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All prices are correct as at press time but are subject to change without prior notice.
Business
Oversubscribed, 2nd Edition
How To Get People Lining Up To Do Business With You
Daniel Priestley

Oversubscribed is the guide to transforming your business into one which customers fight over! Author Daniel Priestley, a successful entrepreneur who has built and sold businesses around the world, shares proven, real-world methods that will not only grab customers’ attention, but also will have them lining up to buy from you. This invaluable guide will teach you how to drive demand for your products or services far beyond supply and dramatically increase the success of your business. Now in its second edition, this updated version offers new insights and motivating examples that are right for the 2020s. In this new edition, you will learn:

- The principles and philosophies Oversubscribed businesses live by that are often the opposite of what most businesses do.
- Specific steps for getting into the mind of your customer so they only want to buy from your business.
- How to structure campaigns and product launches that systematically get your business Oversubscribed.
- How to implement a process of signalling to market and collecting signals back from market to build up desire and demand for your products and services.

About the Author
Daniel Priestley is a successful entrepreneur who’s built and sold businesses in Australia, Singapore and the UK. He’s the co-founder of Entrevo, the Key Person of Influence Accelerator program/training for entrepreneurs and leaders. Daniel is also the co-founder of Dent Global -- the organization which provides the training and services around the Entrevo program. With offices in London, Sydney, Singapore and Tampa, the entrevo program is endorsed by the Institute of Leadership and Management. Daniel is also now a KPMG ambassador and was named as one of the top 25 entrepreneurs in London influencing the business scene (Smith & Williamson Power 100).
**Startup Accelerators**

*Title: A Field Guide*

Richard Busulwa, Naomi Birdthistle & Steve Dunn

*A must-read guide for entrepreneurs looking to get into accelerator programs and quickly build and scale their startups*

*Startup Accelerators* is the go-to guide for any entrepreneur—providing a firsthand look into the acceptance criteria and inner workings of different accelerator programs. Written by entrepreneurs for entrepreneurs, this indispensable resource explains what different accelerator programs offer, how to get accepted, what to do during the program, how to raise money during accelerators, what to do after the program ends, and much more. Packed with real-world case studies and advice from leading experts on startup accelerator programs, this one-stop resource provides step-by-step guidance on the entire accelerator process.

**ISBN:** 978-1-119-63859-9  •  Cloth  •  €37.90  •  Mar 2020  •  256pp

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**Fearless Innovation**

*Going Beyond the Buzzword to Continuously Drive Growth, Improve the Bottom Line, and Enact Change*

Alex Goryachev

*A down-to-earth guide to embracing innovation in one of the most exciting times in history*

In *Fearless Innovation*, Cisco’s Managing Director of Innovation Strategy and Programs explores how, no matter their function, leaders and managers can cut through the noise to understand change and deliver real results. Goryachev’s actionable, consistent, and timeless innovation principles offer a blueprint to driving growth, enacting change, increasing the bottom line, and creating clear measurable value. It features diverse case studies of some of today’s most innovative organizations, historical observations, first-hand experiences, and a look at where innovation is thriving, and why. Written for any organization that wants to stay relevant in the twenty-first century, and beyond, *Fearless Innovation* offers a step-by-step guide for getting past the confusion, overcoming the fear, and getting down to business to create an environment of true innovation.

**About the Author**

Alex Goryachev oversees Cisco Systems innovation in fourteen countries. He also heads up the Cisco Innovation Grand Challenges.
**The Motive**

Why So Many Leaders Abdicate Their Most Important Responsibilities

Patrick M. Lencioni

*The Motive* follows Shay Davis, the CEO of a Bay Area home security company (Golden Gate Security) who, after years of climbing the corporate ladder, has occupied the role at the top for almost a year. While not failing abjectly, he cannot deny that his company is not coming close to fulfilling its potential, and constantly fighting off the threat of a national competitor. Desperate to turn things around, Shay is granted a rare opportunity in the form of advice from... his primary competitor, who holds absolutely nothing back. The story provides the context for contrasting the two primary motives that drive leaders--one of which is appropriate, the other destructive.

After the fable, Lencioni describes a series of misguided beliefs that cause leaders to abdicate their most important duties. He provides practical advice for current and aspiring leaders about how to reset their thinking for the good of the organizations they lead.

**About the Author**

Patrick Lencioni (San Francisco, CA; www.tablegroup.com) is the founder of The Table Group and the author of 10 books which have sold over 4 million copies and have been translated into more than 25 languages. The Wall Street Journal called him one of the most sought after business speakers in America with him having addressed millions of people at conferences and events around the world over the past 18 years. Pat has written for or been featured in numerous publications including Harvard Business Review, Inc., Fortune, Fast Company, USA Today, The Wall Street Journal and BusinessWeek.

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**Also Available Titles**

**The Five Dysfunctions of a Team**

A Leadership Fable

Patrick M. Lencioni


€22.90

**The Advantage**

Why Organizational Health Trumps Everything Else In Business

Patrick M. Lencioni


€26.90

**The Ideal Team Player**

How to Recognize and Cultivate The Three Essential Virtues

Patrick M. Lencioni

ISBN: 978-1-119-20959-1

€22.90
Walk Off Winning
A Game Plan for Leading Your Team and Organization to Success

Steve Trimper

A proven game plan for leading your team and organization to success

There are many books available on the topic of leadership, but few have been written by someone who has taken their extensive leadership experience with high level sports and applied it to the business world. Through many interviews, failures, and successes, author Steve Trimper has come up with a set of key principles related to team building, culture, and organization building. This timely guide gives you the motivation and strategies to become a “doer.” It is for anyone involved in leadership, sports management, and the general business world. Filled with inspirational anecdotes and honest advice, this reliable resource is a great guide for leaders of all kinds.

- Offers valuable insights on building a great culture through good people, the right relationships, trust, and loyalty
- Lays out the keys to achieving lasting success in your professional endeavors
- Puts the leader position in perspective, while helping you to stay positive and continue to grow

About the Author

Steve Trimper is an American college baseball coach who is currently the head coach for the Stetson Hatters baseball team, a Division 1 team ranked in the top 25 teams.

Leading in a Culture of Change, 2nd Edition

Michael Fullan

The new edition of the bestselling guide to powerful, morally-grounded change leadership in any organization

Change is an inevitable, essential part of the modern world. Leaders need to understand the dynamics of change to cope with the complexities of the change process. Leading in a Culture of Change, Second Edition describes the key dimensions of leadership that are crucial in times of change. This innovative guide will help you master the five components of change leadership—moral purpose, understanding change, building relationships, creating and sharing knowledge, and creating coherence—and mobilize others to accomplish shared goals in often difficult conditions. Extensively revised and updated throughout, this market-leading book continues to help leaders from across sectors understand the dynamics of change and navigate the end-to-end change process.

- Integrates proven, time-tested methods of education reform and the most current insights in leadership and organizational change
- Offers insights on developing and implementing positive, sustained systematic change strategies in any organization
- Highlights the key principles of leading change through specific, real-world examples

About the Author

Michael Fullan is the Global Leadership Director, New Pedagogies for Deep Learning and a worldwide authority on educational reform with a mandate of helping to achieve the moral purpose of all children learning.
The Future Leader
9 Skills and Mindsets to Succeed in the Next Decade
Jacob Morgan

The book that you, your team, and your organization must read in order to lead in the future of work

The Future Leader is a research-based book that will help individuals and organizations understand what they need to do now in order to become more effective leaders in the future. There are many great leadership books which deal with the present day, but those around the world need to know how to plan for the future. This book is about where we are going and is based on a series of one-on-one executive interviews—from companies like Unilever, Mastercard, Best Buy, Oracle, Verizon, and dozens of others—surveys, and behavioral data that determine what skills leaders of the future are going to need to possess and what organizations need to do today to make sure they are instilling those skills for future or current leaders.

About the Author
Jacob Morgan is principal and co-founder of Chess Media Group, a management consultancy and strategic advisory firm that focuses on collaboration, as well as a recognized thought leader on the future of work.

TIP
A Simple Strategy to Inspire High Performance and Lasting Success
Dave Gordon

Get the results, recognition, and reputation you deserve

In TIP, Dave Gordon tells the engaging and motivating story of Brian Davis, an average salesperson who is fired without warning for being average. After ten years at the same company, he is suddenly faced with no immediate prospects, an uncertain future, and a young family to support. With minimal savings, and determined to not lose everything he’s worked for, he reluctantly takes the only job he can get at a popular bar and restaurant called Crossroads. Guided by an unlikely mentor, and insightful colleagues and customers in an unforgiving environment of relentless customer service, he learns the four simple principles of TIP to take control of his life, his career, and his future.

- Provides a strategy for personal success, complete with coaching and action plans
- Discusses how to consistently bring unique value to your team, your organization, and your most important customers
- For anyone in a position judged by performance it reveals how to take personal accountability for your reputation and results

About the Author
Dave Gordon is a professional motivational and keynote speaker, brand coach, workshop trainer, and C-suite executive of a billion-dollar insurance company. He is the co-founder of Gordon Creative, Inc.
The Invincible Company

Business Model Strategies From the World’s Best Products, Services, and Organizations

Alexander Osterwalder, Yves Pigneur and Alan Smith

The long-awaited follow-up to the international bestsellers, Business Model Generation and Value Proposition Design

Alex Osterwalder and Yves Pigneurs’ Business Model Canvas changed the way the world creates and plans new business models. It has been used by corporations and startups and consultants around the world and is taught in hundreds of universities. After years of researching how the world’s best companies develop, test, and scale new business models, the authors have produced their definitive work. The Invincible Company explains what every organization can learn from the business models of the world’s most exciting companies.

The book explains how companies such as Amazon, IKEA, Airbnb, Microsoft, and Logitech, have been able to create immensely successful businesses and disrupt entire industries. At the core of these successes are not just great products and services, but profitable, innovative business models—and the ability to improve existing business models while consistently launching new ones.


In-depth chapters explain how to create new growth engines, change how products and services are created and delivered, extract maximum profit from each type of business model, and much more. New tools—such as the Business Model Portfolio Map, Innovation Metrics, Innovation Strategy Framework, and the Culture Map—enable readers to understand how to design invincible companies.

**The Invincible Company:**

- Helps large and small companies build their growth strategy and manage their core simultaneously
- Explains the world’s best modern and historic business models
- Provides tools to assess your business model, innovation readiness, and all of your innovation projects

Presented in striking 4-color, and packed with practical visuals and tools, The Invincible Company is a must-have book for business leaders, entrepreneurs, and innovation professionals.

**About the Author**

Dr. Alexander Osterwalder (www.strategyzer.com) is the lead author of the international bestsellers Business Model Generation, and Value Proposition Design, and a passionate entrepreneur, and speaker.

Yves Pigneur is co-author of Business Model Generation and a professor of management and information systems at the University of Lausanne. He has held visiting professorships in the United States, Canada, and Singapore.

Alan Smith helped create the Value Proposition Canvas with Alex Osterwalder and Yves Pigneur, and the breakthrough design for the international bestseller, Business Model Generation. He co-founded Strategyzer.

**Also Available Titles**

**Business Model Generation**
A Handbook for Visionaries, Game Changers, and Challengers
Alexander Osterwalder & Yves Pigneur
ISBN: 978-0-470-87641-1
€32.90

**Value Proposition Design**
How to Create Products and Services Customers Want
Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith & Trish Papadakos
€32.90

**Business Model You**
A One-Page Method For Reinventing Your Career
Timothy Clark, Alexander Osterwalder & Yves Pigneur
€26.90
How to Lead a Values-Based Professional Services Firm
3 Keys to Unlock Purpose and Profit
Don Scales & Fran Biderman-Gross

A practical guide to successfully leading any professional services firm

Brand values—the core attributes and beliefs of a company—are the heart and soul of any professional services firm. Professional services firms that consistently deliver on their brand values, such as consultancy Accenture, achieve spectacular growth. But all it takes is one misstep, and a services firm can collapse overnight as Arthur Andersen did. How to Lead a Values-Based Professional Services Firm shows leaders of these types of organizations how to embed brand values in everything their firm does. This book argues that because professional services firms don’t sell products, they are differentiated based on the ability of their leaders to cultivate a culture that engages and appreciates its teams and aligns with its markets. This reliable resource will show you how to accomplish these goals, and put your organization in a better position to succeed.

- Shows how a professional service firm’s shared values must permeate everything the company does
- Written by two respected experts in this competitive field
- Discusses how values must guide everything the firm does, from hiring talent to managing client relationships, and even how they select and interact with vendors

About the Authors

Don Scales is the CEO of Investis Digital.

Fran Biderman-Gross is the CEO and Founder of Advantages, a New York City-based digital marketing agency.

PROFESSIONAL DEVELOPMENT

Elevate the Debate
A Multi-layered Approach to Communicating Your Research
Jonathan Schwabish

An up-close look at the art and science of communicating your date-driven research to others

Many researchers, scholars, and analysts fail to develop communication strategies that work in today’s crowded landscape of content, research, and data. To be successful, modern researchers need to share their insights with the wider audience that lies beyond academia. Elevate the Debate helps researchers of all types more effectively communicate their work in any number of areas, from traditional news outlets to the new media platforms of the digital age. This real-world guide will help you present your data-driven research with greater clarity, coherence, and impact.

ISBN: 978-1-119-62001-3 • Paper • €32.90 • Mar 2020 • 256pp
Finance & Accounting
**J.K. Lasser’s Your Income Tax Professional Edition 2020**
J.K Lasser

*The Professional's guide to filing your 2019 U.S. taxes*

*J.K. Lasser’s Your Income Tax Professional Edition 2020* is the tax preparer’s guide to smart tax filing and planning. The *Professional Edition* not only includes the trusted guidance, clear advice, and money-saving tips featured in *Your Income Tax*, but also provides citations of tax authorities to help tax professionals easily locate the law, IRS rulings, and court decisions that support the text. Fully updated with the newest changes for your 2019 tax returns, expert guidance from J.K. Lasser helps you maximize deductions and shelter income while providing hundreds of examples of how tax laws apply to individual situations.

**Series:** J.K. Lasser  •  **ISBN:** 978-1-119-59513-7  •  **Cloth**  •  €85.90  •  Mar 2020  •  1056pp

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**Don’t Fall For It**

*A Short History of Financial Scams*
Ben Carlson

*Financial and business lessons from some of the biggest frauds in history*

This compelling book explores specific instances of financial fraud as well as some of the most successful charlatans and hucksters of all-time. Sharing lessons that apply to business, money management, and investing, author Ben Carlson answers questions such as: Why do even the most intelligent among us get taken advantage of in financial scams? What makes fraudsters successful? Why is it often harder to stay rich than to get rich? Each chapter examines different frauds, perpetrators, or victims of scams. These real-life stories include anecdotes about how these frauds were carried out and discussions of what can be learned from these events.

- Explains how people can avoid being scammed out of their money
- Includes real-life stories of business and financial fraud, and the lessons learned from them
- Describes the conditions under which fraud tends to work best

**About the Author**

*Ben Carlson* is the Director of Institutional Asset Management at Ritholtz Wealth Management. He is also an accomplished author, blogger, and podcaster.
The AITech Book
The AI Technology Handbook for Investors, Entrepreneurs and FinTech Visionaries
Susanne Chishti

An in-depth look at how Artificial Intelligence (AI) is revolutionizing the finance industry

Written by a prominent thought leader in the global fintech investment space, The AITech Book aggregates diverse expertise into a single, informative volume. Key industry developments are explained in detail, and critical insights from cutting-edge practitioners offer first-hand information and lessons learned. Coverage includes:

- Understanding the AI Portfolio: from machine learning to chatbots, from neurotrophic computing to natural language processing (NLP); a deep dive into the Machine Intelligence Landscape; essentials on core technologies, rethinking enterprise, rethinking industries, rethinking humans; quantum computing and next-generation AI
- AI experimentation and embedded usage, and the change in business model, value proposition, organisation, customer and co-worker experiences in today’s Financial Services Industry
- The future state of financial services and markets – what’s next for the real-world implementation of AI Tech?
- The innovating customer – users are not waiting for the financial services industry to work out how #AI can re-shape their sector, profitability and competitiveness
- Boardroom issues created and magnified by AI trends, including conduct, regulation & oversight in an algo-driven world, cybersecurity, diversity & inclusion, data privacy, the ‘unbundled corporation’ & the future of work, social responsibility, sustainability, and the new leadership imperatives

About the Author
Susanne Chishti, London, UK is the CEO of FINTECH Circle, Europe’s first Angel Network focused on FinTech, InsurTech, WealthTech, RegTech and Blockchain opportunities and the Founder of the FINTECH Circle Institute, a leading global peer-to-peer FinTech learning platform to acquire FinTech and digital skills. She is the co-editor of the bestseller The FinTech Book (978-1-119-21887-6), which has been translated into five languages and is sold across 107 countries.
Health Sciences
**Implant Restorations, 4th Edition**

A Step-by-Step Guide

Carl Drago


- Provides an accessible step-by-step guide to commonly encountered treatment scenarios, describing procedures and techniques in an easy-to-follow, highly illustrated format
- Offers new chapters on diagnosis and treatment planning and digital dentistry
- Covers advances in cone beam computerized tomography (CBCT), computer generated surgical guides, intra-oral scanning, laser sintering, and more

**Cardiovascular Prevention and Rehabilitation in Practice, 2nd Edition**

Jennifer Jones, John Buckley, Gill Furze & Gail Sheppard

*Cardiovascular Prevention and Rehabilitation in Practice* is an indispensable resource for all health professionals involved in cardiac rehabilitation and cardiovascular disease prevention.

- Carries the cachet of the BACPR, thus lending it authority and credibility
- The editors and authors are the primary writing group for the 2012 standards and are nationally and in many cases internationally recognised experts in this field
- Each chapter to be written by nationally-recognised and authoritative authors (cardiologists, nurses, physiotherapists, psychologists, clinically and research-wise)
- It will accompany all BACPR Education and Training activities

**Rad Tech’s Guide to MRI, 2nd Edition**

Basic Physics, Instrumentation, and Quality Control

William H. Faulkner Jr. & Euclid Seeram

University of Pennsylvania Heal Systems, Philadelphia & British Columbia Institute of Technology Medical Imaging, School of Health Sciences, Canada

The *Rad Tech’s Guides* are specifically designed to cover the essential basics for those preparing for their certifying examinations and those already in practice.

- Fully updated, with additional content and illustrations
- Designed for student radiographers and MRI technologists, especially those undertaking the American Registry of Radiation Technologist (ARRT) examinations
- Easy to read text for quick referencing and smooth navigation
- Concise presentation with a quick-reference bullet format
- Pocket size – take it anywhere!

**Canine and Feline Respiratory Medicine, 2nd Edition**

Lynelle R. Johnson

University of California at Davis

*Canine and Feline Respiratory Medicine* is an essential resource for veterinary internal medicine specialists, general practitioners, and veterinary students.

- Offers a complete guide to the diagnosis and treatment of respiratory conditions in canine and feline patients--now expanded to include more detailed and advanced information
- Focuses on localization of disease, diagnostic testing, and appropriate therapy
- Thoroughly updated with new antimicrobial guidelines, the latest information on anti-fungal therapy, and new advances in ant-viral medications in cats
- Includes many new images and topics for discussion
- Features problem-based learning exercises to support a working understanding of the topics discussed

**Previous Edition**

- *Cardiovascular Prevention and Rehabilitation in Practice*, Second Edition
- *Rad Tech’s Guide to MRI, 2nd Edition*
Humanities
& Social Sciences
The International Handbooks of Museum Studies

Sharon Macdonald, Helen Rees Leahy, Andrea Witcomb, Kylie Message, Conal McCarthy, Michelle Henning, Annie E. Coombes, & Ruth B. Phillips

The International Handbooks of Museum Studies is a multi-volume reference work that represents a state-of-the-art survey of the burgeoning field of museum studies. Featuring original essays by leading international museum experts and emerging scholars, readings cover all aspects of museum theory, practice, debates, and the impact of technologies. The four volumes in the series, divided thematically, offer in-depth treatment of all major issues relating to museum theory; historical and contemporary museum practice; mediations in art, design, and architecture; and the transformations and challenges confronting the museum. In addition to invaluable surveys of current scholarship, the entries include a rich and diverse panoply of examples and original case studies to illuminate the various perspectives. Unprecedented for its in-depth topic coverage and breadth of scholarship, the multi-volume International Handbooks of Museum Studies is an indispensable resource for the study of the development, roles, and significance of museums in contemporary society.

About the Authors

Michelle Henning is Professor in Photography and Media at the University of Liverpool, UK. She is a practicing photographer and designer, and has written widely on museums, media, and photography in her books Museums, Media and Cultural Theory and Photography: The Unfettered Image.

Conal McCarthy is Professor and Director of the Museum and Heritage Studies program at Victoria University of Wellington, New Zealand. Conal has worked in galleries and museums in a variety of professional roles, sits on the boards and advisory groups of a number of institutions, and has published widely on museum practice.

Annie E. Coombes is Professor of Material and Visual Culture, Birkbeck, University of London, UK, where she teaches museum studies and art and cultural history. She is Director of the Peltz Gallery and author of award-winning books on museums, memorialization, and the legacy of colonialism.

Ruth B. Phillips is Canada Research Professor of art history at Carleton University, Ottawa, Canada. She has served as director of the University of British Columbia Museum of Anthropology and teaches and publishes on Indigenous North American arts and critical museology.

Andrea Witcomb is Professor of Cultural Heritage and Museum Studies at Deakin University and Deputy Director of the Alfred Deakin Institute for Citizenship and Globalisation, Victoria, Australia. She brings an interdisciplinary approach to her research, locating her work at the intersection of history, museology, and cultural studies.

Kylie Message is Professor of Public Humanities in the Humanities Research Centre at the Australian National University, Canberra, Australia. Her research examines the relationships between cultural organizations, citizenship, government, and political reform movements.
The Achaemenid Empire is often addressed as the first World Empire. However, its roots are in Near Eastern traditions, some of which have been the subject of recent intensive reevaluation. This book takes a unique and innovative approach to the subject, considering those predecessors to whom the Achaemenid Empire was indebted for its structure, ideology, and self-expression, by examining both written and archaeological sources. It addresses the empire’s legacy, and its contemporary, later, and even modern reception.

*A Companion to the Achaemenid Persian Empire* takes into account all relevant historical sources, including archaeological ones. It places particular emphasis on looking at the Achaemenid Empire from its different centers, paying just as much attention to the widely neglected eastern parts as to the commonly covered western parts of the empire. The book considers, not only its political history, but also its social, economic, and religious history, institutions, and art and science, in an effort to draw a complete picture of the empire and to foster an appreciation for its lasting reputation.

**About the Authors**

*Bruno Jacobs* is Professor of Ancient Near Eastern Studies at the University of Basel.

*Robert Rollinger* is Professor of Ancient History and Ancient Near Eastern Studies at the University of Innsbruck.
On September 1, 2014, in an eleventh-floor apartment in New York, Lee Child embarked on the twentieth book in his globally successful Jack Reacher series. Andy Martin was there to see him do it, sitting a couple of yards behind him, peering over his shoulder as the writer took another drag of a Camel cigarette and tapped out the first sentence: ‘Moving a guy as big as Keever wasn’t easy.’ Miraculously, Child and Martin stuck with it, in tandem, for the next eight months, right through to the bittersweet end and the last word, “needle”.

*Reacher Said Nothing* is a one-of-a-kind meta-book, an uncompromising account in real time of the genesis, evolution and completion of a single work, *Make Me*. While unveiling the art of writing a thriller, Martin also gives us a unique insight into the everyday life of an exemplary writer. From beginning to end, Martin captures all the sublime confidence, stumbling uncertainty, omniscience, cluelessness, ecstasy, despair, and heart-thumping suspense that go into writing a number-one bestseller.

- Lee Child is one of the most successful thriller writers of all time and his Jack Reacher books sell in the millions
- Andy Martin, Cambridge academic and Jack Reacher fan, spent a year watching Lee Child write the twentieth book in his bestselling Jack Reacher series
- This book is a witty, engaging, funny and thoughtful account of that year, a ‘meta-book’ that unveils the art of writing a bestseller and, at the same time, provides a unique insight into the everyday life of one of the world’s most successful writers
- This one-of-a-kind book will be essential reading not only for Jack Reacher fans, but for anyone interested in popular fiction, literary criticism, and the puzzling process of how a writer gets from blank page to number-one bestseller

**About the Author**

A Companion to Media Fandom and Fan Studies
Paul Booth

A Companion to Media Fandom and Fan Studies offers scholars and fans an accessible and engaging resource for understanding the rapidly expanding field of fan studies. International in scope and written by a team that includes many major scholars, this volume features over thirty especially-commissioned essays on a variety of topics, which together provide an unparalleled overview of this fast-growing field. It also traces and explains the social, historical, political, commercial, ethical, and creative dimensions of fandom and fan studies. Exploring both the historical and the contemporary fan situation, the volume presents fandom and fan studies as models of 21st century production and consumption, and identifies the emergent trends in this unique field.

ISBN: 978-1-119-23723-5 • Paper • €51.90 • Mar 2020 • 550pp

Critical Reading Across the Curriculum, Volume 2
Social and Natural Sciences
Robert DiYanni & Anton Borst

- Develop the skills students need to ask the right questions, consider sources, assess evidence, evaluate arguments, and reason critically
- Encourage students to practice critical reading skills with engaging exercises and activities
- Teach students to establish context and identify contextual connections
- Explain how to read for arguments, including content-based and conceptual arguments
- Adapt and apply teaching strategies to various curricula and disciplines

ISBN: 978-1-119-15526-3 • Paper • €32.90 • Feb 2020 • 272pp

From Equity Talk to Equity Walk
Expanding Practitioner Knowledge for Racial Justice in Higher Education
Tia Brown McNair, Estela Bensimon & Lindsey Malcom-Piqueux

A reliable guide for achieving equitable outcomes in higher education

From Equity Talk to Equity Walk offers practical guidance on the design and application of campus change strategies for achieving equitable outcomes. Drawing from campus-based research projects sponsored by the Association of American Colleges and Universities and the Center for Urban Education at the University of Southern California, this invaluable resource provides real-world steps that reinforce primary elements for examining equity in student achievement, while challenging educators to specifically focus on racial equity as a critical lens for institutional and systemic change.

ISBN: 978-1-119-23791-4 • Cloth • €37.90 • Mar 2020 • 150pp
Media Industry Studies

Daniel Herbert, Amanda D. Lotz & Aswin Punathambekar
University of Michigan; Queensland University of Technology; University of Michigan, Ann Arbor

The study of media industries has become a thriving subfield of media studies. It already comprises a diverse intellectual history, a range of fascinating questions and topics, and many theoretical and methodological frameworks.

*Media Industry Studies* provides the roadmap to this vibrant area of study. Blending a comprehensive overview of foundational literature with an examination of the varied scales and sites media industry studies have considered, the book explores connections among research questions, topics, and methodologies. It includes examples from many media industries – film, television, journalism, music, games – and incorporates emerging scholarship considering the industrial contexts of social and internet-distributed media.

Offering an account of the intellectual traditions and approaches that have defined the subfield to date, *Media Industry Studies* is an indispensable resource for upper-level undergraduates, postgraduates, and scholars.

- A timely and much-needed exploration of an exciting subfield
- Rich with examples and case studies from various media industries
- Written in a lively and accessible style for student engagement
- Authored by three top experts in the field

About the Author

Daniel Herbert is Associate Professor of Film, Television and Media at the University of Michigan.

Amanda D. Lotz is Professor of Digital Media and Communication at Queensland University of Technology.

Aswin Punathambekar is Associate Professor of Media Studies at the University of Michigan, Ann Arbor.
Great Myths of Personality
B. Donnellan & Richard. E Lucas
Michigan State University & Michigan State University

- Provides a thorough look at contemporary myths and misconceptions, such as: Does birth order affect personality? Are personality tests an accurate way to measure personality? Do romantic partners need similar personalities for relationship success
- Introduces concepts of personality psychology in an accessible and engaging manner
- Focuses on current debates and controversies in the field with references to the latest research and scientific literature
- Teaches critical thinking skills by examining popular myths about personality psychology

Series: Great Myths of Psychology • ISBN: 978-1-118-52139-7 • Cloth • €73.90 • Mar 2020 • 208pp • ISBN: 978-1-118-52135-9 • Paper • €22.90 • Mar 2020 • 208pp
A Left that Dares to Speak Its Name
Untimely Interventions
Slavoj Žižek

With irrepressible humour Slavoj Žižek dissects our current political and social climate, discussing everything from Jordan Peterson and sex ‘unicorns’ to Greta Thunberg and Chairman Mao. Taking aim at his enemies on left, right and centre, he argues that contemporary society can only be properly understood from a communist standpoint.

Why communism? The greater the triumph of global capitalism, the more its dangerous antagonisms multiply: climate collapse, the digital manipulation of our lives, the explosion in refugee numbers, all need a radical solution. That solution is a left that dares to speak its name, to get its hands dirty in the real world of contemporary politics, not to sling its insults from the side-lines or to fight a culture war which is merely a fig leaf over its political and economic failures. As the crises caused by contemporary capitalism accumulate at an alarming rate, the left finds itself in crisis too, beset with competing ideologies and prone to populism, racism and conspiracy theories.

A Left that Dares to Speak Its Name is Žižek’s attempt to elucidate the major political issues of the day from a truly radical left position. The first two parts explore the global political situation and the final part focuses on contemporary western culture as Žižek directs his polemic to topics such as wellness, Wikileaks and the rights of sextbots. This collection of wide-ranging essays provides an ideal introduction to the ideas of one of the most influential radical thinkers of our time.

- An edgy and delightfully provocative collection of essays covering a vast number of topics
- Includes serious and humorous material as well as everything in between
- Pitched at a very accessible level, making it a good entrypoint for those new to Žižek’s work
- Written by one of the best-loved philosophers of our time

About the Author
Slavoj Žižek is one of the most prolific and well-known philosophers and cultural theorists in the world today. His inventive, provocative body of work mixes Hegelian metaphysics, Lacanian psychoanalysis, and Marxist dialectic in order to challenge conventional wisdom and accepted verities on both the left and the right.
Wherever love and death meet there is grief. It affects us all regardless of ethnicity, age, class, or sexual orientation. Grief is universal – it has endured across time, societies and cultures from the earliest human communities to the present day. But the way we deal with grief is changing. Increasingly, we are diagnosing grief as a medical condition to be treated rather than embracing it as a natural part of being human.

In this book, Svend Brinkmann gets to the heart of what it is to grieve, arguing that the sorrow we experience after the death of a loved one is a necessary and meaningful dimension of human existence. However painful, it unites us all. As humans we are uniquely privileged to feel grief. Rather than trying to escape or smother grief, we must allow ourselves to feel and accept it as the price we pay for love.

- Following the success of *Stand Firm*, *Standpoints*, and *The Joy of Missing Out* Brinkmann turns his attention to the uniquely human experience of grief
- Takes his critique of our contemporary self-help culture in new directions, questioning the new trend of treating grief as a mental and physical ailment
- A thoughtful and welcome corrective to the glut of self-help books that encourage us to conquer grief rather than embrace it
- Wise and deeply researched, it is filled with insights that will resonate with anyone who has experienced the loss of a loved one

**About the Author**

*Svend Brinkmann* lived quietly as a professor of psychology at Aalborg University until he published *Stand Firm* which became an overnight bestseller and quickly established him as a leading public intellectual and cultural critic. Winner of the prestigious Rosenkjaer prize, Svend travels widely to host events and lecture on the key problems of modern life. In 2019 he published the acclaimed *The Joy of Missing Out*. He has also appeared in various television documentaries, and presented Danish television’s *Live Fast! programs and the Meaningful Life series on Danish Radio 1.*
Political Geography
A Critical Introduction

Sara Smith

Brings political geography to life—explores key concepts, critical debates, and contemporary research in the field.

Political geography is the study of how power struggles both shape and are shaped by the places in which they occur—the spatial nature of political power. Political Geography: A Critical Introduction helps students understand how power is related to space, place, and territory, illustrating how everyday life and the world of global conflict and nation-states are inextricably intertwined. This timely, engaging textbook weaves critical, postcolonial, and feminist narratives throughout its exploration of key concepts in the discipline.

Political Geography: A Critical Introduction is an ideal resource for students in political and feminist geography, as well as graduate students and researchers seeking an overview of the discipline.

About the Author

Sara Smith is Associate Professor of Geography at the University of North Carolina, Chapel Hill (USA). She is a feminist political geographer interested in the relationship between territory, bodies, and the everyday. Her research seeks to understand how politics and geopolitics are constituted through intimate acts of love, friendship, and birth.
In Search of Africa(s)
Universalism and Decolonial Thought
Souleymane Bachir Diagne & Jean-Loup Amselle
Columbia University; EHESS, Paris

This important book by two leading scholars of Africa examines a series of issues that are central to the question of the postcolonial. The postcolonial paradigm, and the more recent decolonial paradigm, raise the issue of the universal: is the postcolonial the first phase of a new universalism, one which would be truly universal because it would be fully inclusive, or is it, on the contrary, the denial of all universalism, the triumph of the particular and of fragmentation?

In addressing this issue Diagne and Amselle also tackle many related themes, such as the concepts of race, culture and identity, the role of languages in philosophy as practised in different cultural areas, the various conceptions of Islam, especially in West Africa, and the outlines of an Africa which can be thought of at the same time as singular and as plural. Each thinker looks back at his writings on these themes, comparing and contrasting them with those of his interlocutor. While Amselle seeks to expose the essentialist and culturalist logics that might underlie postcolonial and decolonial thought, Diagne consistently refuses to adopt the trappings of the Afrocentrist and particularist thinker. He argues instead for a total decentring of all thought, one that rejects all ‘centrisms’ and highlights instead branchings and connections, transfers, analogies and reciprocal influences between cultural places and intellectual fields that may be distant but are not distinct in space and time.

This volume is a timely contribution to current debates on the postcolonial question and its new decolonial form. It will be of great interest to students and scholars in a variety of fields, from African studies and Black studies to philosophy, anthropology, sociology and cultural studies, as well as to anyone interested in the debates around postcolonial studies and decolonial thought.

- Souleymane Bachir Diagne is a leading African philosopher based at Columbia, and Jean-Loup Amselle is a well-known French anthropologist and Africanist
- In this timely volume these two leading thinkers discuss a series of issues at the heart of current debates around culture and identity, and postcolonialism and decolonist thinking
- They grapple with questions such as: is universalism purely Western? Can we dissociate philosophy from religion or nation? Can we speak of an ‘African philosophy’?
- This book will be essential reading for any student, scholar, or general reader wanting to learn more about postcolonialism and current debates in philosophy, anthropology and the humanities more broadly

About the Authors

Born in Senegal, Souleymane Bachir Diagne is Professor of Philosophy at Columbia University and an authority on African and Islamic philosophy.

Jean-Loup Amselle is director of studies at the EHESS in Paris and a leading anthropologist of Africa.
Is Wildness Over?

Paul Wapner

American University

Wildness was once integral to our ancestors’ lives as they struggled to survive in an unpredictable environment. Today, most of us live in relative stability insulated from the vicissitudes of nature. Wildness is over, right?

Wrong, argues leading environmental scholar Paul Wapner. Wildness may have disappeared from our immediate lives, but it’s been catapulted up to the global level. The planet itself has gone into spasm - calving glaciers, wildfires, heatwaves, mass extinction, and rising oceans all represent the new face of wildness.

Rejecting paths offered by geoengineering and de-extinction to bring the Earth under control, Wapner calls instead for ‘rewilding’. This involves relinquishing the desire for comfort at all costs and welcoming greater uncertainty into our own lives. To save ourselves from global ruin, it is time to stop sanitizing and exerting mastery over the world and begin living humbly in it.

- A provocative intervention in Polity’s new Environmental Futures series
- Written by an award-winning author and founder of the field of global environmental politics
- Offers a provocative twist on the debates surrounding ‘rewilding’
- Intriguingly, Wapner sees wildness in deforestation, droughts, climate change, and toxicity – which environmentalists have traditionally seen as destruction

About the Author

Paul Wapner is Professor in the School of International Service at American University.
How can thinkers grapple with the question of the human when they have been dehumanized? How can black thinkers confront and make sense of a world structured by antiblackness, a world that militates against the very existence of blacks?

These are the questions that guide Tendayi Sithole’s brilliant analyses of the work of Sylvia Wynter, Aimé Césaire, Steve Biko, Assata Shakur, George Jackson, Mabogo P. More, and a critique of Giorgio Agamben. Through his careful interrogation of their writings, Sithole shows how the black register represents a uniquely critical perspective from which to confront worlds that are systematically structured to dehumanize. The black register is the ways of thinking, knowing and doing that emerge from existential struggles against antiblackness and that dwell in the lived experience of being black in an antiblack world. The black register is the force of critique that comes from thinkers who are dehumanized, and who in turn question, define, and analyze the reality that they are in, in order to reframe it and unmask the forces that inform subjection.

This book redefines the arc of critical black thought over the last seventy-five years and it will be an indispensable text for anyone concerned with the deep and enduring ways in which race structures our world and our thought.

- Tendayi Sithole is a renowned South African scholar whose work on anti-apartheid activist Steve Biko and black consciousness has been widely read and celebrated
- In this new book, Sithole addresses the fundamental question of what it means to be black in a racist world that is structured by antiblackness. How can black thinkers confront and make sense of a world that militates against the very existence of blacks?
- Guided by this question, Sithole examines the work of a range of seminal thinkers, including Wynter, Césaire, Biko, Shakur, Jackson, More and Agamben
- Throughout these analyses he foregrounds what he terms the black register: the ways of thinking, knowing, and doing that are forged in existential struggles of blackness in an antiblack world

About the Author

Tendayi Sithole is Associate Professor in Political Sciences at the University of South Africa (UNISA).
Post-Democracy After the Crises

Colin Crouch
University of Warwick

Crouch’s provocative argument in *Post-Democracy* has in many ways been vindicated by recent events, but these have also highlighted some weaknesses of the original thesis and shown that the situation today is even worse.

- Colin Crouch is a prominent figure in the social and political sciences and one of the world’s leading authorities on the relations between politics, economics and society; his book *Post-Democracy* has been hugely influential.
- In this brand new follow-up book, Crouch examines not only the ways in which his provocative argument has been vindicated by recent crises, but also how the situation today has worsened.
- While maintaining that much of his thesis remains sound, Crouch argues nonetheless that he had underestimated the value of the institutions supporting democratic order and confronts the challenge of populists who draw upon the complaints of post-democracy.
- A critical update to a path-breaking work, this new book will be essential reading for any student, scholar, or general reader who is interested in contemporary politics and democracy – as well as anyone concerned by current events.

About the Author

Colin Crouch is Professor Emeritus at the University of Warwick, and the External Scientific member of the Max Planck Institute for Social Research at Cologne.

Utopia

Mark Stephen Jendrysik
University of North Dakota

In *Utopia*, Mark Jendrysik examines the multifarious ways utopians have posed the question of how humans might realize truly human values. It will be an invaluable guide for anyone seeking to understand how, for good or ill, utopian aspirations shape our lives, even in times that seem designed to close off dreams of a better world. Human beings universally dream of a better world. For centuries they have expressed their yearning for ways of life that are free from oppression, want and fear, through philosophy, art, film and literature.

- Mark Stephen Jendrysik is a Professor at the University of North Dakota who has worked on utopian political theory and American political thought for decades; he also shares his birthplace with the famed utopian author Edward Bellamy.
- In this new book, Jendrysik examines how humans have dreamt of a better world, and how utopian thinkers have theorized that society might establish true justice and human values.
- This book doesn’t just focus on political theorists like Plato and Thomas More, but also looks at film, art and literary works, such as the novels of Ursula K. Le Guin, making it suitable for students studying utopian ideas and thought in both literary studies and political theory.
- This engaging book will be essential reading for any student, scholar, or reader seeking utopia, even when it feels further away than ever before, in political theory, utopian studies, literary studies and critical theory.

About the Author

Mark Stephen Jendrysik is Professor of Political Science at the University of North Dakota.
The Prophet
The Spirituality Classic
Kahlil Gibran & Tom Butler-Bowdon
Oxford, UK

An accessible and insightful introduction to this timeless spiritual work

The Prophet is a book of 26 inspirational poetry fables written in English by the Lebanese-American poet and writer Kahlil Gibran. Originally published in 1923, it quickly became one of the most famous works of spiritual prose. This profound and inspirational book provides Gibran’s wise and often philosophical wisdom on all aspects of life.

Part of the bestselling Capstone Classics Series edited by Tom Butler-Bowdon, this collectible edition of The Prophet provides an accessible and insightful introduction to this timeless spiritual work.

About the Author

Tom Butler-Bowden was working as a political adviser in Australia when, at 25, he read Stephen Covey’s The 7 Habits of Highly Effective People. Captivated by it and other books in the personal development field, he left his career to write the bestselling 50 Self-Help Classics, the first guide to the personal development literature and a winner of the Benjamin Franklin Award. Tom has also provided critical introductions to self-development and prosperity classics through the Capstone Classics series published by Wiley.

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Developments in Christian Thought for OCR
The Complete Resource for Component 03 of the New AS and A Level Specification

Dennis Brown & Ann Greggs
both of Manchester Grammar School

Developments in Christian Thought for OCR is an ideal guide for students taking the Developments in Religious Thought component of the OCR Religious Studies AS and A Level course. Drawing on insights gained from many years of teaching experience, Ann Greggs’ and Dennis Brown’s landmark book provides a clear, accessible and comprehensive introduction to each of the topics on the course, including Augustine on human nature, death and the afterlife, knowledge of God’s existence, the person of Jesus Christ, Christian moral principles, Dietrich Bonhoeffer, religious pluralism and theology, religious pluralism and society, gender and society, gender and theology, the challenge of secularism, liberation theology and Marx.

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About the Authors

Dennis Brown is the former head of one of the largest departments of Religion and Philosophy in Britain, at Manchester Grammar School. He studied theology and philosophy at Edinburgh, New York and Oxford Universities. In addition to writing books and articles on early church history, he has authored A Level textbooks on Religious Studies and has wide experience of examining, question-paper setting and syllabus development.

Ann Greggs is a teacher in the Religion and Philosophy Department at Manchester Grammar School. She is a graduate of York and Chester Universities.
Durkheim and After
The Durkheimian Tradition, 1893-2020
Philip Smith
Yale University

In this book, Philip Smith examines not only Durkheim’s original ideas, but also reveals how he inspired more than a century of theoretical innovations, identifying the key paths, bridges, and dead ends – as well as the tensions and resolutions – in what has been a remarkably complex intellectual history. Beginning with an overview of the key elements of Durkheim’s mature masterpieces, Smith also examines his lesser-known essays, commentaries and lectures. He goes on to analyse his immediate influence on the *Année Sociologique* group, before tracing the international impact of Durkheim upon modern anthropology, sociology, and social and cultural theory. Smith shows that many leading social thinkers, from Marcel Mauss to Mary Douglas and Randall Collins, have been carriers for the multiple pathways mapped out in Durkheim’s original thought.

This book will be essential reading for any student or scholar seeking to understand this fundamental impact on areas ranging from social theory and anthropology to religious studies and beyond.

- Philip Smith is among the most important and distinguished sociologists in the US, and co-founder of the prominent ‘Strong Programme’ in cultural sociology. He is the co-author of the leading textbook *Cultural Theory: An Introduction*
- In this lucid and comprehensive new book, Smith expertly introduces the key ideas and writings of Emile Durkheim, one of the three main founders of modern sociology, who is taught on all introductory sociology courses
- He then traces Durkheim’s global impact upon fields including anthropology, sociology, and cultural theory, from structural functionalism to modern cultural sociology, covering thinkers such as Marcel Mauss, Talcott Parsons, Mary Douglas and Jeffrey Alexander
- This book is an essential guide not only to Durkheim, but also his legacy, for students and scholars alike, especially on ‘Classic Social Theory’ and ‘Introduction to Sociology’ courses

**About the Author**

Philip Smith is Professor of Sociology at Yale University.
How Social Movements Can Save Democracy
Democratic Innovations from Below
Donatella della Porta
Scuola Normale Superiore

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About the Author

Donatella della Porta is Professor of Political Science and Director of the Centre on Social Movement Studies at the Scuola Normale Superiore. In 2011, she was the recipient of the Mattei Dogan Prize for distinguished achievements in the field of political sociology.
Where do we find intimacy today? In this second edition of her landmark book, Lynn Jamieson provides an updated exploration of the many types of intimate relationships that are formed in modern societies: families, kinship, friendships, parent–child relationships, sexual relationships and couple relationships.

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- Written by a leading expert and former President of the British Sociological Association

About the Author

Lynn Jamieson is Professor of Sociology, Families and Relationships at the University of Edinburgh.
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- Features information on whole-genome and whole-exome sequencing
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About the Authors
Tara Rodden Robinson, PhD, taught in the Department of Fisheries and Wildlife at Oregon State University. Previously, she was an instructor and Postdoctoral Fellow in Genetics in the Department of Biological Sciences at Auburn University, Auburn, Alabama.

Lisa Spock, PhD, is a clinical genomics specialist.

Mindset Mathematics
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Jo Boaler, Jen Munson & Cathy Williams

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About the Authors
Jo Boaler is a co-founder and faculty director of youcubed.
Jen Munson is an assistant professor of learning sciences at Northwestern University.
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CERTIFICATION

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Quentin Docter & Cory Fuchs

World-class preparation for the new Cloud Essentials+ Exam CLO-002

This comprehensive Study Guide helps candidates prepare for the new CompTIA Cloud Essentials+ Exam CLO-002, and is the ideal resource for those seeking to earn this foundational certification. It introduces non-technical professionals, such as marketers, sales people, and business analysts in an IT environment, to cloud technologies. It will also help those with little to no knowledge of cloud computing, who are currently looking to start or advance their career as a cloud administrator. The book covers many of the popular topics a cloud computing professional will need to be familiar with in today’s fast-paced industry.

- Addresses the business principles of cloud environments, their management and technical operations as well as the various aspects of governance, risk, compliance and security for the cloud
- Helps you make clear and conscious decisions about cloud technologies and their business impact
- Includes access to Sybex’s superior online interactive learning environment and test bank, including chapter tests, practice exams, electronic flashcards, and a glossary of key terms

About the Authors

Quentin Docter has over seventeen years of IT experience. He currently works as an IT consultant and author.

Cory Fuchs has worked in IT for over twenty-five years. He specializes in virtualization, messaging/collaboration, telephony, identity management, automation, security, governance, and compliance.
Hands on Hacking
Become an Expert at Next Gen Penetration Testing and Purple Teaming
Matthew Hickey, James McAlonan & Jennifer Arcuri

A hands-on introduction to ethical offensive hacking techniques

*Hands On Hacking* teaches you to see through the eyes of your adversary and apply malicious hacker techniques to better understand real-world risks and defend against malicious hackers. You’ll benefit from the author’s years of experience in the field and from the many users that have been trained in the Hacker House training methods that this book’s authors developed. With this guide, you’ll embark on a journey from the realm of publicly available information, to the network infrastructure of target company, exploring how to access servers, and gathering information. Once the information gathering stage is complete, you’ll learn how to look for flaws and their known exploits—with the use of tools developed by real-world state-actors.

- Offers an engaging introduction to the same hacking techniques that malicious hackers will use against an organization
- Written by world-renowned cybersecurity experts and trainers
- Covers topics of breaching a company from the external network perimeter, hacking internal enterprise systems, and web application vulnerabilities

About the Authors

Matthew Hickey is an expert in offensive security testing, and discovering vulnerabilities used by malicious attackers.

James McAlonan works at Hacker House developing cybersecurity training and testing.

Jennifer Arcuri is a Certified Ethical Hacker and the founder of Hacker House.

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You CAN Stop Stupid
Stopping Losses from Accidental and Malicious Actions
Ira Winkler & Tracy Celaya

A more holistic and layered approach to cybersecurity

Even though most cybersecurity breaches are caused by human errors, preventing damage from cybersecurity breaches takes more than security awareness. It takes a holistic approach to assessing risk combined with technical defenses and countermeasures layered with a security culture and continuous improvement. Only with this kind of defense can organizations hope to prevent crippling cybersecurity breaches. Using lessons from tested and proven disciplines like total quality management, military kill-chain analysis, industrial safety programs, and more Ira Winkler and Dr. Tracey Celaya’s book provides a methodology for analyzing potential attacks and determining appropriate countermeasures to implement—all while measuring the right metrics to determine how your defenses are working and where to continue improving.

- Offers valuable insights on what the most important things to defend are and what the most effective defenses should be for your specific organization
- Written by two respected experts in the cybersecurity community
- Outlines a holistic approach to a multi-layered and multi-faceted cybersecurity framework

About the Authors

Ira Winkler, CISSP, is President of Secure Mentem and is considered one of the world’s most influential security professionals.

Dr. Tracy Celaya, CISSP, is President of Go Consulting Int’l.
Data Science Programming All-In-One For Dummies

John Paul Mueller & Luca Massaron
Indiana University of Pennsylvania

Your logical, linear guide to the fundamentals of data science programming

This friendly guide charts a path through the fundamentals of data science and then delves into the actual work: linear regression, logical regression, machine learning, neural networks, recommender engines, and cross-validation of models. Data Science Programming All-In-One For Dummies is a compilation of the key data science, machine learning, and deep learning programming languages: Python and R. It helps you decide which programming languages are best for specific data science needs. It also gives you the guidelines to build your own projects to solve problems in real time.

- Contains straightforward coverage, and provides simple techniques to access data, manipulate it using clearly described algorithms, and interact with it using code written in one of the three most popular data science languages: Python, R, and Java
- Explains the fundamentals of data science and then delves into the work of the data scientist, from linear and logical regression to machine learning and neural networks

About the Authors

John Paul Mueller is a freelance author and technical editor.

Luca Massaron is a data scientist specializing in organizing and interpreting big data and transforming it into smart data.

Practical Power Plant Engineering

A Guide for Early Career Engineers

Zark Bedalov

- Explains how to select the proper ratings for electrical equipment for specific applications and why
- Investigates the critical requirements for designing power systems to meet the performance requirements of continuous and interrupting duty
- Presents tests of the electrical equipment that prove it is built to the required standards and will meet plant-specific operating requirements

ISBN: 978-1-119-53494-5 • Cloth • €102.00 • Mar 2020 • 340pp

Genomics in the AWS Cloud

Performing Genome Analysis Using Amazon Web Services

David Wall & Catherine Vacher

Perform genome analysis and sequencing of data with Amazon Web Services

Genomics in the AWS Cloud enables a person who has moderate familiarity with AWS Cloud to perform full genome analysis and research. Using the information in this book, you’ll be able to take a FASTQ file containing raw data from a lab or a BAM file from a service provider and perform genome analysis on it. You’ll also be able to identify potentially pathogenic gene sequences. Whether you’re just getting started or have already been analyzing genomics data using the AWS Cloud, this book provides you with the guidance needed to use AWS services and features in ways that will make the most sense for your genomic research.

ISBN: 978-1-119-57337-1 • Paper • €45.90 • Mar 2020 • 360pp
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- Written by a pioneer: Jaime Frejlich's research breakthroughs defined the field of dynamic holographic recording
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*Cloth*  
*€115.00*  
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*Previous Edition:* 978-0-470-63021-1

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**QuickBooks 2020 All-In-One For Dummies**  
Stephen L. Nelson

*The quickest way to do the books for small business owners and managers*

No one looks forward to doing the finances: that’s why *QuickBooks 2020 All-In-One For Dummies* is on hand to help get it over with as quickly and painlessly as possible. This comprehensive one-stop reference combines 8 mini-books in one, all written in plain and simple language that makes it easy for even the most accounts-averse to get the most out of the latest version of the QuickBooks software and save time. Written and revised by financial expert Stephen Nelson, the latest version of this invaluable guide takes you step-by-step through every aspect of small business accounting procedures, including understanding the fundamentals of double-entry bookkeeping, setting up and administering the QuickBooks system, and carrying out complex tasks such as ratio analysis and capital budgeting.

- Contains the practical answers needed to get the most out of the latest version of QuickBooks
- Provides extensive coverage on accounting chores, financial management, business planning, and much more
- Addresses how to write a business plan and create a forecast, use profit-volume-cost analysis tools, prepare financial statements and reports, and protect your financial data

**About the Author**  
*Stephen L. Nelson* is a CPA in Redmond, Washington, where he provides accounting, business advisory, and tax planning and preparation services to small businesses.
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