



# Wiley New Books

July 2019

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# Table of Contents

## Business

- Business Skills
- Entrepreneurship
- Leadership & Management
- Marketing
- Self Help

<b>1</b>	Linguistics	21
2	Literature	21
2	Media & Communication Studies	22
3	Philosophy	23
6	Politics	26
7	Psychology	27

## Consumer

- Music

<b>8</b>	<b>Science</b>	<b>29</b>
9	Data Science	30
	Earth & Environmental Science	30

## Finance & Accounting

- Accounting & Auditing
- Banking
- General Finance & Investing
- Investment Management
- Trading

<b>10</b>	Mathematics & Statistics	30
11	Materials Science	31
13	Physics	31

## Technology, Engineering, Architecture & Construction

<b>14</b>	<b>32</b>
-----------	-----------

## Health Sciences

- Medicine
- Veterinary Science

<b>15</b>	Communications Technology	33
16	Computing	33
17	Computing security	33
	Electrical & Electronics Engineering	34

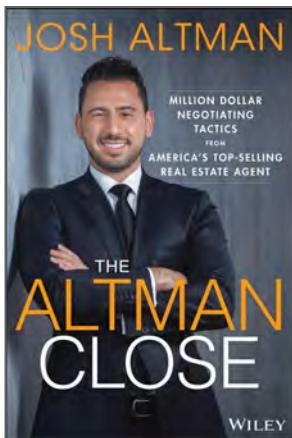
## Humanities & Social Sciences

- Classics
- Cultural Studies

<b>18</b>	Engineering	34
19	Networking	34
20	Programming	34

# Business





**ISBN:** 978-1-119-56011-1  
Cloth • 256pp • Apr 2019  
€22.90

## The Altman Close

### Million-Dollar Negotiating Tactics from America's Top-Selling Real Estate Agent

Josh Altman

*Million-Dollar Listing Los Angeles* co-star Josh Altman covers what it takes to close your biggest real estate deals

The most important move in business is The Close. Closing a buyer on a house—one of the biggest deals in anyone's life, is especially demanding. It requires emotional intelligence and a special set of negotiating skills, but if you learn them you can become an awesome closer in real estate. Author Josh Altman the brash co-star of the hit Bravo TV show, *Million-Dollar Listing Los Angeles*, knows because he's closed \$3 billion in real estate deals. His new book breaks down the art of the real estate close into 3 simple parts: *Opening* (you have to get the business to do the business), the *Work* (lots of sweat gets generated from first to last handshake and he'll show you how he sets it all up for that one moment you work towards) and the *Close*.

- Highlights the traits of a successful closer—habits to build in yourself and your team
- Reveals how to build and market your reputation—it's the key to opening

#### About the Author

**Josh Altman** is the co-star of the hit Bravo TV show, *Million-Dollar Listing Los Angeles*.



## Faster Disaster Recovery

### The Business Owner's Guide to Developing a Business Continuity Plan

Jennifer H. Elder

#### Protect your company's finances as well as its reputation in the event of a disaster

Successful disaster planning can not only limit the damage of an unforeseen disaster, but also minimize daily mishaps—such as the mistaken deletion of files—and increase a business's overall efficiency. *Faster Disaster Recovery* provides a 10-step approach for business owners on creating a disaster recovery plan—from both natural and man-made events. Each chapter ends with “Questions to Ask Yourself”. In addition, there are numerous examples and worksheets throughout the book to help you put what you've learned into practice.

**Series:** AICPA • **ISBN:** 978-1-119-57096-7 • Paper • €22.90 • Apr 2019 • 192pp



## Thank You For Disrupting

### The Disruptive Business Philosophies of The World's Great Entrepreneurs

Jean-Marie Dru

#### The innovative ideas and business philosophies of the world's greatest entrepreneurs

*Thank You for Disrupting* explains the most important ideas of twenty of the world's greatest entrepreneurs, including Steve Jobs, Carlos Ghosn, Sergey Brin, and Brian Chesky. The disruptive ideas fall into categories of leadership, innovation, social responsibility, brand, and culture. For each of these themes, the author explains: the most important innovative ideas that made the entrepreneur's company billions of dollars; how their innovation and ideas influenced the business world in general; and how the average business owner, leader, or manager can implement these disruptive ideas in their own organizations.

**ISBN:** 978-1-119-57565-8 • Cloth • €26.90 • May 2019 • 256pp



**ISBN:** 978-1-119-57866-6  
 Cloth • 256pp • May 2019  
 €26.90

## Strategic Doing

### Ten Skills for Agile Leadership Cloth

Edward Morrison, Scott Hutcheson, Elizabeth Nilson, Janyce Fadden & Nancy Franklin

**Develop a better approach to strategy with the insights found here**

Increasing business complexity and the emergence of networks is changing the practice of strategic management. In today's world, collaboration is essential to meet these, and other challenges we face. *Strategic Doing* will teach you how to form collaborations quickly, move toward measurable outcomes, and make adjustments along the way. Throughout these pages, *Strategic Doing* will enable you to design and guide new networks that generate innovative solutions. This is a new strategy discipline that is lean, agile, and fast—just what organizations, communities, and regions need to survive and thrive in the years ahead.

- Introduces you to the new disciplines of agile strategy and collaborative leadership
- Discusses how this new idea of collaboration can be used to accelerate innovation

#### About the Authors

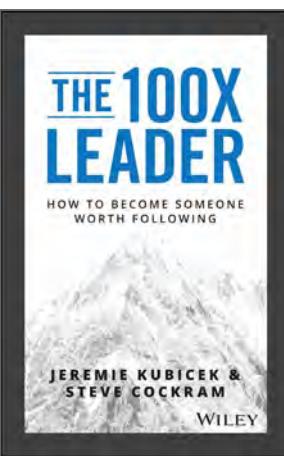
**Scott Hutcheson** is the Associate Director of Purdue Agile Strategy Lab.

**Edward Morrison** is the founder of pf Agile Strategy Lab.

**Janyce Fadden** is the Director of Strategic Engagement for the College of Business at the University of North Alabama.

**Elizabeth Nilson** is the senior program director of Purdue's Agile Strategy Labs.

**Nancy Franklin** is an Associate Professor of Cognitive Science at Stony Brook University.



**ISBN:** 978-1-119-51944-7  
 Cloth • 240pp • Mar 2019  
 €22.90

## The 100X Leader

### How to Become Someone Worth Following

Jeremie Kubicek & Steve Cockram

**Discover what it takes to become a real leader**

Forget everything you know about motivating others and building a harmonious workplace. If you want to get the best out of people, you must be willing to fight. But, that doesn't mean you become a dominator, nor does coddling others work. The best leader you've ever had in your life was a liberator—someone willing to fight for your highest good, even at a personal cost. In *The 100X Leader*, global leadership experts Jeremie Kubicek and Steve Cockram explain what makes these leaders so unique, how to become that person yourself, and how to share the same gift with others.

- Will help you discover how to be one of the few individuals that people want to actually follow
- Addresses how to overhaul entire cultures by focusing on the transformation and empowerment of sub-culture leaders

#### About the Authors

**Jeremie Kubicek** is an international speaker, bestselling author, and consultant to top-level executives and leaders around the world.

**Steve Cockram** is an international speaker and consultant to top-level executives and global multinational leadership teams.

## The Backpack

# The Backpack

## How to Understand and Manage Yourself While Loving Others Along the Way

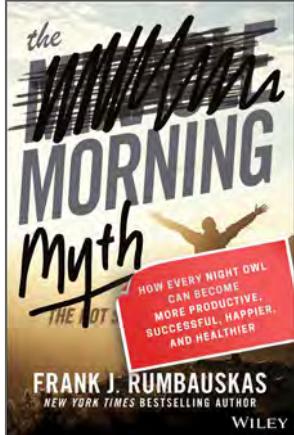
Tim A. Gardner

An engaging fable on the importance of finding self-awareness

Self-awareness is like a backpack. To be fully equipped to succeed on the journey of life, we need to know and accept which backpack is ours, decide what we need to put in it or take out of it, and be fully aware of how our backpacks are impacting all of the other passengers around us. *The Backpack* is a poignant, real, and funny story of a day in the life of Jon, Sofia, and Buddy whose pathways ultimately merge on a life-changing flight. Jon is a hurried, judgmental, and angry traveler on an unintended journey of discovering how little self-awareness he has. Sofia is the wise flight attendant who understands the importance of appreciating your personality, living by your core values, mentally preparing for your day, and packing your backpack wisely. And there is Buddy: the kind, seasoned, quick-witted, down-home cowboy whose goal in life is to be a genuine friend to those on his path as he helps them to enjoy the ride of life by fully grasping the importance of their backpacks.

### About the Author

**Tim A. Gardner** is a senior consultant with the Flippen Group, a world-wide leader in self-awareness training.



**ISBN:** 978-1-119-53775-5  
Cloth • 256pp • Jul 2019  
€22.90

# The Morning Myth

## How Every Night Owl Can Become More Productive, Successful, Happier, and Healthier

Frank J. Rumbauskas

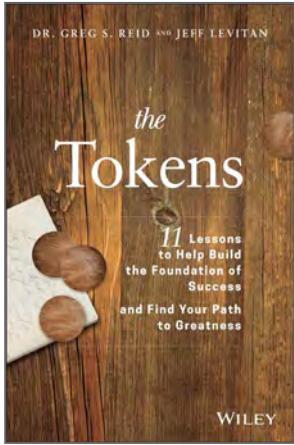
If you're more productive at night, make this the next book you read

Society largely praises early risers, while maligning so-called "night owls." However, countless research studies have consistently shown that night owls are more successful and wealthier than early risers. *The Morning Myth* intends to prove this, and to show that, indeed, night owls are generally more successful in life than early risers. This book will restore self-confidence to night owls and help them achieve more on their natural schedules—while also informing employers on just how much productivity they're losing by forcing night owls to be at work bright and early. It also advises them on how to schedule both early risers and night owls for maximum productivity to the employer and maximum happiness for the employee.

- Includes interviews of successful night owls and tells their stories
- Written by a bestselling author and expert in this area
- Details specific strategies you can immediately use to work during the time you're naturally most productive

### About the Author

**Frank J. Rumbauskas** is the author of *Selling Sucks*, *The Never Cold Call Again Playbook*, and the *New York Times* bestseller *Never Cold Call Again*.



**ISBN:** 978-1-119-54756-3  
Cloth • 128pp • Jan 2019  
€21.90

## The Tokens

### 11 Lessons to Help Build the Foundation of Success and Find Your Path to Greatness

Greg S. Reid & Jeff Levitan

**Discover the critical lessons to creating a great business**

*The Tokens* is a business fable that tells the story of Eric, a craftsman and builder, and his relationship with his multimillionaire mentor, Carl. When Eric agrees to dismantle Carl's log cabin he embarks on a journey of discovery that helps him learn the lessons for creating a successful business. Told through the lens of an engaging story, *The Tokens* clearly defines the elements for creating a thriving company. Join Eric as he discovers how to develop tolerance and understanding, profit from failure, build confidence and gain gratitude, and much, much more.

- Contains business lessons that help to build a foundation of success that is so vital for sustaining growth and overcoming challenges
- Outlines the eleven points for developing and maintaining a successful business
- Explains how to build confidence, become a person of integrity and optimism, create successful relationships, learn to overcome obstacles, and much more

#### About the Author

**Greg S. Reid** is a well-known keynote speaker, entrepreneur, CEO, and motivational speaker.

**Jeffrey S. Levitan** is a business leader, entrepreneur, and philanthropist.



## Governance in the Digital Age

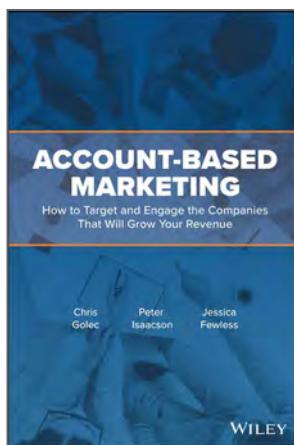
### A Guide for the Modern Corporate Board Director

Dottie Schindlinger & Brian Stafford

**Get up-to-speed on how technology is changing the face of corporate governance**

*Governance in the Digital Age* seeks to chart the technology-fueled changes taking place in the field of corporate governance, and describe the impact these changes are having on boards and the enterprises they govern. The book also attempts to describe what the future could look like once companies truly embrace the power of technology to change governance. Additionally, this reliable resource provides a set of "suggested action steps" for companies and their boards focused on ways they can leverage technology tools to enhance governance immediately.

**ISBN:** 978-1-119-54670-2 • Cloth • €22.90 • Apr 2019 • 208pp



**ISBN:** 978-1-119-57200-8  
Cloth • 208pp • Apr 2019  
€31.90

## Account-Based Marketing

### How to Target and Engage the Companies That Will Grow Your Revenue

Chris Golec, Peter Isaacson & Jessica Fewless

**Break out of the old-school mold and boost your sales with an innovative marketing strategy**

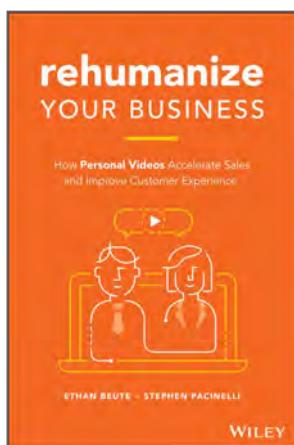
Account-Based Marketing (ABM) has exploded in the last two years and is now a leading trend, with over sixty companies presenting ABM solutions to the market or messaging ABM users. But despite the clear advantages of ABM, there continues to be a significant amount of confusion around just how to implement it. Written by the leaders behind successful marketing firm Demandbase, *Account-Based Marketing* will guide you in executing a world-class ABM strategy from start to finish. Leave behind outdated, ineffective marketing methodology and grow your enterprise using Account-Based Marketing. From building the right target account list and understanding the impact of ABM on marketing programs, to selling ABM within an organization and finding budget for the strategy, you'll find it all right here.

#### About the Authors

**Chris Golec** is the founder and CEO of Demandbase, a leader in the white-hot Account-Based Marketing space.

**Peter Isaacson** is the CMO of Demandbase.

**Jessica Fewless** is the Vice President of Demandbase.



**ISBN:** 978-1-119-57626-6  
Cloth • 200pp • May 2019  
€22.90

## Rehumanize Your Business

### How Personal Videos Accelerate Sales and Improve Customer Experience

Ethan Beute & Stephen Pacinelli

**A reliable guide for anyone who needs to win through relationships and referrals**

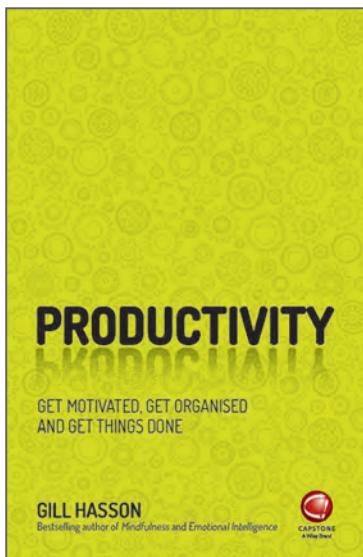
Every day, most working professionals entrust their most important messages to one form of communication—email. Unfortunately, this doesn't build trust, provide differentiation, or communicate clearly enough. Over the past decade, a community of sales professionals has pioneered a better way of selling—using simple, one-to-one videos in email to restore face to face communication and a personal, human touch to their communication. This book explains how any salesperson can most effectively add personal video messages to their emails with customers and prospects—and dramatically improve their business relationships and sales. It discusses the what, why, and how of the “relationships through video” movement, and how to replace some of the plain, typed-out text communication with simple webcam and smartphone videos.

- Learn how to send effective one-to-one videos and boost your sales dramatically
- Helps you take advantage of combining new technology with the personal touch most customers today still expect

#### About the Authors

**Ethan Beute** is Vice President of Marketing at BombBomb, an industry leader in personal video messaging.

**Stephen Pacinelli** is BombBomb's Chief Marketing Officer.



**ISBN:** 978-0-85708-784-3  
Paper • 224pp • Apr 2019  
€13.90

# Productivity

## Get Motivated, Get Organised and Get Things Done

Gill Hasson

**Gill Hasson shows you how to get things done *without* getting stressed out**

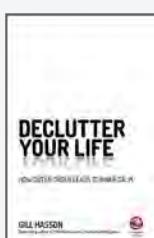
*Productivity*, from bestselling author Gill Hasson, looks at personal productivity—being more productive and efficient, but without more stress. The reliable resource is a practical tool that will help you figure out ways to be more productive that work for you rather than ways that work for other people. It will skillfully show you how to solve the problem of doing too many things too inefficiently. Some people are naturals at personal productivity, whereas others have to learn it. *Productivity* expertly explains how to: develop a personal productivity mindset, plan your time purposefully, figure out when you have the most energy for different types of tasks, make the best use of your skills and strengths, and so much more. Useful for anyone in any walk of life, this book will help you discover and implement your own productivity enhancements, one new habit at a time.

- Examines strategies to help you feel less stressed, less overwhelmed, and instead much happier, healthier, and more productive
- Discusses how and when you should delegate
- Provides the tools you need to manage your time in your own way
- Offers proven techniques to managing setbacks to productivity

### About the Author

**Gill Hasson** is a career coach with over 20 years of experience in the areas of personal and career development. She is also a freelance tutor/teacher in mental health issues for mental health organizations. Gill is the bestselling author of *Mindfulness* and *Emotional Intelligence*.

## Also Available Titles



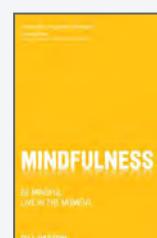
### Declutter Your Life

How Outer Order Leads to  
Inner Calm  
Gill Hasson  
ISBN: 978-0-85708-737-9  
€TBA



### Positive Thinking

Find happiness and  
achieve your goals through  
the power of positive  
thought  
Gill Hasson  
ISBN: 978-0-85708-683-9  
€TBA

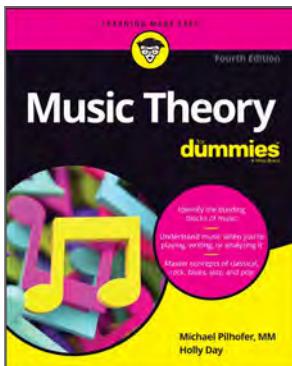


### Mindfulness

Be mindful. Live in the  
moment.  
Gill Hasson  
ISBN: 978-0-85708-444-6  
€TBA

# Consumer





**ISBN:** 978-1-119-57552-8  
**Paper • 336pp • Jul 2019**  
**€21.90**

**Previous Edition:**  
 978-1-118-99094-0

# Music Theory For Dummies, 4th Edition

Michael Pilhofer & Holly Day

Get more out of music with this essential guide

*Music Theory For Dummies* makes music theory easy to understand, with a friendly, unintimidating overview of everything you need to know to become fluent at knocking out beats, reading musical scores, and learning to anticipate where a song should go. Whether you're a music student or a music lover, you'll learn to read, write, and understand music with this informative guide. With expert instruction, you'll put it all together as you compose, arrange, and create original melodies, harmonies, and chords of your own, with helpful tips for performing your pieces in front of an audience. This new *Fourth Edition* presents the most current teaching techniques, the newest music genres and examples, and updated information on all aspects of understanding, creating, and performing music.

- Master major and minor scales, intervals, pitches, and clefs
- Understand basic notation, time signals, tempo, dynamics, and navigation

## About the Author

**Michael Pilhofer** holds a Masters of Music in Music Education with a Jazz Emphasis from the Eastman School of Music, and a Bachelor of Music Degree in Jazz Performance from the University of Miami.

**Holly Day's** work has appeared in more than 3,000 print and electronic publications internationally.



# Finance & Accounting



## Accounting Guide

### Brokers and Dealers in Securities 2018

AICPA

**Your annual accounting guide providing industry-specific information related to brokers and dealers in securities**

From new best practices to interpretive guidance to industry-specific considerations, this 2018 edition gives accountants and financial managers the up-to-date guidance needed to be able to tailor their operations with the most current standards and regulations. Coverage includes: updates from key industry regulators; illustrative sample compliance reports and sample exemption reports; comprehensive examples of financial statements, disclosures, and supplementary schedules; and discussions and interpretive guidance associated with industry specific financial reporting and regulatory compliance.

**Series:** AICPA • **ISBN:** 978-1-945498-99-2 • Paper • €91.90 • Feb 2019 • 464pp • **Previous Edition:** 978-1-945498-32-9



## Audit and Accounting Guide

### Gaming 2018

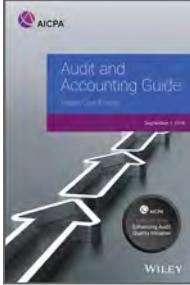
AICPA

**Strategies for handling audit and accounting issues common to entities in the gaming industry**

Developed by leading experts, this guide delivers proven "how-to" strategies for handling audit and accounting issues common to entities in the gaming industry—so accounts and financial managers can provide high-quality services to their clients. Updated for recent auditing standards, this guide summarizes new standards, guidance, and practices explaining the numerous activities specific to gaming entities and provides information regarding accounting and auditing for many types of gaming industry issues.

**ISBN:** 978-1-948306-09-6 • Paper • €91.90 • Jan 2019 • 432pp •

**Previous Edition:** 978-1-945498-90-9



## Audit and Accounting Guide

### Health Care Entities, 2018

AICPA

**The most trusted guide to understanding the specialized accounting and regulatory requirements of the health care industry**

Considered the industry's standard resource, this guide helps accountants and financial managers understand the complexities of the specialized accounting and regulatory requirements of the health care industry. Updated for 2018, this edition has been prepared and reviewed by industry experts and provides hands-on, practical guidance for those who work in and with health care entities. A critical resource for auditors, this edition includes new accounting standards and relevant GASB and FASB updates—including those related to private companies.

**Series:** AICPA Audit and Accounting Guide • **ISBN:** 978-1-948306-15-7 • Paper • €91.90 • Jan 2019 • 720pp

**• Previous Edition:** 978-1-945498-46-6



## Audit Risk Alert

### General Accounting and Auditing Developments 2018/19

AICPA

**Timely business, economic, and regulatory insights that will ensure accountants understand the environments in which they and their clients are operating**

Containing descriptions of all recent auditing, accounting, and regulatory developments, this 2018/19 alert will ensure that accountants have a robust understanding of the business, economic, and regulatory environments in which they and their clients operate. In addition, accountants will gain a full understanding of emerging practice issues, with targeted analysis of new developments and how they may affect their engagements.

**Series:** AICPA • **ISBN:** 978-1-948306-29-4 • Paper • €55.90 • Jan 2019 • 96pp



## Audit Risk Alert

### Government Auditing Standards and Single Audit Developments

AICPA

#### A focused look at areas of change in audits performed under the Uniform Guidance

This *Audit Risk Alert* highlights areas of change in audits performed under the Uniform Guidance, focusing on areas which may be challenging or frequently misunderstood. It also discusses emerging practice issues and current developments related to entities subject to an audit performed under Government Auditing Standards and the OMB Uniform Guidance and provides information to help you identify significant risks that may affect an audit of entities receiving federal awards.

**Series:** AICPA • **ISBN:** 978-1-948306-27-0 • Paper • €920.00 • Jan 2019 • 48pp • **Previous Edition:** 978-1-945498-68-8



## Tax Planning and Compliance for Tax-Exempt Organizations, Fifth Edition 2019 Cumulative Supplement

### Rules, Checklists, Procedures

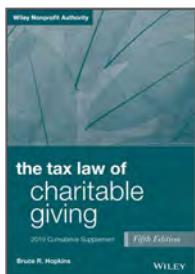
Jody Blazek

Blazek, Rogers, and Vetterling

#### The essential time-saving supplement to the latest in nonprofit tax rules, regulations, and procedures

Tax rules and regulations change annually, and nonprofit organizations know that staying compliant means staying up to date. But wading through tax code is less than helpful in the field, whereas the clear, practically oriented instruction inside provides the quick reference accountants, lawyers, and executives need. In the latest edition of *Tax Planning and Compliance for Tax-Exempt Organizations*, you'll find straightforward information on changing Unrelated Business Income (UBI) rules, joint ventures, sponsorships, deductions against UBI, preparation of IRS forms, and much more.

**Series:** Wiley Nonprofit Authority • **ISBN:** 978-1-119-53819-6 • Paper • €142.00 • Mar 2019 • 208pp



## The Tax Law of Charitable Giving, Fifth Edition 2019 Cumulative Supplement

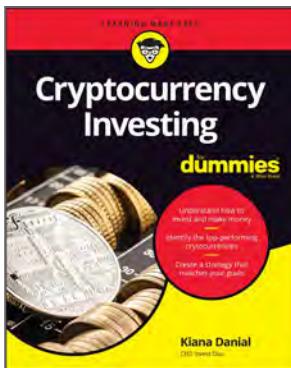
Bruce R. Hopkins

Member, District of Columbia Bar

### The 2019 Supplement to The Tax Law of Charitable Giving, Fifth Edition

This *2019 Supplement to The Tax Law of Charitable Giving, Fifth Edition* is written in plain English, and can help lawyers, managers, and development directors in tax-exempt organizations make sure they are up to date on all current regulations pertaining to charitable gifts. Detailed documentations and citations are provided. As well, references to regulations, rulings, cases, and tax literature are included. Professionals can ensure they are well prepared to make decisions about their organization's fund-development program with this Supplement in hand.

**ISBN:** 978-1-119-53932-2 • Paper • €142.00 • Apr 2019 • 192pp



**ISBN:** 978-1-119-53303-0  
**Paper • 360pp • Apr 2019**  
**€24.90**

# Cryptocurrency Investing For Dummies

Kiana Danial

**The ultimate guide to the world of cryptocurrencies**

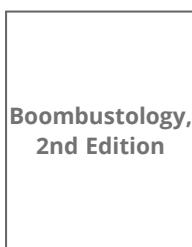
While the cryptocurrency market is known for its volatility—and this volatility is often linked to the ever-changing regulatory environment of the industry—the entire cryptocurrency market is expected to reach a total value of \$1 trillion this year. If you want to get in on the action, this book shows you how. *Cryptocurrency Investing For Dummies* offers trusted guidance on how to make money trading and investing in the top 200 digital currencies, no matter what the market sentiment. You'll find out how to navigate the new digital finance landscape and choose the right cryptocurrency for different situations with the help of real-world examples that show you how to maximize your cryptocurrency wallet.

- Reveals how the cryptocurrency market works
- Discusses the best practices for choosing the right cryptocurrency
- Highlights the right platforms to make the best investments

## About the Authors

**Kiana Danial** is an award-winning, internationally recognized personal investing and wealth management expert.

## GENERAL FINANCE & INVESTING



**Boombustology,  
2nd Edition**

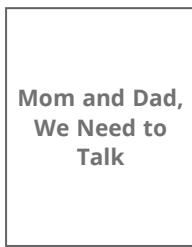
**Boombustology, 2nd Edition**  
**Spotting Financial Bubbles Before They Burst**  
 Vikram Mansharamani

**A multi-disciplinary framework through which to spot financial bubbles before they burst**

The world is in the midst of an accelerating sequence of booms and busts, and despite these developments, no organized multidisciplinary framework exists for thinking about them. With the increased complexity and volatility surrounding financial bubbles, we need a more effective way to spot, and understand, these events. The framework found within these pages offers a robust understanding of the dynamics that precede, fuel, and ultimately reverse financial market extremes. Regardless of your economic or financial background, *Boombustology, Second Edition* will put you in a better position to spot financial bubbles before they burst.

**ISBN:** 978-1-119-57560-3 • Cloth • €27.90 • Apr 2019 • 304pp •

**Previous Edition:** 978-0-470-87946-7



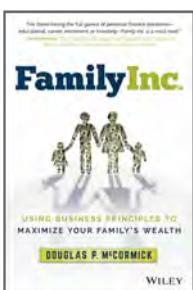
**Mom and Dad,  
We Need to  
Talk**

**Mom and Dad, We Need to Talk**  
**How to Have Essential Conversations with Your Parents About Their Finances**  
 Cameron Huddleston

**Learn to start open, productive talks about money with your parents as they age**

As your parents age, you may find that you want or need to broach the often-difficult subject of finances. In *Mom and Dad, We Need to Talk* you'll learn the best ways to approach this issue, along with a wealth of financial and legal information that will help you help your parents into and through their golden years.

**ISBN:** 978-1-119-53836-3 • Cloth • €26.90 • Jul 2019 • 240pp

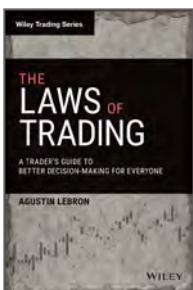
**Family Inc.****Using Business Principles to Maximize Your Family's Wealth**

Douglas P. McCormick

**Actionable, practical CFO training for the Family Chief Financial Officer**

*Family Inc.* is not just a personal finance book, it is a “how to” guide for achieving financial security. By borrowing time tested principles used in business and applying them to family financial planning, *Family Inc.* provides a powerful framework for navigating all of life’s big financial decisions. You will learn how to think strategically as the Family Chief Financial Officer; how to make investments in education and yourself to benefit your career; how to use various financial products; how to think like an entrepreneur; how to achieve peace of mind in retirement; and how to teach your family these important life skills.

**ISBN:** 978-1-119-57741-6 • Paper • | €19.90 • Feb 2019 • 272pp

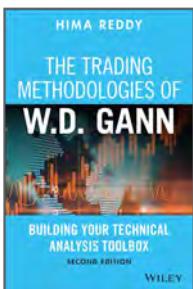
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Hima Reddy

**How to spot patterns, identify opportunities, and grow your technical analysis skills**

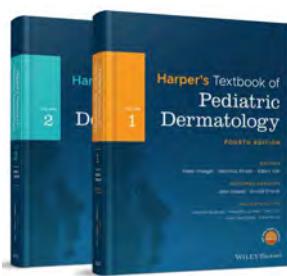
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# Health Sciences





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Prof. John Harper, Prof. Dr. Arnold P. Oranje, Christine Bodemer,  
Dr. Margarita Larralde, David Luk, Vibhu Mendiratta & Diana Purvis  
Professor and Head of Pediatric Demratology, Cathjolic Children's Hospital,  
Hamburg and Department of Dermatology, University of Hamburg, Germany;  
Academic Lead Clinician, Dept of Paediatric Dermatology, Great Ormond Street  
Hospital, London, UK; Assistant Professor, Director of Pediatric Dermatology,  
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### About the Authors

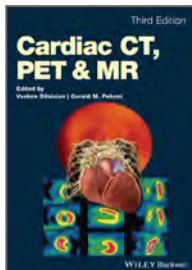
**Peter Hoeger** MD, Professor and Head of Pediatric Demratology, Cathjolic Children's Hospital, Hamburg and Department of Dermatology, University of Hamburg, Germany

**Veronica Kinsler** MD, Academic Lead Clinician, Dept of Paediatric Dermatology, Great Ormond Street Hospital, London, UK

**Albert Yan** MD, Assistant Professor, Director of Pediatric Dermatology, Children's Hospital of Philadelphia, University of Pennsylvania, USA

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**Arnold Oranje** MD, Formerly Professor in Pediatric Dermatology, Department of Pediatrics, Erasmus Medical Center, Rotterdam, Netherlands



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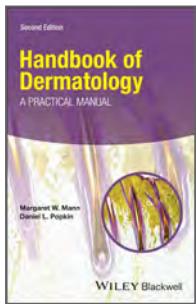
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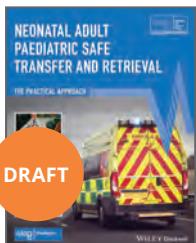
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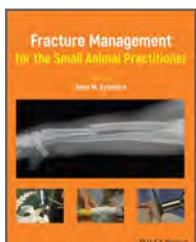
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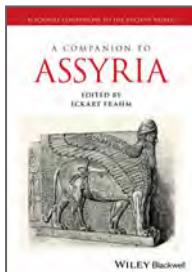
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# Manufacturing Happy Citizens

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- Edgar Cabanas and Eva Illouz are renowned scholars who work on the sociology of emotions, particularly modern love and happiness. Illouz has a high international reputation and is the author of many books that are very well known
- This book is a powerful critique of the modern preoccupation with happiness. The authors dissect the science and industry of happiness, mapping out its coercive strategies and highlighting its hidden costs
- Cabanas and Illouz argue that the neoliberal alliance between psychologists, economists and self-development gurus has given rise to a new and oppressive form of government and control in which happiness has been woven into the fabric of power
- Thought-provoking and timely, this book will be essential reading for anyone interested in happiness, well-being, positive psychology, and the proliferation of self-help culture

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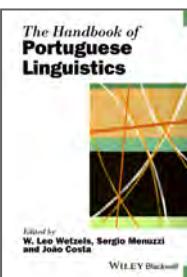
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## About the Authors

**Edgar Cabanas** is Professor of Educational Psychology at the Universidad Camilo José Cela in Madrid.

**Eva Illouz** is Director of Studies at École des Hautes Études en Sciences Sociales in Paris.

## LINGUISTICS



### The Handbook of Portuguese Linguistics

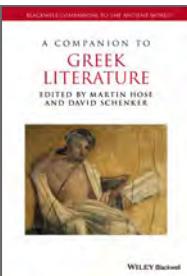
W. Leo Wetzel, Sergio Menuzzi & Joao Costa

*The Handbook of Portuguese Linguistics* presents a comprehensive overview of research within the Brazilian and European variants of the Portuguese language. It includes chapters focusing on the key areas of linguistic study, including phonetics, phonology, morphology, syntax, semantics, pragmatics, linguistic change, language variation and contact, and acquisition.

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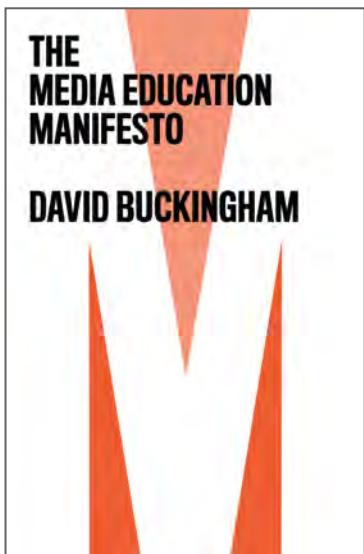
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*A Companion to Greek Literature* presents a comprehensive introduction to the wide range of texts and literary forms produced in the Greek language over the course of a millennium beginning from the 6th century BCE up to the early years of the Byzantine Empire.

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# The Media Education Manifesto



David Buckingham

In the age of social media, fake news and data-driven capitalism, the need for critical understanding is more urgent than ever. Half-baked ideas about 'media literacy' or panic-stricken responses to online risk will lead us nowhere; we need a more comprehensive and coherent educational approach. All of us need to think critically about how media work, how they communicate, how they represent the world, and how they are produced and used.

In this manifesto, leading scholar David Buckingham makes a passionate case for media education. He outlines its key aims and principles, and explores how it can and should be updated to take account of the changing media environment.

Concise, authoritative and forcefully argued, *The Media Education Manifesto* is essential reading for anyone involved in media and education, from scholars and practitioners to students and their parents.

- The first book in Polity's ambitious new Manifesto Series, in which leading scholars challenge the status quo by presenting much-needed re-assessments of their disciplines and the contributions they can make to the academic community and wider society
- Written by a senior and seminal media education scholar and academic
- Makes a bold case for how and why media education needs to be radically shaken up to meet the challenges of the new media environment
- A groundbreaking text that will be of as much value to students and their parents as to scholars and practitioners

## About the Author

**David Buckingham** is Emeritus Professor of Media and Communication at Loughborough University and Visiting Professor at Kings College London.



# Politics and Aesthetics

Jacques Rancière and Peter Engelmann



In this book the influential philosopher Jacques Rancière, in discussion with Peter Engelmann, explores the enduring connection between politics and aesthetics, arguing that aesthetics forms the fundamental basis for social and political upheaval.

Beginning from his rejection of structuralist Marxism, Rancière outlines the development of his thought from early studies on workers' emancipation to his recent investigations of literature, film and visual art. Rather than simply discussing aesthetics within narrow terms of how we contemplate art or beauty, Rancière argues that it underpins our entire 'regime of experience'. Focussing on political relations in particular, he shows how these develop fundamentally from sensual experience, as individual feelings and perceptions become the concern of the community as a whole. Since politics emerges from the 'division of the sensual', aesthetic experience becomes a radically emancipatory and egalitarian means to disrupt this order and transform political reality.

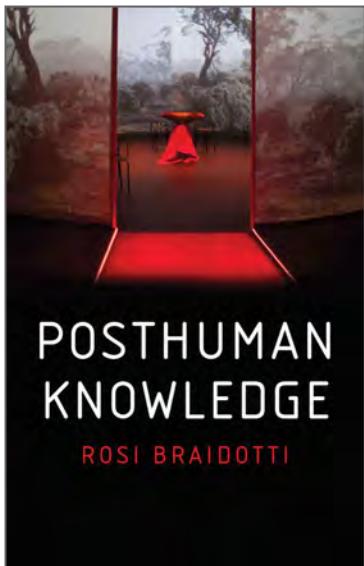
Investigating new forms of emancipatory politics arising from current art practices and social movements, this short book will appeal to anyone interested in contemporary art, aesthetics, philosophy and political theory.

- Jacques Rancière is a very well-known contemporary French philosopher. He has a big following in the English speaking world and many of his works having been published in English
- Rather than seeing aesthetics as simply about how we understand beauty, in these conversations Rancière shows how sensual experience underpins the whole of human life
- Rancière draws out the political implications of this, showing how politics is essentially the process by which individual perceptions and feelings about the world become communal. Artistic practices, with their appeal to the senses, are therefore an essential means to realise political change
- This short book will be of appeal greatly to the many readers of Rancière's work, as well as those interested in contemporary art, aesthetics, philosophy and political theory

## About the Author

**Jacques Rancière** is a leading French philosopher and Professor Emeritus of Philosophy at the University of Paris-St. Denis. His many books include *The Politics of Literature*, *Aesthetics and Its Discontents* and *The Future of the Image*.

**Peter Engelmann** is a publisher, philosopher and editor at Passagen Verlag.



# Posthuman Knowledge



Rosi Braidotti

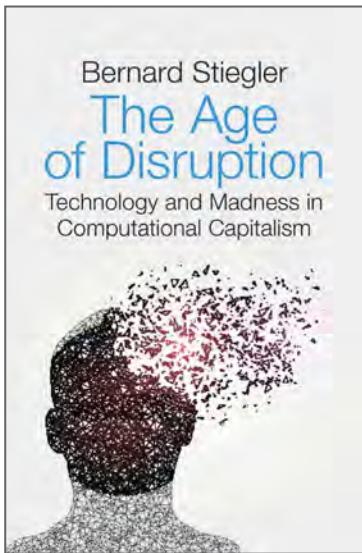
The question of what defines the human, and of what is human about the humanities, have been shaken up by the radical critiques of humanism and the displacement of anthropomorphism that have gained currency in recent years, propelled in part by rapid advances in our knowledge of living systems and of their genetic and algorithmic codes coupled with the global expansion of a knowledge-intensive capitalism.

In *Posthuman Knowledge*, Rosi Braidotti takes a closer look at the impact of these developments on three major areas: the constitution of our subjectivity, the general production of knowledge and the practice of the academic humanities. Drawing on feminist, postcolonial and anti-racist theory, she argues that the human was never a neutral category but one always linked to power and privilege. Hence we must move beyond the old dualities in which Man defined himself, beyond the sexualized and racialized others that were excluded from humanity. *Posthuman knowledge*, as Braidotti understands it, is not so much an alternative form of knowledge as a critical call: a call to build a multi-layered and multi-directional project that displaces anthropocentrism while pursuing the analysis of the discriminatory and violent aspects of human activity and interaction wherever they occur. Situated between the exhilaration of scientific and technological advances on the one hand and the threat of climate change devastation on the other, the posthuman convergence encourages us to think hard and creatively about what we are in the process of becoming.

- Rosi Braidotti is widely regarded as one of the leading feminist and poststructuralist theorists of her generation
- In this groundbreaking new work, Braidotti argues that 'the posthuman condition' is not a crisis but an opportunity for the humanities to reinvent themselves and to create dynamic new fields of trans-disciplinary knowledge – what she calls the Critical Posthumanities
- This book maps out and moves forward this new emerging field of the Critical Posthumanities in a short, manifesto-style text at the cutting-edge of debates in the humanities today
- This book will be essential reading for any student or scholar working in the humanities, particularly in the fields of philosophy, ethics, and feminism

## About the Author

**Rosi Braidotti** is a Distinguished University Professor at Utrecht University and founding Director of the Centre for the Humanities.



**ISBN:** 978-1-5095-2926-1  
Cloth • 380pp • Jul 2019  
€67.90

**ISBN:** 978-1-5095-2927-8  
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# The Age of Disruption

## Technology and Madness in Computational Capitalism



Bernard Stiegler

Half a century ago Horkheimer and Adorno argued, with great prescience, that our increasingly rationalized and Westernized world was witnessing the emergence of a new kind of barbarism, thanks in part to the stultifying effects of the culture industries. What they could not foresee was that, with the digital revolution and the pervasive automation associated with it, the developments they had discerned would be greatly accentuated and strengthened, giving rise to the loss of reason and to the loss of the reason for living. Individuals are overwhelmed by the sheer quantity of digital information and the speed of digital flows, and profiling and social media satisfy needs before they have even been expressed, all in the service of the data economy. This digital reticulation has led to the disintegration of social relations, replaced by a kind of technological Wild West, in which individuals and groups find themselves increasingly powerless, driven by their lack of agency to the point of madness.

How can we find a way out of this situation? In this book, Bernard Stiegler argues that we must first acknowledge our era as one of fundamental disruption and detachment. We are living in an absence of *epoch* in the philosophical sense, by which Stiegler means that we have lost our noetic method, our path of thinking and being. Weaving in powerful accounts from his own life story, including struggles with depression and time spent in prison, Stiegler calls for a new *epoch* based on public power. We must forge new circuits of meaning outside of the established algorithmic routes.

- In this book, leading theorist Bernard Stiegler looks at the profound impact of the digital revolution and automation on human society and on the individual
- Stiegler argues we have been completely overwhelmed by the volume and speed with which digital data now circulates. This has led to the disintegration of social relations and an increasing sense of powerlessness on an individual level
- To address the disruptive impact of technology, Stiegler advocates new paths of thinking and being that operate outside of algorithmic routes, enabling individuals to regain meaning in their lives
- Also including a dialogue with the renowned philosopher Jean-Luc Nancy, this book will be of great interest to students and scholars in social and cultural theory, media and cultural studies, philosophy and the humanities generally

For only then will forms of thinking and life be able to arise that restore meaning and aspiration to the individual.

Concluding with a substantial dialogue between Stiegler and Jean-Luc Nancy in which they reflect on techniques of selfhood, this book will be of great interest to students and scholars in social and cultural theory, media and cultural studies, philosophy and the humanities generally.

### About the Author

**Bernard Stiegler** is Founder and Director of the Institut de recherche et d'innovation (IRI) at the Centre Georges-Pompidou.

# The End

## A Conversation

The End



Alain Badiou & Giovanbattista Tusa

In this book, Alain Badiou argues that we must continue to think philosophically. To accept the atrocities of the 20th century as the end of philosophy is intolerable as it buys into the totalising doctrines of the perpetrators. And today, new ways of thinking are needed more than ever to counter the totalizing effects of globalised capitalism.

- Alain Badiou is one of France's most well-known contemporary philosophers and political theorists. His work is very widely read and discussed in the English-speaking world
- This conversation with Italian philosopher Giovanbattista Tusa focuses on the idea of the 'end', which has long been a preoccupation of philosophy
- While many thinkers have seen the terrible events of the 20th century as marking the end of philosophy, Badiou argues the exact opposite: to stop thinking would be to submit to the ideologies that led to atrocities such as the Holocaust
- Badiou also exposes how global capitalism today forces us towards a single end, demanding integration into a system that creates a widespread sense of despair

### About the Authors

**Alain Badiou** is a writer, philosopher and an Emeritus Professor at the École Normale Supérieure, Paris.

**Giovanbattista Tusa** is a philosopher, video artist and media researcher based in Lisbon and New York.

POLITICS

# Cybersecurity

## Politics, Governance and Conflict in Cyberspace



Damien Van Puyvelde & Aaron Brantly

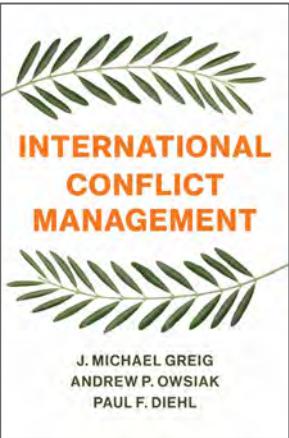
In this comprehensive text Damien Van Puyvelde and Aaron Brantly provide a cutting-edge introduction to the key concepts, controversies and policy debates in cybersecurity. Structured around nine chapters, the book explores the complexities and challenges of cybersecurity using case studies – from the Morris Worm and Titan Rain to Black Energy.

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- Examines cyberspace as a complex socio-technical-economic domain that fosters both great potential and peril.
- Organised around nine core chapters and packed with student-friendly features, it is a perfect teaching text for a single semester module
- Designed for social science students coming to the topic without an IT/computer science background

### About the Authors

**Damien Van Puyvelde** is Lecturer in Intelligence and International Security at the University of Glasgow

**Aaron Brantly** is an Assistant Professor in the Department of Political Science at Virginia Polytechnic and State University and Cyber Policy Fellow at the Army Cyber Institute at the United States Military Academy, West Point



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## International Conflict Management



Michael Greig, Andrew Owsiaik & Paul Diehl

International conflict has long plagued the world, and continues to do so. This comprehensive text introduces the varied approaches and factors that promote the de-escalation and the peaceful management of conflict across the globe - from negotiation to arbitration, adjudication to peace ops, sanctions, and military or humanitarian intervention.

- The first student-oriented introduction to the core topic of international conflict management
- Structured around nine chapters exploring the key concepts, approaches and tools available for managing interstate and civil conflict today
- Each chapter includes a range of pedagogical features and case study boxes featuring newer conflicts and conflict management efforts (Syria, Yemen, and Colombia)
- An ideal foundation text for professors teaching conflict resolution, international security and international development modules globally

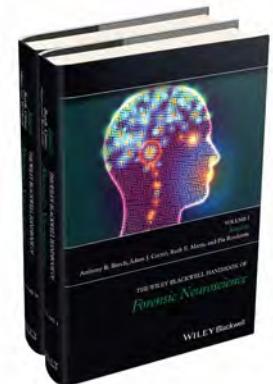
### About the Authors

**Michael Greig** is a Professor of Political Science at the University of North Texas

**Andrew Owsiaik** is an Associate Professor in the Department of International Affairs at the University of Georgia

**Paul Diehl** is the Ashbel Smith Professor of Political Science at the University of Texas at Dallas

## PSYCHOLOGY



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## The Wiley Blackwell Handbook of Forensic Neuroscience

Anthony R. Beech, Adam J. Carter, Ruth E. Mann & Pia Rotshtein  
University of Birmingham

Explores how the explosion of neuroscience-based evidence in recent years has led to a fundamental change in how forensic psychology can inform working with criminal populations. This book communicates knowledge and research findings in the neurobiological field to those who work with offenders and those who design policy for offender rehabilitation and criminal justice systems, so that practice and policy can be neurobiologically informed, and research can be enhanced. Starting with an introduction to the subject of neuroscience and forensic settings, *The Wiley Blackwell Handbook of Forensic Neuroscience* then offers in-depth and enlightening coverage of the neurobiology of sex and sexual attraction, aggressive behavior, and emotion regulation; the neurobiological bases to risk factors for offending such as genetics, developmental, alcohol and drugs, and mental disorders; and the neurobiology of offending, including psychopathy, antisocial personality disorders, and violent and sexual offending.

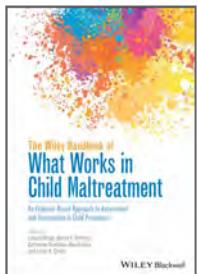
### About the Authors

**Anthony R. Beech**, DPhil, FBPSS, is Professor Emeritus at the University of Birmingham, UK.

**Adam J. Carter**, PhD, is a psychologist working for Her Majestys Prison and Probation Service, England and Wales.

**Ruth E. Mann**, PhD, is a psychologist working for Her Majestys Prison and Probation Service, England and Wales.

**Pia Rotshtein**, PhD, is a neuroscientist in the Department of Psychology at the University of Birmingham, UK.



## The Wiley Handbook of What Works in Child Maltreatment

### An Evidence-Based Approach to Assessment and Intervention in Child Protection

Louise Dixon, Daniel F. Perkins, Catherine Hamilton-Giachritsis & Leam A. Craig

University of Birmingham, UK; School of Psychology, University of Birmingham, UK & Forensic Psychology Practice Ltd, UK

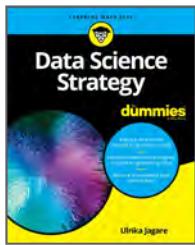
- A new What Works handbook tackling the critically important topic of child protection and safeguarding children
- Diverse contributors offer evidence-based guidance on risk assessment, frameworks for intervention, safeguarding strategies and working in court settings
- Key topics include supporting children in care proceedings and the Signs of Safety approach to casework
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# Science



## DATA SCIENCE



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## EARTH & ENVIRONMENTAL SCIENCE



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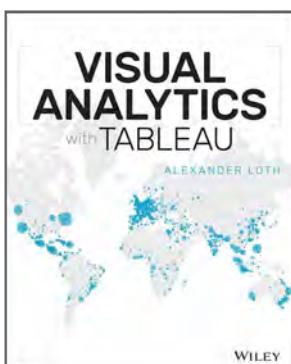
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- Chemical Toxicology with various forms of Assessment, European and Chinese Regulations, and Advanced Fate and Transport modeling and Regulatory Implications are covered
- Includes more introductory material on Past Environmental Disasters and the continued need to study environmental chemistry and engineering
- Provides a conceptual and relatively simple mathematical approach to fate and transport modeling, although extensive derivations are given in appendices for advanced courses Integrates the use of numerous software packages (pC-pH, EnviroLab Simulators, Water, Wastewater, and Global Issues), and especially Fate®2016 a user-friendly, on-line pollutant fate and transport simulator that works all homework problems and estimates the dispersion of a chemical tracer or pollutants in all environmental media compartments

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## MATHEMATICS & STATISTICS



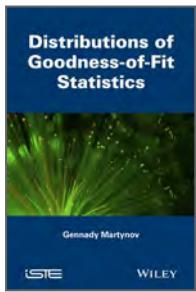
### Visual Analytics with Tableau

Alexander Loth

*Visual Analytics with Tableau* is a complete journey in Tableau visualization for a non-technical business user. Readers can start from zero, connect their first data, and get right intro creating and publishing awesome visualizations. After beginning the journey connecting with your data, you'll jump into: Learning the different types of charts you can create Using aggregation, calculated fields, and parameters Creating insightful maps Using trends and forecasts for advanced analytics Creating Interactive Dashboards Sharing your Dashboards

#### About the Author

**Alexander Loth** works in Tableau's Frankfurt, Germany office. He is a Frankfurt Executive MBA graduate with 10+ years in the Enterprise software space focused primarily on Digital Transformation, Big Data, Machine Learning and Business Analytics. At Tableau, he guides organizations to evolve their data-driven culture. Prior to Tableau, Alexander was a Data Scientist at CERN and worked as a consultant for Capgemini and in software engineering at SAP. He is the author of the German-language book *Datenvisualisierung mit Tableau (Visual Analytics with Tableau)*.



## Distributions of Goodness-of-Fit Statistics

Gennady Martynov

This book is devoted to the theory of goodness-of-fit tests based on weighted empirical processes. Much attention has been given to the limit distributions of statistics of these tests as well as to convergence problems. Cramér-von Mises statistics are studied throughout most of the book, but attention is also given to the Kolmogorov-Smirnov test, the chi-square goodness-of-fit test as well as some others. The authors describe statistics to test simple and complex parametric hypotheses. Other hypotheses are also be considered, namely the hypothesis of distributional symmetry, the hypothesis of uniformity for random variables on a circle, the hypothesis of uniformity of distribution on a multidimensional cube, and the hypothesis of independence of the components of multidimensional vectors.

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## MATERIALS SCIENCE



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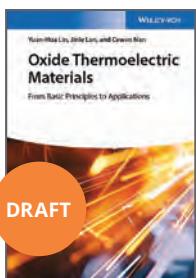
## Solution-Processable Components for Organic Electronic Devices

Jacek Ulanski, Beata Luszczynska & Krzysztof Matyjaszewski

Department of Chemistry, Carnegie Mellon University, 4400 Fifth Avenue, Pittsburgh, PA 15213, USA

The book covers a broad range of materials used to fabricate organic electronic devices, with a particular emphasis on materials which can be processed by solution-based techniques and printing such as graphenes, other carbon materials and nanosilver. After an in-depth overview of the different synthesis approaches, the principles of carrier generation in the fabricated materials are discussed, followed by the presentation of the actual implementation of the components for organic electronic, photovoltaics and light-emitting devices.

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## Oxide Thermoelectric Materials

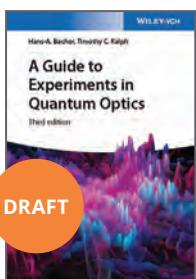
### From Basic Principles to Applications

Yuan-Hua Lin, Jinle Lan & Cewen Nan

Summarizing the latest research results on the physics and materials science of oxide thermoelectrics on all scales, this is the first book of its kind to provide comprehensive information on the topic. From fundamentals to applications, renowned experts in the field introduce the theory of thermoelectric materials, explain how to design the nanomaterials, their thermoelectric properties, as well as fabrication technologies for devices and their applications. New promising materials and technologies are presented, such as nanostructured materials, perovskites and composites, paving the way for increased conversion efficiencies of oxides.

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Hans-A. Bachor & Timothy C. Ralph

Australian National University, Canberra, Australia & The University of Queensland, St. Lucia, Brisbane, Australia

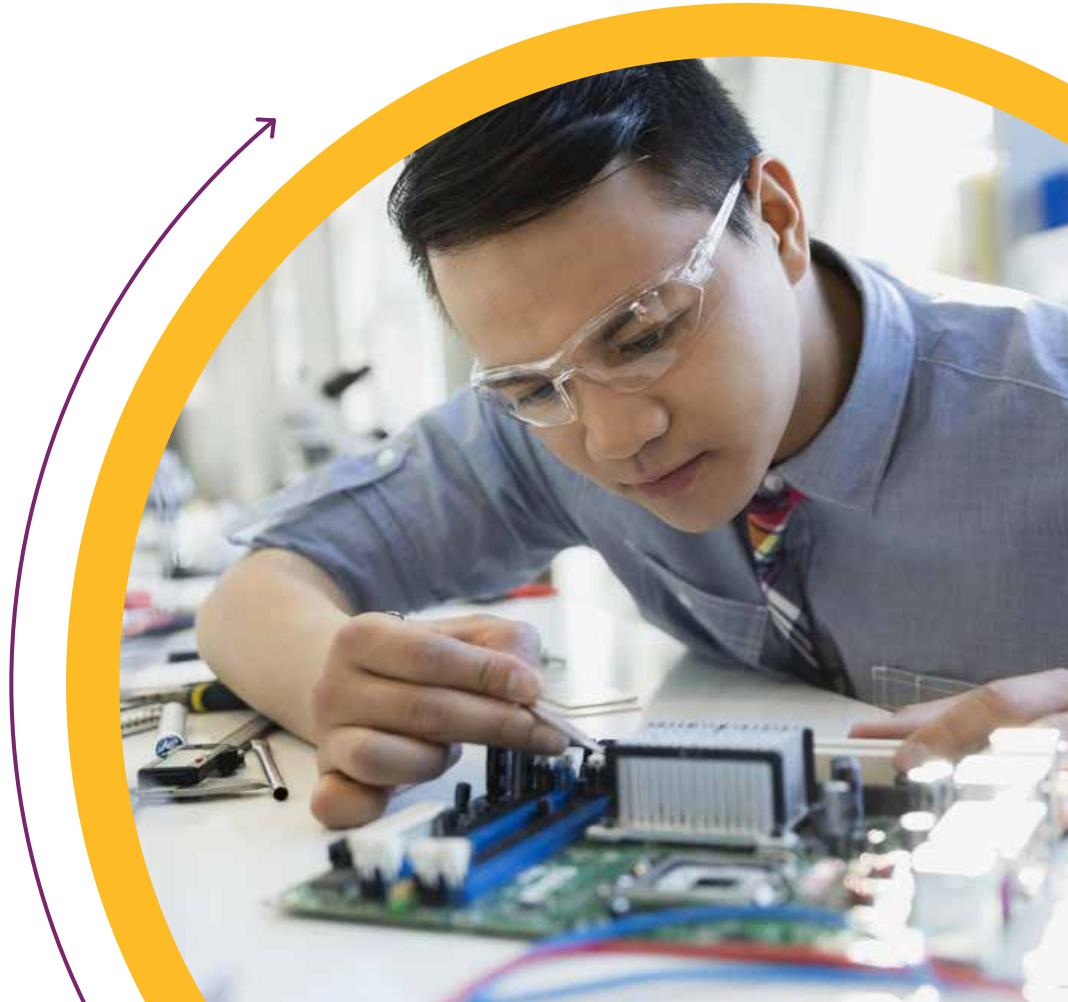
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- Emphasis on three major goals: metrology, communications and quantum logic with more emphasis on single photon technology and also hybrid detection.
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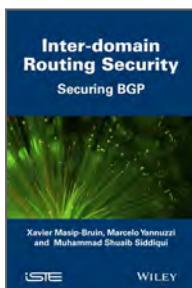
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# Technology, Engineering, Architecture & Construction



## COMMUNICATIONS TECHNOLOGY



### Inter-Domain Routing Security

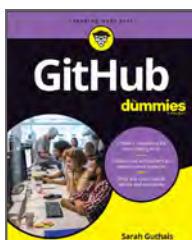
#### Securing BGP

Xavier Masip-Bruin, Marcelo Yannuzzi & Muhammad Shuaib Siddiqui

Inter-domain routing security is a big actor in end-to-end network connectivity. The protocol currently implemented was not designed to cover such a critical aspect, and so many vulnerabilities crop up, having a strong impact on the whole system. Despite much effort in the past focusing in addressing security issues, no solutions have become a reality, hence novel solutions must be sought to reduce the vulnerabilities space. This book introduces the reader to the main concepts in inter-domain security, reviewing the most significant contributions and also introducing the current efforts being developed by the scientific community to deal with the overall weaknesses and limitations that still exist.

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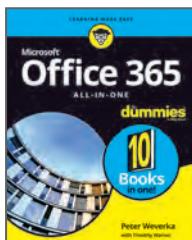
### GitHub For Dummies

Sarah Guthals

#### Code collaboratively with GitHub

Once you've learned the basics of coding the next step is to start sharing your expertise, learning from other coding pros, or working as a collaborative member of development teams. GitHub is the go-to community for facilitating coding collaboration, and *Github For Dummies* is the next step on your journey as a developer. From setting up GitHub on your desktop and launching your first project to cloning repositories, finding useful apps on the marketplace, and improving workflow, *Github For Dummies* covers the essentials the novice programmer needs to enhance collaboration and teamwork with this industry-standard tool.

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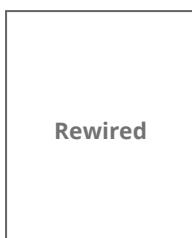
Peter Weverka

#### Down to Earth help with Office in the cloud

Office 365 provides a wide variety of applications along with communications and storage tools designed to help individuals and businesses be more productive. The author of the bestselling *Office All-in-One For Dummies* shares his advice on how to navigate the nuts and bolts of getting things done with Office 365. Look inside for step-by-step instructions on Excel, Outlook, Word, PowerPoint, Access, and OneNote along with an overview of the cloud services that come with Office 365.

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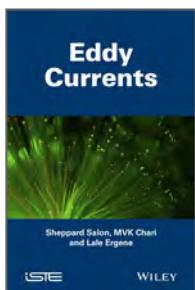
#### The Past, Present, and Future of Cybersecurity

Ryan Ellis & Vivek Mohan

This book examines the governance challenges of cybersecurity. In 12 detailed case studies, this edited collection provides an overview of the ways in which government officials and corporate leaders across the globe are responding to the challenges of cybersecurity. In weaving together these disparate cases, the book provides a guide to the continually evolving cybersecurity ecosystem. It charts the role that corporations, policymakers, and technologists are playing in defining the contours of our digital world. The changes introduced in the name of cybersecurity are important: they are remaking and reshaping our expectations of privacy, the foundations on which businesses operate, and the technical character of the networks on which we rely.

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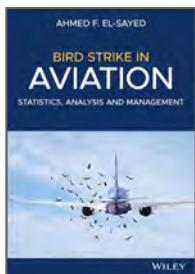
### Eddy Currents

Sheppard Salon, M. V. K. Chari & Lale Ergene

Eddy currents are electric currents induced within conductors by a changing magnetic field in the conductor. These circulating eddies of current have inductance and thus induce magnetic fields. This title includes many closed form solutions, some new in 1, 2 and 3 dimensions as well as nonlinear problems. Finite difference, finite element and integral equation solutions for eddy currents are also discussed. Applications found in the book include induction machines, induction heating, transformer losses, stirring of liquid metals and others.

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### Bird Strike in Aviation

#### Statistics, Analysis and Management

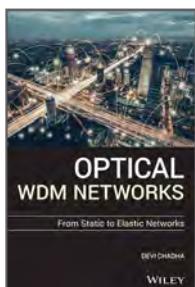
Ahmed F El-Sayed

A comprehensive guide to preventing and minimizing damage caused by bird strike on aircraft, detailing different approaches to reducing this common and costly problem.

- Provides statistics and analysis for all fatal and non-fatal bird strike accidents with civil aircrafts since 1905
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## NETWORKING



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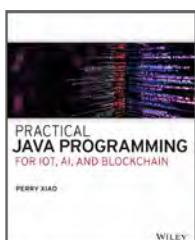
#### From Static to Elastic Networks

Devi Chadha

- Concise, updated and comprehensive coverage
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Perry Xiao

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