the three core elements of data storytelling—data, narrative, and visuals—can be combined to influence decisions and drive change. Engaging and accessible, this practical guide takes a comprehensive look at all aspects of data storytelling, not just the visual elements.

- Highlights the four steps to structuring your findings as a data story and the seven principles for better visual storytelling
- Reveals how to avoid common data storytelling mistakes
- Discusses why our brains respond better to data stories

About the Author
Brent Dykes is Director/Senior Director of Data Strategy at Domo. He provides industry thought leadership in areas such as data strategy, data culture, data storytelling, and data governance.

ECOLOGY & ORGANISMAL BIOLOGY

Ecology, 5th Edition
From Individuals to Ecosystems
Michael Begon & Colin R. Townsend
University of Liverpool & University of Otago

The fifth edition of this definitive textbook provides depth and breadth across the ecological sciences, detailing the levels of ecological organization and management in individuals, population, whole communities and ecosystems. Significant updates have been made throughout to include biogeochemical, molecular and evolutionary ecology topics including, neutral theory, food webs, metabolic theory, metacommunities, biodiversity and ecosystem functioning, extinction crises, carbon storage and energy flux through ecosystems. Now in full colour, this edition includes:

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- Examples and applications of the current state of the field
- Coverage of global changes, including climate change, addressing the key environmental concerns for the coming decades

This up-to-date textbook will provide students and ecologists with an essential reference on all aspects of ecology, preparing them to address environmental problems of the future.

About the Authors
Michael Begon is Professor of Ecology and Head of the Department of Evolution, Ecology and Behaviour at the University of Liverpool.

Colin Townsend was Chair of the Zoology Department and Director of the Ecology, Conservation and Biodiversity Research Group at the University of Otago.
**Practical Field Ecology**  
*A Project Guide, 2nd Edition*  
C. Philip Wheater , James R. Bell, Penny A. Cook  
Manchester Metropolitan, University Rothamsted Research & Liverpool John Moores University  
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**PHYSICS**

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Joseph D. Miller
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Steve Anson
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- Examines aspects of this endeavor that will protect an organization, including preparedness, triage, analysis, and continuous improvement
- Details the specific tools incident handlers use in their roles, with a focus on free and open source tools

About the Author
Steve Anson, CISSP, EnCE, CCME, GIAC, GPEN, is a Director with Forward Defense, an IT security firm with a select clientele of government agencies and multinational companies with extreme IT security and digital investigation requirements.
Flutter For Dummies
Barry Burd
Drew University, Madison, NJ

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