



Wiley New Books

May 2019

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WILEY



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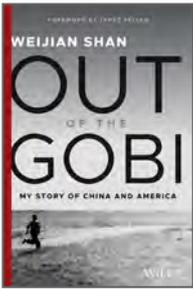
Web development

65



Business





Out of the Gobi

My Story of China and America

Weijian Shan

Out of the Gobi will engender great interest from those doing business with China, as well as those interested in the history of how the Cultural Revolution turned into international business dominance and political power in just five decades. *Out of the Gobi* is an essential book for any business person who needs to understand China, Weijian Shan is one of the great entrepreneurs to have emerged from China's economic reforms.

ISBN: 978-1-119-52949-1 • Cloth • €27.90 • Feb 2019 • 480pp

Selling is Teaching

Selling is Teaching

Dr. Reshan Richards & Stephen J. Valentine

A detailed look at how to build understanding within your current and future audiences in order to sell more effectively

Through a mix of research, anecdotes, case studies, and theoretical speculation, *Selling is Teaching* will equip you to build understanding within your current and future audiences—a crucial step in all sales scenarios—by leveraging three dispositions: authenticity, immediacy, and delight. *Selling is Teaching* will inspire salespeople and their clients and customers to develop more authentic, immediate, and delightful interactions that foster deep and lasting relationships that no technology can ever, and perhaps should not ever, provide.

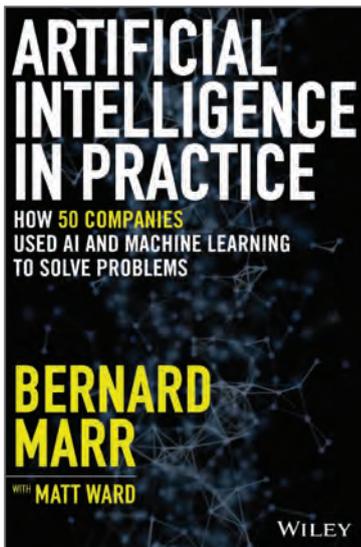
- Discusses what it really takes to successfully sell anything
- Written by two respected experts in this field
- Details the three dispositions you need to master in order to effectively sell

About the Authors

Dr. Reshan Richards is the CEO and Founder of Explain Everything Inc. and Adjunct Assistant Professor in the Math, Science, and Technology department at Teachers College, Columbia University.

Stephen J. Valentine is an educator, school leader, writer, and serial collaborator.

ISBN: 978-1-119-55859-0
Cloth • 200pp • May 2019
€22.90



ISBN: 978-1-119-54821-8
Cloth • 288pp • Apr 2019
€36.90

Artificial Intelligence in Practice

How 50 Companies Used AI and Machine Learning to Solve Problems

Bernard Marr & Matt Ward

Advanced Performance Institute, Buckinghamshire, UK

A unique and in-depth look at how specific companies use Artificial Intelligence

The bestselling author of *Big Data in Practice* is back, this time with a unique and in-depth look into how specific companies use Artificial Intelligence. AI is on the tip of everyone's tongue. Everyone understands its power and importance, but many fail to grasp the actionable steps and resources required to utilize it effectively. This book fills the knowledge gap by showing how major companies are using AI every day, from an up-close, on-the-ground perspective. *Artificial Intelligence in Practice* follows the same format as *Big Data in Practice*, featuring 50 real world case studies of how companies use artificial intelligence and machine learning today. Like his previous book, author Bernard Marr starts with a general introduction to AI and machine learning and then goes on to individual chapters highlighting companies from some of the world's biggest brands to smaller businesses, covering all sectors and industries.

- Each chapter follows the same structure: Overview of Company, Problem AI is Helping to Address, How AI was Used, Technical Details, and Key Learning Points
- Covers industries ranging from technology, media, and retail to government agencies and financial institutions
- Offers access to additional reading materials at the end of each chapter
- Written by Bernard Marr, who is regarded as the global expert in this space

About the Author

Bernard Marr is an internationally bestselling business author, keynote speaker, and strategic advisor to companies and governments. He is one of the world's most highly respected voices and a renowned expert when it comes to topics such as artificial intelligence, big data, and blockchain.

Related Titles

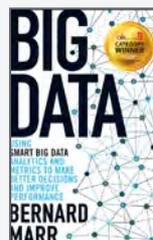


Big Data in Practice

How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results

Bernard Marr

ISBN: 978-1-119-23138-7
€36.90

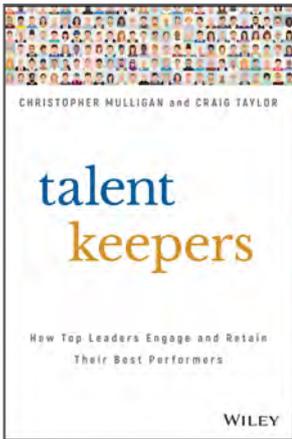


Big Data

Using SMART Big Data, Analytics and Metrics To Make Better Decisions and Improve Performance

Bernard Marr

ISBN: 978-1-118-96583-2
€15.90



ISBN: 978-1-119-55824-8
Cloth • 200pp • May 2019
€25.90

Talent Keepers

How Top Leaders Engage and Retain Their Best Performers

Christopher Mulligan & Craig Taylor

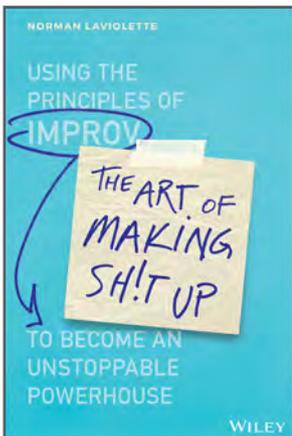
Discover the most successful tactics to achieve higher levels of workforce engagement and retain more employees

A strong U.S. economy with record low unemployment rates and the shift to Millennials—now the largest generation in the workforce—are driving specific challenges for organizations to engage and retain employees. Engaged employees don't just happen. They are nurtured by organizations with great cultures and strong leadership. *Talent Keepers* puts a new spin on a systematic approach to employee engagement and retention with precise tactics that have achieved proven results. This book includes research-based methods of engaging employees, beginning the moment they are hired. With 6 client case studies, which focus on how an organization can put an engagement plan into practice and achieve success, you'll come away with specific, actionable strategies that can immediately be implemented in your organization.

About the Author

Christopher Mulligan has over twenty-five years of experience in the HR industry, specializing in employee engagement, selection, assessment, and retention. He is the CEO and co-founder of TalentKeepers.

Craig Taylor is responsible for leading TalentKeepers' global client services organization, including all client engagement, custom program development and research efforts.



ISBN: 978-1-119-55821-7
Cloth • 200pp • May 2019
€25.90

The Art of Making Sh!t Up

Using the Principles of Improv to Become an Unstoppable Powerhouse

Norm Laviolette

Achieve long term success by becoming better at communicating, listening, and trusting

The Art of Making Sh!t Up combines the lessons learned from a personal journey, with the teachings derived from years of honing valuable skills through performing and presenting to thousands of people and founding and growing several multimillion dollar companies. By focusing on specific topics that also serve as pain points, and detailing the tools and techniques of what has been learned through improv, this book will help you and your organization utilize new skill sets to be more productive, more accepting, and more "all in"—creating a stronger team as well as stronger teammates.

- Discusses how to remove the fear of failure in order to fuel an unstoppable powerhouse
- Highlights how to celebrate and embrace the ideas of others in order to create an inclusive and diverse culture

About the Authors

Norm Laviolette is the cofounder of Improv Asylum, IA innovation, and Asylum Gaming and Esports (AGE).

Luxury Retail Management, 2nd Edition

Luxury Retail Management, 2nd Edition
Developing Customer Experience in a Digital World

Michel Chevalier, Michel Gutsatz

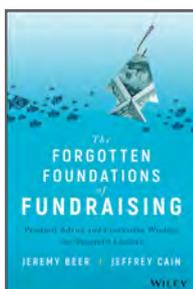
Noted experts offer invaluable insights into the glamorous world of luxury retail

Luxury Retail Management, Second Edition focuses on the major retailing challenges and customer evolutions luxury brands are facing today, namely the digitalization and emergence of millennials and Chinese luxury consumers. These major changes have been affecting the distribution and communication channels of luxury brands—putting them in the challenging position of having to think simultaneously about physical stores and e-commerce, as well as global marketing and digital marketing.

ISBN: 978-1-119-54233-9 • Cloth • €67.90 • Apr 2019 • 288pp •

Previous Edition: 978-0-470-83026-0

NON-PROFIT & GOVERNMENTAL



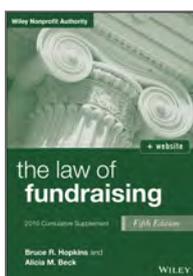
The Forgotten Foundations of Fundraising
Practical Advice and Contrarian Wisdom for Nonprofit Leaders

Jeremy Beer & Jeffrey Cain

An entertaining and eminently useful guide that draws on psychology, data, and real-world experience to explain what *really* drives successful fundraising

In *The Forgotten Foundations of Fundraising*, Jeremy Beer and Jeffrey Cain, cofounders of American Philanthropic, a leading consulting firm for nonprofit organizations, offer practical lessons and unconventional wisdom for both nonprofit leaders and novices in the art and science of raising money. Drawing upon a wealth of experience, deploying an army of anecdotes, and using eye-opening American Philanthropic survey data, the authors provide a brisk, irreverent, and supremely useful introduction to fundraising for charities and nonprofits.

ISBN: 978-1-119-54646-7 • Cloth • €27.90 • Apr 2019 • 336pp



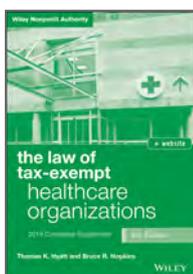
The Law of Fundraising, 5th Edition
2019 Cumulative Supplement

Bruce R. Hopkins & Alicia M. Beck
Member, District of Columbia Bar

Untangle the web of fundraising regulations, with the latest updates for 2019

The Law of Fundraising is the definitive reference by the field's most respected authority, and the only book to tackle the increasingly complex maze of federal and state fundraising regulations. Updated to cover the latest changes to fundraising law for 2019, this *Cumulative Supplement* includes coverage of donor-advised funds, international fundraising, and the IRS's charitable spending initiative alongside updates on Form 990, political fundraising, and more.

Series: Wiley Nonprofit Authority • **ISBN:** 978-1-119-53957-5 • Paper • €182.00 • May 2019 • 128pp



The Law of Tax-Exempt Healthcare Organizations, 4th Edition
2019 Cumulative Supplement, + website

Thomas K. Hyatt & Bruce R. Hopkins
Member, District of Columbia Bar

Get up to date on 2019 healthcare law and newly relevant issues

The Law of Tax-Exempt Healthcare Organizations 2019 Cumulative Supplement provides complete and comprehensive practitioner updates and analysis in a single volume. Tackling complex legal issues with plain-English explanations and the appropriate citations, this guide is a must-have resource for organizations and their advisors. The companion website provides extensive appendices for further reference, as well as helpful downloadable tables that facilitate a more efficient approach to practice.

Series: Wiley Nonprofit Authority • **ISBN:** 978-1-119-53988-9 • Paper • €212.00 • May 2019 • 192pp



The Law of Tax-Exempt Organizations, 12th Edition

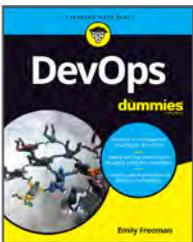
Bruce R. Hopkins
Member, District of Columbia Bar

The authoritative reference for nonprofit law, by leading expert Bruce R. Hopkins

This new *Twelfth Edition* of *The Law of Tax Exempt Organizations* is an important revision and expansion of the definitive one-volume source of information on federal laws by the leading legal authority in the nonprofit sector. It has been significantly updated to include the latest developments in nonprofit tax law, including information on: nonprofit governance, nonprofit regional health care cooperatives, new rules for donor-advised funds, new rules for supporting organizations, expanded discussion of private benefit doctrine, updates on unrelated business activities, and much more.

Series: Wiley Nonprofit Authority • **ISBN:** 978-1-119-53804-2 • Cloth • €292.00 • Apr 2019 • 848pp

ORGANISATIONAL DEVELOPMENT



DevOps For Dummies

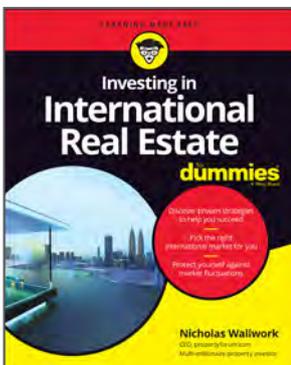
Emily Freeman

Develop faster with DevOps

DevOps embraces a culture of unifying the creation and distribution of technology in a way that allows for faster release cycles and more resource-efficient product updating. *DevOps For Dummies* is a reliable resource for those on the development or operations side in need of a primer on this way of working. Inside, DevOps evangelist Emily Freeman provides a roadmap for adopting the management and technology tools, as well as the culture changes, needed to dive head-first into DevOps. *DevOps For Dummies* is essential reading for developers and operations professionals in the early stages of DevOps adoption.

ISBN: 978-1-119-55222-2 • Paper • €26.90 • 320pp • Apr 2019

REAL ESTATE



Investing in International Real Estate For Dummies

Nicholas Wallwork

Aspiring international real estate investors—expand your portfolio today

The real estate world can be a particularly difficult place to do business, and this book helps aspiring international investors of all skill levels avoid some of the pitfalls first-timers often make. Expert author Nicholas Wallwork opens your eyes to how accessible international real estate can be and provides an excellent introduction to some of the main strategies and nuances when investing at home or away. *Investing in International Real Estate For Dummies* covers expert strategies for investing in international real estate, going beyond the more obvious tactics like buy-to-lease and flipping houses. It lays out checklists of tasks and offers step-by-step guidance and advice based on over a decade of in-the-trenches experience working in the international real estate investment sector.

- Details a solid roadmap for successful property investing that actually works in any type of market
- Addresses how to manage your new assets with ease
- Reveals how to choose which countries to invest in

About the Author

Nicholas Wallwork, CEO of propertyforum.com, has a proven track record in real estate.

ISBN: 978-1-119-52752-7
Paper • 360pp • Apr 2019
€24.90



ISBN: 978-0-857-08789-8
Paper • 256pp • Feb 2019
€TBA

The Question

Find Your True Purpose

Bernardo Moya

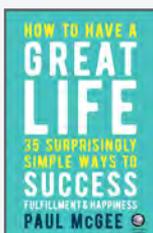
The Question brings together the best of what is thought and known from the world of self-help. The author shows readers a path towards greater wellbeing and believes the quality of life depends on the quality of the questions people ask themselves. You cannot go through life being passive - you must find your answer to The Question - that is, how can you realise your life's purpose?

The book combines a mix of practical and emotional content - it follows the highs and lows of real life experience to help inspire readers, giving them practical information to help them discover their true purpose in life, and the confidence to go and pursue it.

About the Author

Bernardo Moya is an entrepreneur, speaker, publisher, TV producer and seminar promoter to some of the biggest names in personal development. Using his unique insight from over a decade working in the industry, he is the consummate expert of how to connect with people and the messages that can truly transform lives. Five years ago Bernardo set up 'The Best You', an international platform that shares and promotes some of the greatest works of personal development. He is the founder behind the annual The Best You Expo both in London and Los Angeles, as well as countless NLP seminars. Bernardo is the CEO of NLP Life Training (the world's largest Neuro-Linguistic Programming organisation) - <http://www.nlplifetraining.com/bernardo-moya>

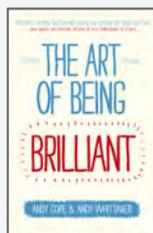
Also Available Titles



How to Have a Great Life

35 Surprisingly Simple Ways to Success, Fulfillment and Happiness
Paul McGee

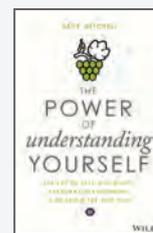
ISBN: 978-0-85708-775-1
€12.90



The Art of Being Brilliant

Transform Your Life by Doing What Works For You
Andy Cope & Andy Whittaker

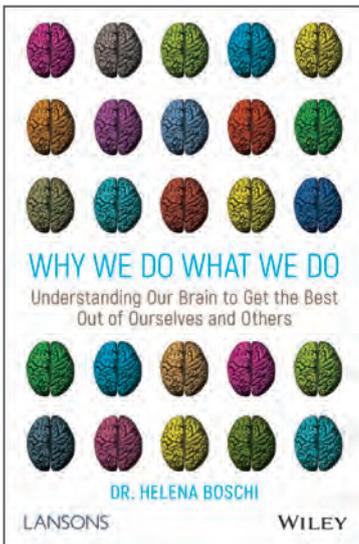
ISBN: 978-0-85708-371-5
€13.90



The Power of Understanding Yourself

The Key to Self-Discovery, Personal Development, and Being the Best You
Dave Mitchell

ISBN: 978-1-119-51633-0
€TBA



ISBN: 978-1-119-56149-1
 Paper • 256pp • Mar 2019
 €TBA

Why We Do What We Do

Understanding Our Brain to Get the Best out of Ourselves and Others

Dr Helena Boschi

The brain is the basis of everything we do: how we behave, communicate, feel, remember, pay attention, create, influence and decide.

Why We Do What We Do combines the neuroscience of how our brain works and other insights into how we can apply this to everyday activities; at home and at work, as well as offering practical tools and tips to lead healthy and productive lives. This book will show you how neuroscience is critical to the success of your business.

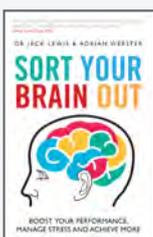
The book explores all aspect of the brain including emotions, memory, language, attention span, visual perception, biases, creativity, impact of change, stress, leadership and the impact of modern lifestyle including focusing on sleep, exercise and nutrition.

We can all develop strategies and techniques for happier, healthier and more fulfilling lives. Learning about how our brain works will help us develop these techniques – and this book will show you how.

About the Author

Dr Helena Boschi is a psychologist focusing on applied neuroscience in the workplace. Her particular areas of interest include the brain and behaviour, our emotional and rational neural networks and how to get the best out of our own and others' brainpower. She works with a range of companies across the world as a speaker and educator in the field of applied neuroscience, organisational change and leadership development, and she conducts presentations and lectures, design and delivery of executive development initiatives and communication programmes to support change and performance conversations.

Also Available Titles

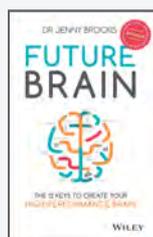


Sort Your Brain Out

Boost Your Performance, Manage Stress and Achieve More

Jack Lewis & Adrian Webster

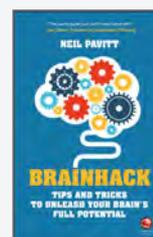
ISBN: 978-0-85708-537-5
 €13.90



Future Brain

The 12 Keys to Create Your High-Performance Brain
 Jenny Brockis

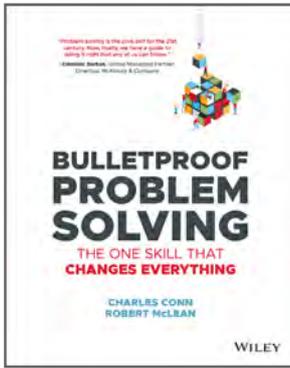
ISBN: 978-0-7303-2250-4
 €16.90



Brainhack

Tips and Tricks to Unleash Your Brain's Full Potential
 Neil Pavitt

ISBN: 978-0-85708-642-6
 €13.90



ISBN: 978-1-119-55302-1
Paper • 280pp • Mar 2019
€27.90

Bulletproof Problem Solving

The One Skill That Changes Everything

Charles Conn & Robert McLean

Proven problem-solving techniques, developed and tested at leading management consulting firm McKinsey & Company

There is presently no systematic process that leads to great problem solving. In *Bulletproof Problem Solving*, two alumni of McKinsey & Company present a powerful visual framework for people who want to become highly skilled problem solvers. Over the past twenty years, tens of thousands of McKinsey employees have learned this approach—it is robust and tested. Here, the authors work through thirty real world examples, employing a highly visual logic tree approach, with more than fifty graphics. Readers will learn to define a problem, unpack and understand it, and ultimately solve it in a meaningful way. The authors start with everyday examples, before delving into problem solving in the workplace, helping business professionals tackle challenges and persevere.

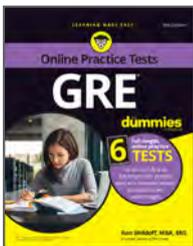
- Outlines a seven-step process for identifying and solving problems that will help business professionals succeed
- Discusses various problem-solving skills that are essential for business and society
- McKinsey's reputation as outstanding problem solvers is based on the systematic process found here

About the Authors

Charles Conn is CEO of the Rhodes Scholarships in Oxford.

Robert McLean is a Director Emeritus at McKinsey & Company.

TEST PREP



GRE For Dummies with Online Practice, 9th Edition

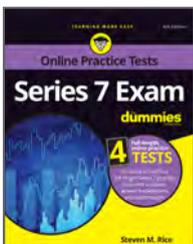
Ron Woldoff

Take the guesswork out of the GRE

The Graduate Record Examinations (GRE) is a standardized test that is an admissions requirement for most graduate schools in the United States. The GRE aims to measure verbal reasoning, quantitative reasoning, analytical writing, and critical thinking skills that have been acquired over a long period of time and that are not related to any specific field of study. *GRE For Dummies with Online Practice, Ninth Edition* provides updated resources and preparation strategies to help you score your very best on exam day.

ISBN: 978-1-119-55078-5 • Paper • €26.90 • May 2019 • 456pp •

Previous Edition: 978-1-118-91164-8



Series 7 Exam For Dummies with Online Practice, 4th Edition

Steven M. Rice

Take your Series 7 exam preparation to the next level

Knowing exactly what to study for any exam is daunting. There's so much information out there, how can you possibly know what will be on the test? *Series 7 Exam For Dummies with Online Practice, Fourth Edition* is a critical reference if you're prepping for the new Series 7 examination. Packed with the latest information associated with this test, as well as proven test-taking strategies that are focused on maximizing your score, this easy-to-use and comprehensive text has been updated to support you in your test taking preparations.

ISBN: 978-1-119-54504-0 • Paper • €24.90 • Apr 2019 • 336pp •

Previous Edition: 978-1-119-10375-2



Consumer





Building Beehives For Dummies

Howland Blackiston

The easy way to build your own beehives and beekeeping equipment

Building Beehives For Dummies provides everything you need to know to build some of the world's most popular hives and beekeeping accessories. For each design, the book includes a detailed materials list (what lumber, hardware, and fasteners you'll need), step-by-step building instructions, and illustrative drawings that show how the components all fit together. There are over a dozen plans in all, including the traditional Langstroth hive, the eight frame garden hive, designs for elevated hive stands, the Warre hive, screened bottom board, the Kenya top-bar hive, four-frame observation hive, hive top feeders, and more.

ISBN: 978-1-119-54438-8 • Paper • €20.90 • Apr 2019 • 312pp •

Previous Edition: 978-1-118-31294-0

Resumes For Dummies, 8th Edition

Resumes For Dummies, 8th Edition

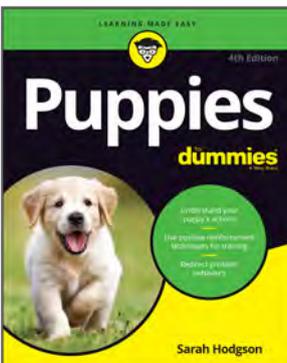
Laura DeCarlo

Polish up that old resume—and land your dream job

We've all been there: it's time to apply for a job or internship and you have to create or revise your resume. Many questions pop in your head. What skills should I highlight? How do I format this? How do I get noticed? But resume writing doesn't have to be a daunting task. The latest edition of *Resumes For Dummies* answers all of these questions and more—whether you're a resume rookie or want to create that eye-catching winning resume.

ISBN: 978-1-119-53928-5 • Paper • €19.90 • Apr 2019 • 368pp •

Previous Edition: 978-1-118-98260-0



Puppies For Dummies, 4th Edition

Sarah Hodgson

Bringing home a puppy? This fun and friendly guide prepares you for this tough, but terrific time

Puppies For Dummies, Fourth Edition equips new puppy owners with the latest advice and tested information about starting out right with a new puppy. Noted authority Sarah Hodgson offers trusted input on caring for your new addition, including training tools and gadgets, the best treats and food suppliers, as well as insight into new training techniques using positive reinforcement methods. If you're one of the lucky people getting ready to bring home a canine kid, this fun, informative guide gives you everything you need to smoothly integrate a puppy into your life and home.

- Gives you everything you need to start out right from day one
- Discusses housebreaking, feeding, and crating
- Explains the latest trends in doggie day care, traveling with a puppy, and new designer breeds

About the Author

Sarah Hodgson teaches dogs and people under the business name When Dogs Talk. She is an active participant in public events and works to raise canine awareness through media appearances.

Backyard Homesteading All-in-One For Dummies

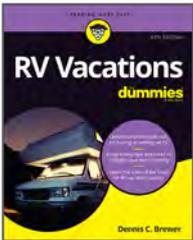
Backyard Homesteading All-in-One For Dummies

TA/TK Dummies

Live a more sustainable lifestyle

Historically referred to as a government program for revitalizing undesirable living areas, “homesteading” today has come to mean the pursuit of a self-sufficient lifestyle. Homesteading can include everything from keeping bees, growing vegetables, and composting to installing solar panels, creating a rain barrel, and canning your own food—plus much more. *Backyard Homesteading All-in-One For Dummies* has a little bit of everything for the homesteader in all of us.

ISBN: 978-1-119-55075-4 • Paper • €26.90 • Apr 2019 • 560pp



RV Vacations For Dummies, 6th Edition

Dennis C. Brewer

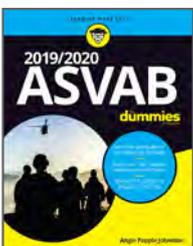
The freewheeling way to explore the U.S.A.

In *RV Vacations For Dummies, Sixth Edition*, our friendly, expert authors get you ready to roll with practical advice, whether you’re a novice or experienced RVer. From buying or renting your rig to how to outfit it, you’ll get all the essential information you need. When you’re on the road, there are 14 trips that include detailed information on journeys that cover regions from north to south and coast-to-coast in the U.S. From planning your trip’s budget to deciding where to go, *RV Vacations For Dummies, Sixth Edition* has you covered!

ISBN: 978-1-119-56017-3 • Paper • €20.90 • May 2019 • 464pp •

Previous Edition: 978-0-470-64378-5

STUDY AND CAREER



2019/2020 ASVAB For Dummies

Angie Papple Johnston

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If you’re one of the more than one million people a year preparing to take the test, this is your one-stop resource to ensure you perform your very best. *2019/2020 ASVAB For Dummies* is packed with practice questions; an in-depth view of each of the nine subtests; strategy cheat sheets; proven study tips and test taking-tactics; expanded math coverage; as well as 3 full-length practice tests and 2 AFQT practice tests to help prepare you for test day.

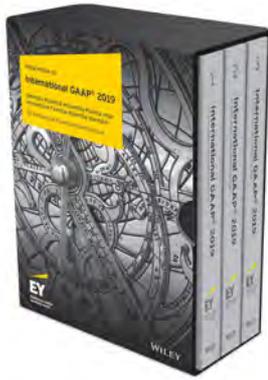
ISBN: 978-1-119-56094-4 • Paper • €18.90 • May 2019 • 560pp •

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Finance & Accounting





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€TBA

Previous Edition:
978-1-119-46372-6

International GAAP 2019

Ernst & Young LLP

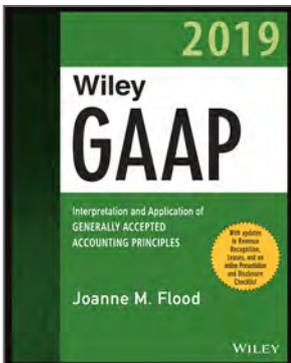
The essential guide to practical IFRS implementation, updated for 2019

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- Get up to date on the newest amendments and interpretations issued in the past year
- Provides the depth and breadth of coverage necessary, with financial instruments covered separately for greater ease of navigation

About the Author

Ernst & Young is a global leader in professional services with some 114,000 people based in 140 countries.



Series: Wiley Regulatory Reporting

ISBN: 978-1-119-51157-1
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€135.00

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Joanne M. Flood

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- Highlights how standards translate to common real-world scenarios
- Clarifies implementation through numerous illustrations and real-world examples
- Offers expert perspectives on the issues surrounding specific pronouncements

About the Author

Joanne M. Flood, MBA, CPA, has accounting experience within both a Big 4 international firm and a small firm.

UK GAAP 2019 –
Generally
Accepted
Accounting
Practice under
UK and Irish
GAAP

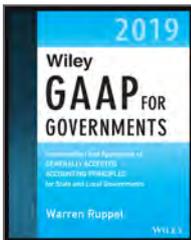
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Ernst & Young LLP

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ISBN: 978-1-119-55826-2 • Paper • €TBA • Feb 2019 • 256pp



Wiley GAAP for Governments 2019

Interpretation and Application of Generally Accepted Accounting Principles for State and Local Governments

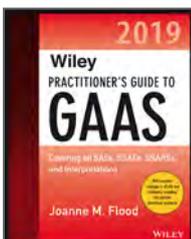
Warren Ruppel
CPA

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Covering all SASs, SSAEs, SSARSs, PCAOB Auditing Standards, and Interpretations

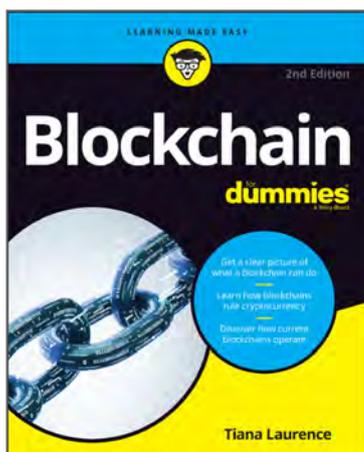
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Series: Wiley Regulatory Reporting • **ISBN:** 978-1-119-51173-1 • Paper • €97.90 • May 2019 • 1000pp •

Previous Edition: 978-1-119-39648-2



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Paper • 256pp • May 2019
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Previous Edition:
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Blockchain For Dummies, 2nd Edition

Tiana Laurence

Discover what Blockchain is, how it works, and what it can do for you

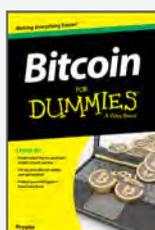
Blockchain has become the buzzword in the world of financial technology and transaction security. It is the technology behind Bitcoin, the revolutionary 'virtual currency' that's changing the way people do business. While Bitcoin has enjoyed some well-deserved hype, blockchain may be Bitcoin's most vital legacy. *Blockchain For Dummies, Second Edition* is the ideal starting place for business pros looking to gain a better understanding of what blockchain is, how it can improve the integrity of their data, and how it can work to fundamentally change their business and enhance their data security. This reliable guide covers the essential things you need to know about this space, including the technologies behind blockchain, the variety of existing blockchain solutions, and how to create a small but working blockchain-based application.

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- Addresses how to pick the blockchain that suits your needs
- Discusses how current blockchains operate

About the Author

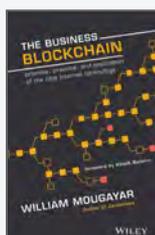
Tiana Laurence is a serial entrepreneur who has founded a number of companies in the tech space. One of those companies was Factom, a leading blockchain solutions provider.

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Kiana Danial
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Previous Edition:
978-0-471-15545-4,
978-0-471-20888-4

Bloomberg by Bloomberg

Michael R. Bloomberg

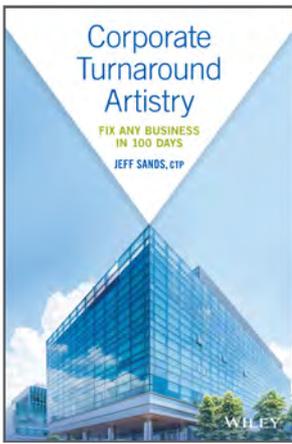
A provocative look at the successful business, political, and personal style of Michael Bloomberg

Michael Bloomberg is one of the most interesting and talked about figures in the world of politics, financial information, and business news, and he is someone people want to know more about. This revised and updated edition of *Bloomberg by Bloomberg* does just that. The original *Bloomberg by Bloomberg* discussed his early professional career and focused primarily on the genesis of the financial software, data, and media company, Bloomberg L.P., which he formed in 1981 and spent the next twenty years as Chairman and CEO. This latest edition touches on that information, but also includes new details pertaining to Bloomberg's twelve years as mayor of New York City. It combines the narrative of his successful business venture with important insights detailing his time in office and political ambitions.

- Features insights and anecdotes from Bloomberg's illustrious business career and advice for aspiring entrepreneurs
- Contains additional content highlighting Bloomberg's time as mayor of New York City and how it affected his principles
- Discusses the ups and downs of Bloomberg's time in office
- Provides an entertaining and engaging look into Bloomberg the businessman and politician

About the Authors

Michael Bloomberg is the founder, CEO, and owner of Bloomberg L.P., the global financial data and media company that bears his name.



ISBN: 978-1-119-53998-8
Cloth • 304pp • May 2019
€37.90

Corporate Turnaround Artistry

Fix Any Business in 100 Days

Jeff Sands

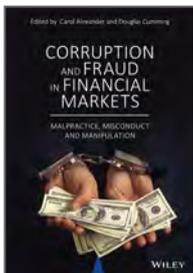
How to steer your business through times of financial distress and achieve sustained profitability

Corporate Turnaround Artistry is a complete guide for entrepreneurial companies in times of financial distress—presenting effective strategies and proven methods to revive and rehabilitate their business. Uncertain economic times have significantly altered the financial resources available to struggling businesses. Narrowing margins and mounting internal and external pressure have taken their toll on many companies. Fortunately, most businesses can be repaired while maintaining their existing revenue structure. Offering practical steps that go beyond simple cost-cutting and sales-building advice, this invaluable guide teaches you how to control cash, secure financial relief, and develop a comprehensive turnaround plan that your employees, customers, and creditors will support.

- Discusses how to stabilize your financial liabilities and re-structure your debt
- Offers expert advice on topics including short and long-term profit sustainability, lean management techniques, and more
- Highlights how to implement effective turnaround strategies without significant changes to your corporate structure

About the Author

Jeff Sands, CTP, is a founding member of Dorset Partners LLC.



Corruption and Fraud in Financial Markets

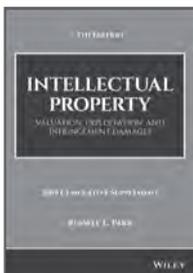
Malpractice, Misconduct and Manipulation

Carol Alexander & Douglas Cumming
University of Sussex

A comprehensive guide to identifying and stopping potential financial fraud before it spirals out of control

Corruption and Fraud in Financial Markets identifies potential issues surrounding all types of fraud, misconduct, price/volume manipulation, and other forms of malpractice. Chapters cover detection, prevention, and regulation of corruption and fraud within different financial markets. Written by experts at the forefront of finance and risk management, this book details the many practices that bring potentially devastating consequences, including insider trading, bribery, false disclosure, front running, options backdating, and improper execution or broker-agency relationships.

ISBN: 978-1-119-42177-1 • Cloth • €79.90 • May 2019 • 500pp



Intellectual Property

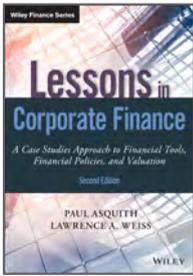
Valuation, Exploitation, and Infringement Damages, 2019 Cumulative Supplement

Russell L Parr

The Cumulative Supplement to one of the most trusted books on intellectual property

This is the 2019 supplement to the *Fifth Edition* of *Intellectual Property, Valuation, Exploitation, and Infringement Damages*. This supplement covers changes made to laws and industry practices within the last year since the *Fifth Edition's* release. It explains commonly used strategies for determining the value of intellectual property, as well as methods used to set royalty rates based on investment rates of returns.

ISBN: 978-1-119-53820-2 • Paper • €182.00 • Apr 2019 • 496pp



Lessons in Corporate Finance , 2nd Edition

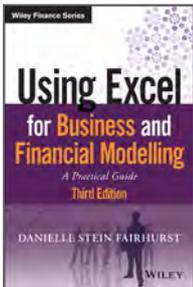
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Using Excel for Business and Financial Modelling

A Practical Guide

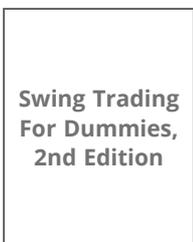
Danielle Stein Fairhurst

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INVESTMENT MANAGEMENT



Swing Trading For Dummies, 2nd Edition

Omar Bassal CFA

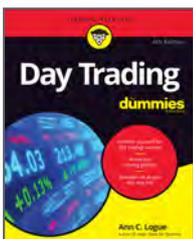
Take advantage of price swings in strongly trending securities and pump up your portfolio

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TRADING



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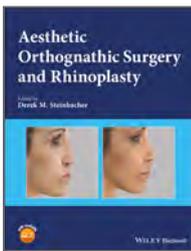
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Health Sciences





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Dental Reception and Supervisory Management, 2nd Edition

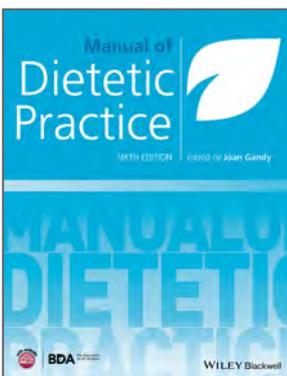
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Manual of Dietetic Practice, 6th Edition

Joan Gandy

PhD, Freelance Dietitian

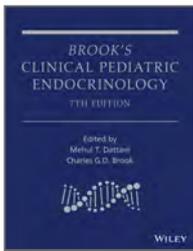
The authoritative guide for dietetic students and both new and experienced dietitians - endorsed by the British Dietetic Association Now in its sixth edition, the bestselling *Manual of Dietetic Practice* has been thoroughly revised and updated to include the most recent developments and research on the topic. Published on behalf of the British Dietetic Association, this comprehensive resource covers the entire dietetics curriculum, and is an ideal reference text for healthcare professionals to develop their expertise and specialist skills in the realm of dietetic practice. This important guide includes: The latest developments and scientific evidence in the field. New data on nutrition and health surveillance programs. Revised and updated evidence-based guidelines for dietetic practice. An exploration of how Public Health England has influenced the field. Practical advice on public health interventions and monitoring. A companion website with helpful materials to support and develop learning. Written for dietitians, clinical nutritionists, and other healthcare professionals by leading dietitians and other professionals, the *Manual of Dietetic Practice* continues to provide a crucial resource for experts and novices alike.

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Previous Edition:
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About the Author

Joan Gandy, PhD, is a Registered Dietitian who has worked in a variety of settings.



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Cardiac Mapping

Cardiac Mapping

Mohammad Shenasa, Gerhard Hindricks, David J. Callans, John Miller & Mark E. Josephson

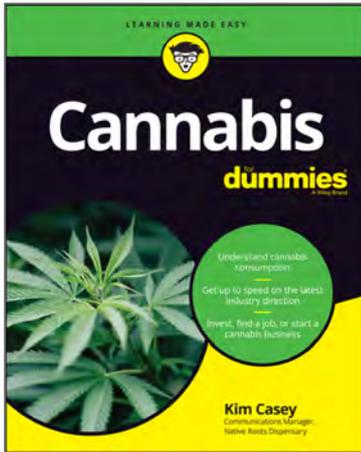
O'Connor Hospital, San Jose, California; University Leipzig-Heart Center, Leipzig, Germany

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Previous Edition: 978-0-470-67046-0



ISBN: 978-1-119-55066-2
Paper • 360pp • Apr 2019
€24.90

Cannabis For Dummies

Kim Casey

Make informed decisions about the benefits of using cannabis

Pot is hot—for good reason. To date, 30 states have legalized medical marijuana to the tune of nearly \$11B in consumer spending. Whether it's to help alleviate symptoms of an illness or for adults to use recreationally, more people are turning to marijuana every day. Written in conjunction with one of the largest cannabis companies in North America, *Cannabis For Dummies* presents the science behind the use of this amazingly therapeutic plant. *Cannabis For Dummies* provides hands-on knowledge and education patients and consumers need to make an informed decision about their cannabis purchase for the experience that matches their goals. In addition, *Cannabis For Dummies* devotes detailed coverage to: individuals interested in reducing dependencies on prescription drugs; patients who are dealing with the symptoms of ailments; pet owners looking to modify usage of expensive pet medication; individuals interested in potential employment in the industry; and employers, law enforcement, and elected officials who need to better understand impairment, cannabis, and its products.

- Gain insight on the effects and possible symptom relief of cannabis
- Discusses how to navigate the legal requirements
- Offers valuable information for entrepreneurs curious about business opportunities
- Touches on the different types of cannabis

About the Author

Kim Casey is the Communications Manager for Native Roots Dispensary, one of the largest cannabis companies in the country.

The U.S. Healthcare System

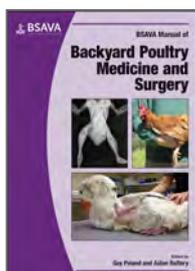
The U.S. Healthcare System Origins, Organization and Opportunities

Joel Shalowitz

The U.S. Healthcare System provides students with a framework for understanding and evaluating the health status of the populations they will eventually serve. This understanding draws on disciplines of finance, accounting, marketing, epidemiology, organizational design, and ethics, all covered in depth within the text. Students and readers learn how to develop a framework for understanding major health care issues; develop a acquire a working knowledge of key facts about the U. S. health care system; and develop a familiarity with key concepts of health care management.

ISBN: 978-0-470-63152-2 • Paper • €91.90 • May 2019 • 450pp

VETERINARY SCIENCE



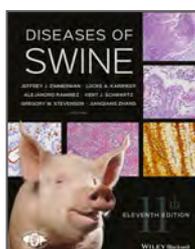
BSAVA Manual of Backyard Poultry Medicine and Surgery

Guy Poland & Aidan Raftery

The aim of this new manual is to provide good quality information to help veterinarians provide the level of care to backyard birds that clients expect and deserve. There has been a resurgence in the number of people keeping backyard poultry and they will often be seen as much loved pets. When a backyard bird becomes ill, therefore, their owner expects access to caring and competent veterinary care, often with an expectation that such care should meet the standard on offer to their dog or cat.

Series: BSAVA British Small Animal Veterinary Association •

ISBN: 978-1-905319-43-5 • Paper • €95.90 • May 2019 • 320pp



Diseases of Swine, 11th Edition

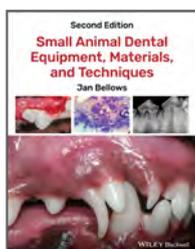
Jeffrey J. Zimmerman, Locke A. Karriker, Alejandro Ramirez, Kent J. Schwartz, Gregory W. Stevenson & Jianqiang Zhang

Head, Serology Section and Head, Epidemiology and Applied Research Section, Department of Veterinary Diagnostic and Production Animal Medicine, College of Veterinary Medicine, Iowa State University, Iowa State University, Iowa State University, Iowa State University; Iowa State University

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- Offers a reorganized format to make the information more accessible

ISBN: 978-1-119-35085-9 • Cloth • €TBA • Apr 2019 • 1112pp •

Previous Edition: 978-0-8138-2267-9



Small Animal Dental Equipment, Materials, and Techniques

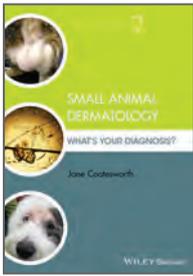
Jan Bellows

American Veterinary Dental College and American Board of Veterinary Practitioners, Fellow Academy of Veterinary Dentistry, All Pets Dental Clinic, Weston, Florida.

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- Includes a wealth of new images
- Highlights dental information applicable to general practice

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Previous Edition: 978-0-8138-1898-6



Small Animal Dermatology

What's Your Diagnosis?

Jane Coatesworth

Animal Health Trust, Newmarket, Suffolk, United Kingdom

- Provides information on diagnosing and treating small animal skin disease in a clinically relevant, case-based format
- Offers questions with detailed answers to enhance knowledge of differential diagnoses, diagnostic tools, and treatment options
- Takes a problem-based approach to the subject
- Helps practitioners and students to develop diagnostic and therapeutic skills and gain confidence
- Discusses dermatologic diseases ranging from common to rare

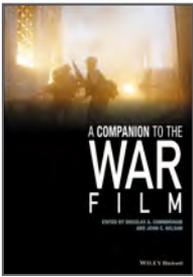
ISBN: 978-1-119-31111-9 • Paper • €115.00 • Apr 2019 • 248pp



Humanities & Social Sciences



ART HISTORY



A Companion to the War Film

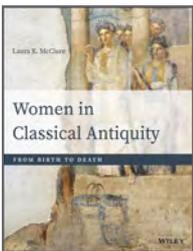
Douglas A. Cunningham & John C. Nelson

Brigham Young University Westminster College, USA & United States Military Academy, New York, USA

- Contains 27 original essays that examine all aspects of the genre, from the traditional war film, to the new global nature of conflicts, to the diverse formats that war stories assume in today's digital culture
- Includes new works from experienced and emerging scholars that expand the scope of the genre by applying fresh theoretical approaches and archival resources to the study of war films
- Moves beyond the limited confines of the combat film to cover home-front films, international and foreign-language films, to a range of conflicts and time periods
- Addresses complex questions of gender, race, forced internment, international terrorism, and war protest in films

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CLASSICS



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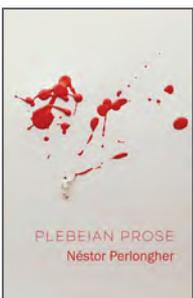
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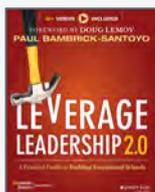
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Paul Bambrick-Santoyo is the Chief Schools Officer for High Schools and K-12 Content Development. Prior to that role, Bambrick-Santoyo spent thirteen years leading Uncommon's Newark-based schools, North Star Academies.

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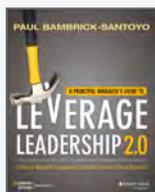


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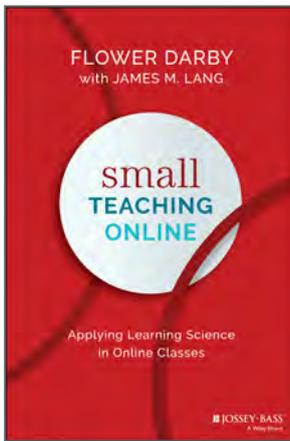


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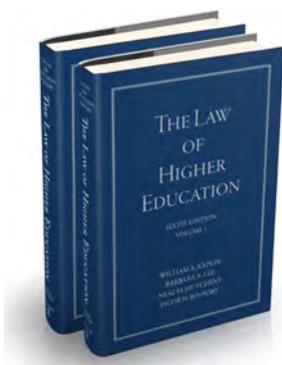
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About the Authors

Flower Darby is a Senior Instructional Designer and adjunct faculty member at Northern Arizona University, where she has taught for over twenty-two years.

James M. Lang is a Professor of English and the Director of the D'Amour Center for Teaching Excellence at Assumption College.



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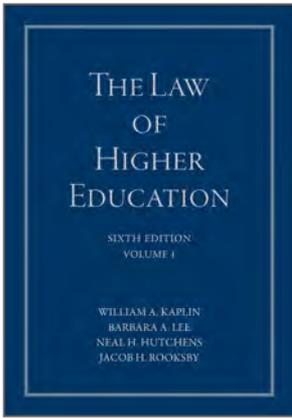
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William A. Kaplin is professor of law emeritus at The Catholic University of America, Washington, DC.

Barbara A. Lee is professor of human resource management at Rutgers University's School of Management and Labor Relations.

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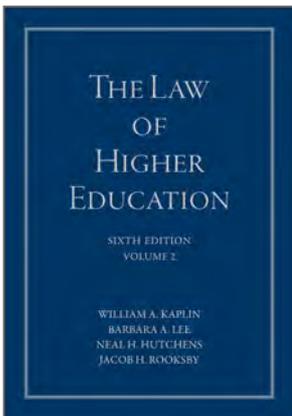
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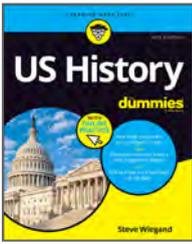
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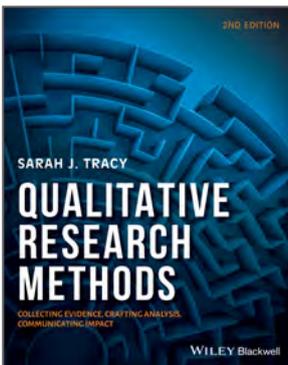
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Sarah J. Tracy is Professor of Human Communication, Arizona State University-Tempe and internationally recognized expert on qualitative research methods.

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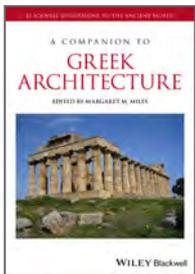
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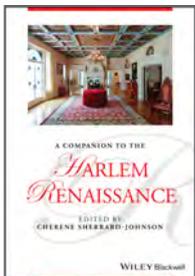
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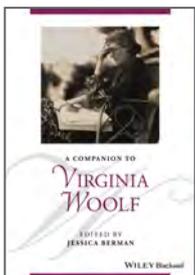
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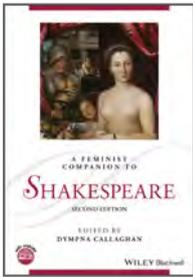
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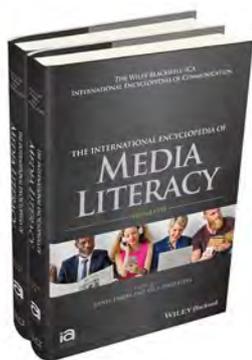
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Renee Hobbs, EdD, is an internationally recognized authority on media literacy education and the author of five books and more than 150 scholarly and professional publications on the subject.

Paul Mihailidis, PhD, researches and teaches at the intersection of media literacy, civic media, and community activism.



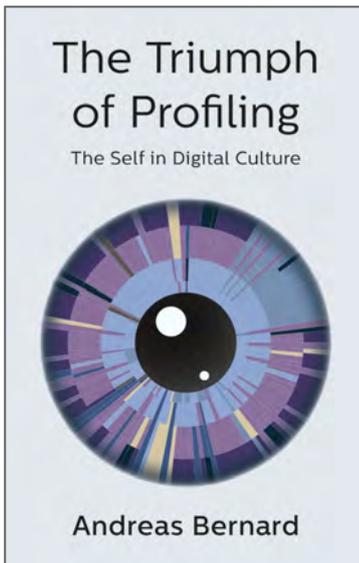
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The Triumph of Profiling The Self in Digital Culture



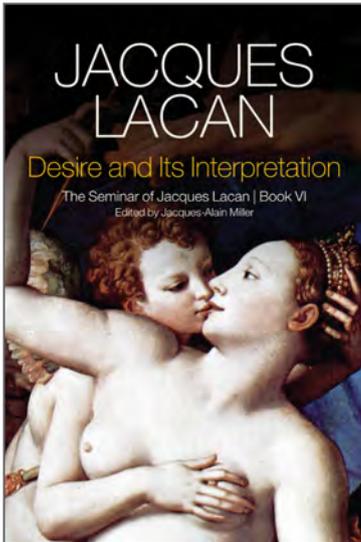
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Leuphana University of Lüneburg, Germany

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- This book will be of great interest to students and scholars in media and communication, as well anyone concerned about the power technologies hold over our lives

About the Author

Andreas Bernard is Professor at the Centre for Digital Cultures at the Leuphana University of Lüneburg, Germany.



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Desire and its Interpretation

The Seminar of Jacques Lacan, Book VI



Jacques Lacan

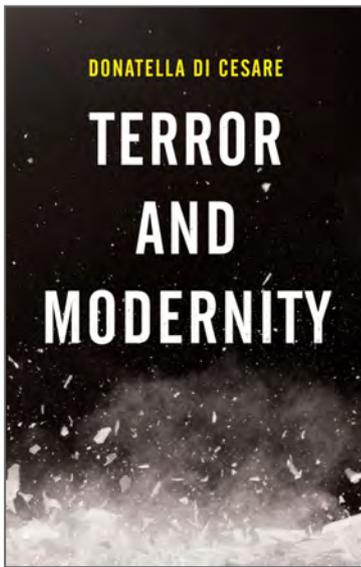
'Lacan shows us that desire is not a biological function; that it is not correlated with a natural object; and that its object is fantasized...Yet if it is not recognized, it produces symptoms. In psychoanalysis, the goal is to interpret—that is, to read—the message regarding desire that is harbored within the symptom.'

Jacques-Alain Miller

- Jacques Lacan was one of the leading thinkers of the 20th Century and the most influential psychoanalyst since Freud. His work has been hugely significant across a wide range of disciplines, from philosophy and psychology to literary theory, critical theory, gender studies and cultural studies
- Lacan's Seminars were famous, and the books based on these Seminars are now published in English by Polity
- This Seminar is one of the most important of all Lacan's Seminars, dealing with a fundamental concept in psychoanalysis - desire. He argues that desire is not something biological or natural, but rather the object of our fantasies
- Desire, argues Lacan, cannot be grasped in itself - it plays tricks on us. But it also produces symptoms, and the task of psychoanalysis is to interpret the messages about desire that are expressed in these symptoms

About the Author

Jacques Lacan (1901–1981) was one of the twentieth century's most influential thinkers. His many works include *Écrits*, *The Four Fundamental Concepts of Psychoanalysis* and the many volumes of *The Seminar*.



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Terror and Modernity

Donatella Di Cesare

Sapienza University of Rome

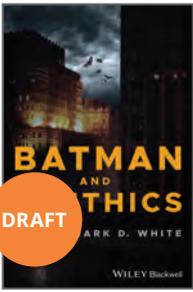


In this book, Donatella Di Cesare argues that terrorism is not an aberration but intrinsic to the struggle for sovereignty in the modern world. The growing concentration of power in the hands of the state sows the seeds of terrorism, deployed as a weapon by those exposed to the violence of the state that feel they have no other recourse.

- In this book, leading Italian philosopher Donatella Di Cesare tackles the issue of contemporary terrorism, drawing on a wide range of examples – from the Red Brigades and 9/11 to the Paris attacks and ISIS
- Whereas we frequently view terrorist attacks as a kind of aberration, Di Cesare argues that terrorism is in fact intrinsic to modern societies
- Fundamentally, it is not ideology that drives terrorism, but rather the struggle for power and sovereignty: as power is increasingly concentrated in the hands of the state, terrorism becomes a weapon used by those who are exposed to the violence of the state and feel they have no other recourse
- This sophisticated analysis of modern terrorism will appeal to anyone wishing to understand contemporary terrorism more deeply, as well as students and scholars of philosophy and political theory

About the Author

Donatella Di Cesare is Professor of Theoretical Philosophy at the Sapienza University of Rome

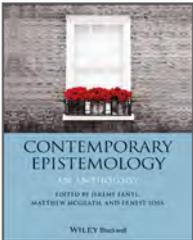


Batman and Ethics

Mark D. White
College of Staten Island/CUNY

Batman has been one of the worlds most beloved superheroes since his first appearance in issue #27 of Detective Comics in 1939. Clad in his dark cowl and cape, he has captured the imagination of thousands of fans with his acrobatic fighting skills, high-tech crimefighting gadgets, and swift but often violent brand of justice. But why has he enjoyed such long-lived popularity as a character? And why have his actions caused debate among fans and philosophers? Based on four decades of comic book storylines, *Batman and Ethics* explores the concepts and contradictions of the ethical and moral code of the Dark Knight.

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Contemporary Epistemology

An Anthology

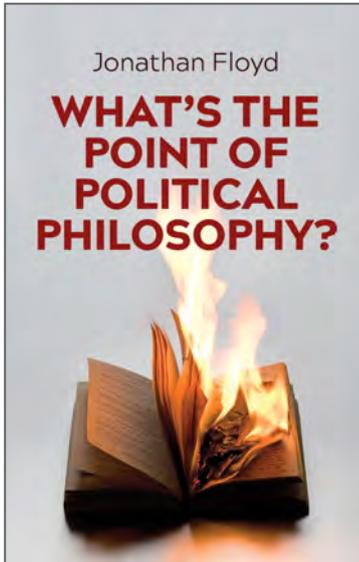
Ernest Sosa, Jeremy Fantl & Matthew McGrath
Brown University, Haverford College; University of Missouri, Columbia

With a core focus on the issues surrounding the ethics of belief--questions about what we should, ought, must, and may believe, and how we may apply to our beliefs those same norms by which we judge our actions--*Contemporary Epistemology: An Anthology* is a collection of many of the most influential and important recent publications in the study of epistemology. This volume is an ideal complement to *Epistemology: An Anthology, Second edition (2008)*, an earlier text by this distinguished editorial team, which aims to provide students with a foundation in the classic texts of epistemological theory.

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What's the Point of Political Philosophy?

Jonathan Floyd
University of Bristol

Political philosophers write their books for the same reason political revolutionaries read them – they change the world. In this short and original book, Jonathan Floyd explains three things: what political philosophy is, how you can do it, and why you might want to.

- Jonathan Floyd is a lecturer in political theory who has been named Bristol University's 'best lecturer': the British Academy has named him a 'rising star'
- This book introduces political philosophy from a radically new viewpoint. Rather than introducing the standard concepts or thinkers, he examines what the basic purpose of the subject is by asking three questions: What is it? How do you do it? And why should we bother?
- He advances the claim that the point of political philosophy is to change the world, and makes a passionate case for its importance and relevance
- This book will be an ideal introduction to political philosophy for all students on introductory courses or school students wanting to know why they might like to study it

About the Author

Jonathan Floyd is Lecturer in Political Theory at the University of Bristol





Amartya Sen

Lawrence Hamilton
University of Cambridge; University of the Witwatersrand



- Lawrence Hamilton is a leading political theorist and expert on the thought of Amartya Sen who was one of his students
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Ecomodernism

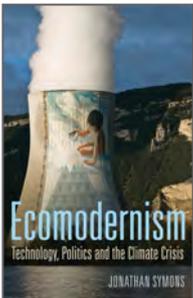
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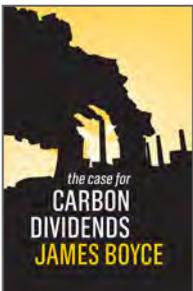
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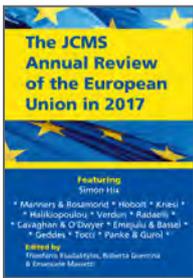
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University of Massachusetts, Amherst



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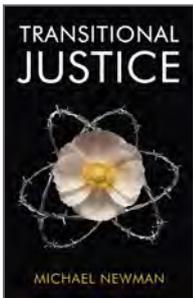
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Transitional Justice

Contending with the Past

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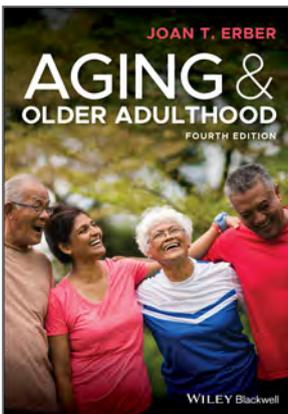
- Michael Newman is a leading expert on international politics and political theory, author of 'Socialism: A Very Short Introduction' and 'Six Authors in Search of Justice'
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Florida International University, USA

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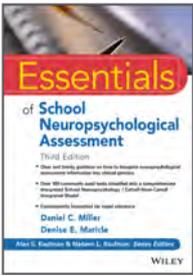
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About the Author

Joan Erber is Professor Emeritus of Psychology at Florida International University, where she has extensive experience teaching undergraduate and graduate courses in adult development and aging and conducting research into the psychology of aging.



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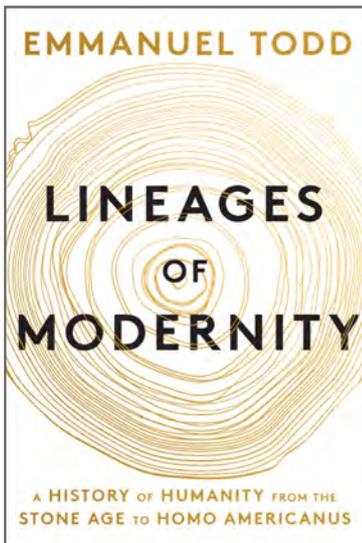
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About the Authors

Sharan B. Merriam is a professor of adult education at the University of Georgia in Athens.

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A History of Humanity from the Stone Age to *Homo Americanus*



Emmanuel Todd

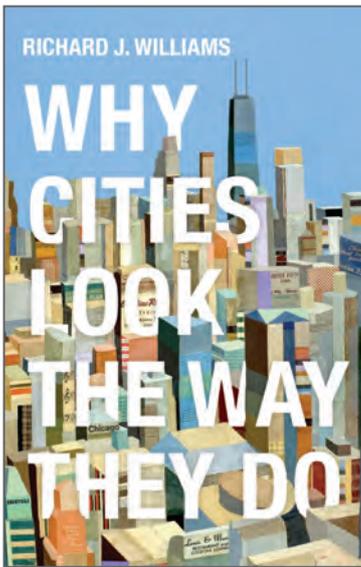
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- Analysing events ranging from the election of Donald Trump to Russian authoritarianism and instability in Europe, this account will be of great interest to anyone trying to understand the major transformations seen in our world today

About the Author

Emmanuel Todd is a sociologist, demographer and historical anthropologist at the National Institute of Demographic Studies (INED), Paris. He was one of the first scholars to predict the collapse of the Soviet Union and he is the author of many bestselling books, including *After the Empire* and *Who Is Charlie?*



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Why Cities Look the Way They Do



Richard Williams

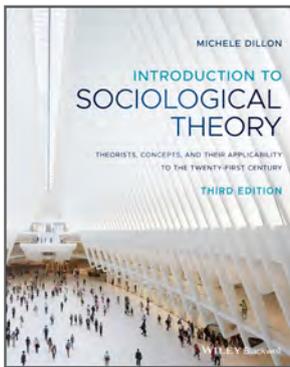
University of Edinburgh

When we consider the way cities look, we instinctively focus on design. But the character of a city is not just the result of planners and designers: it is also the result of the ways in which people use, appropriate and repurpose its spaces in the everyday life of the city. As this thought-provoking book argues, the city is not built; it is lived.

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- Brings together different disciplines and methodological approaches to make its counterintuitive argument
- A captivating and enjoyable read enlivened by vivid examples, including the author's own photographs and anecdotes

About the Author

Richard Williams is Professor of Contemporary Visual Culture at the University of Edinburgh.



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Michele Dillon

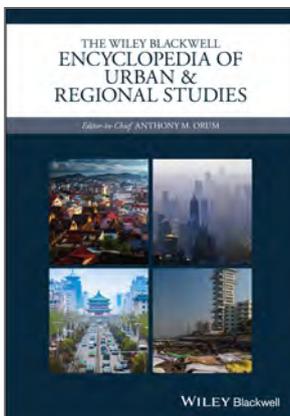
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About the Author

Michele Dillon is Professor of Sociology at the University of New Hampshire and has many years of experience teaching sociological theory to undergraduate and graduate students.



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The Wiley-Blackwell Encyclopedia of Urban and Regional Studies

Anthony M. Orum

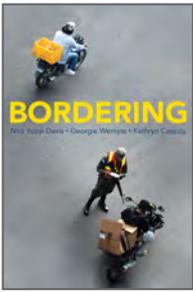
University of Illinois Chicago

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About the Author

Anthony M. Orum is Professor Emeritus at University of Illinois at Chicago Department of Sociology. e homeless.



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Bordering

Nira Yuval-Davis, Georgie Wemyss & Kathryn Cassidy
University of East London; University of East London; Northumbria University



- Nira-Yuval Davis, Georgie Wemyss, and Kathryn Cassidy are distinguished scholars of migration who have written widely on the theoretical and empirical aspects of nationalism, racism, fundamentalism, citizenship, identity, belonging, and what they term 'everyday bordering'
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- The authors develop an original theory of borders and 'bordering': rather than treating borders as static and natural social or political 'lines', they see 'bordering' as a social and political process that should be analysed in relation to social positioning and understood as a social technology for actively managing diversity

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Race After Technology

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Ruha Benjamin
Princeton University



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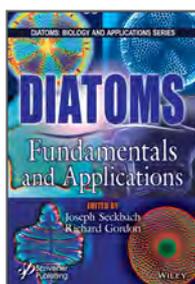
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Science





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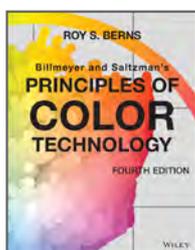
Translational Nanomedicine

Translational Nanomedicine

Robert A. Meyers
TRW Inc., Redondo Beach, California

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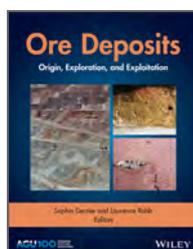
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Ore Deposits Origin, Exploration, and Exploitation

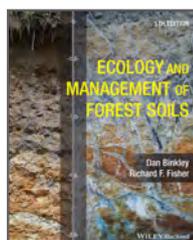
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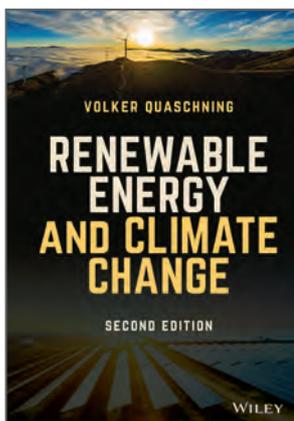
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About the Author

Prof. Dr. Volker Quaschnig Professor Quaschnig obtained an electrical engineering degree from Karlsruhe Institute of Technology KIT in 1993 and a doctorate on shading analysis of photovoltaic systems from Berlin University of Technology TU Berlin in 1996.

Series: Wiley – IEEE

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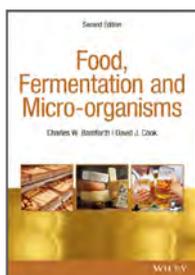
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Functional Organic Liquids

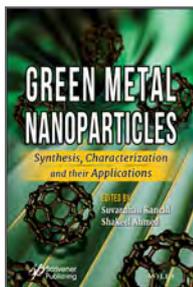
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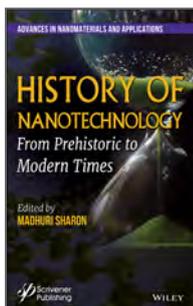
Green Metal Nanoparticles

Synthesis, Characterization and their Applications

Suwardhan Kanchi & Shakeel Ahmed

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Novel Carbon Materials and Composites

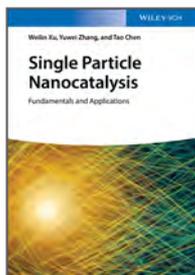
Novel Carbon Materials and Composites

Synthesis, Properties and Applications

Xin Jiang, Zhenhui Kang, Xiaoning Guo & Hao Zhuang

- Connects knowledge about synthesis, properties and applications of novel carbon materials and carbon-based composites, including thin films of silicon carbide, carbon nitride, boron carbide and their related composites.
- Applications discussed range from mechanical, electronic, chemical, biochemical, medicine, and environmental applications to functional devices such as sensors, detection of contaminants, wastewater treatment, and water splitting.
- In recent years the fabrication of carbon-based composite materials has become an important research focus because it extends the potential applications of carbon materials.
- Published as a title in the new Wiley book series Nanocarbon Chemistry and Interfaces.

Series: Nanocarbon Chemistry and Interfaces • ISBN: 978-1-119-31339-7 • Cloth • €149.00 • May 2019 • 304pp



Single Particle Nanocatalysis Fundamentals and Applications

Weilin Xu, Yuwei Zhang & Tao Chen

- Hot topic: single-molecule/particle nanocatalysis is a new hot frontier research area. Comprehensive: This book gives a systematical and completed introduction of the development in single-molecule/particle nanocatalysis in recent years, which makes this book very unique.
- Useful: This book will help readers understand the basis, role and the recent development of single-molecule nanocatalysis and get new knowledge from it.

ISBN: 978-3-527-34329-4 • Cloth • €139.00 • May 2019 • 320pp



Textile Fiber Microscopy A Practical Approach

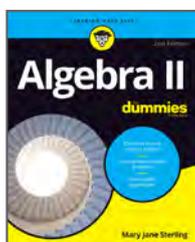
Ivana Markova

This vital guide:

- Contains an accompanied micrograph for many fibers presented
- Includes information on how fiber microstructure is connected to fabric properties and how it affects the end use of fabrics
- Offers a review of the sophistication of textile fibers from a scientific point of view
- Presents a comparative textile fiber review that is appropriate for both for students, textile experts and forensic scientists

ISBN: 978-1-119-32005-0 • Paper • €79.90 • Apr 2019 • 224pp

MATHEMATICS & STATISTICS



Algebra II For Dummies, 2nd Edition

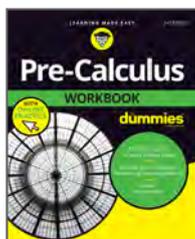
Mary Jane Sterling

Your complete guide to acing Algebra II

Do quadratic equations make you queasy? Does the mere thought of logarithms make you feel lethargic? You're not alone! Algebra can induce anxiety in the best of us, especially for the masses that have never counted math as their forte. But here's the good news: you no longer have to suffer through statistics, sequences, and series alone. *Algebra II For Dummies* takes the fear out of this math course and gives you easy-to-follow, friendly guidance on everything you'll encounter in the classroom and arms you with the skills and confidence you need to score high on exam time.

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Previous Edition: 978-1-119-09062-5



Pre-Calculus Workbook For Dummies, 3rd Edition

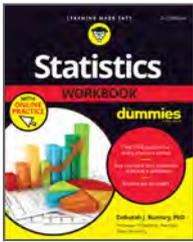
Yang Kuang & Michelle Rose Gilman

Get a handle on pre-calculus in a pinch

If you're tackling pre-calculus and want to up your chances of doing your very best, this hands-on workbook is just what you need to grasp and retain the concepts that will help you succeed. Inside, you'll get basic content review for every concept, paired with examples and plenty of practice problems, ample workspace, step-by-step solutions, and thorough explanations for each and every problem.

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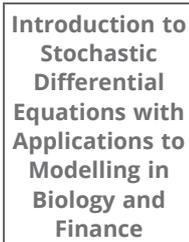
Deborah J. Rumsey

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Previous Edition: 978-0-7645-8466-4



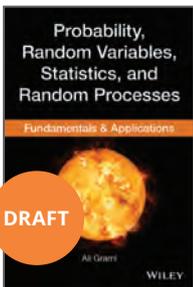
Introduction to Stochastic Differential Equations with Applications to Modelling in Biology and Finance

Carlos A. Braumann

A comprehensive introduction to the core issues of stochastic differential equations and their effective application

Introduction to Stochastic Differential Equations with Applications to Modelling in Biology and Finance offers a comprehensive examination to the most important issues of stochastic differential equations and their applications. The author — a noted expert in the field — includes myriad illustrative examples in modelling dynamical phenomena subject to randomness, mainly in biology, bioeconomics and finance, that clearly demonstrate the usefulness of stochastic differential equations in these and many other areas of science and technology.

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Testing Statistical Assumptions in Research

J. P. Verma & Abdel-Salam G Abdel-Salam

- Reference for graduate students and research scholars of any discipline in testing assumptions of statistical tests before using them in their research study
- Shows readers the adverse effect of violating the assumptions on findings by means of various illustrations
- Describes different assumptions associated with different statistical tests commonly used by research scholars
- Contains examples using SPSS

ISBN: 978-1-119-52841-8 • Cloth • €109.00 • Apr 2019 • 200pp

**Revolutionizing
Tropical
Medicine**

Revolutionizing Tropical Medicine

Point-of-Care Tests, New Imaging Technologies and Digital Health

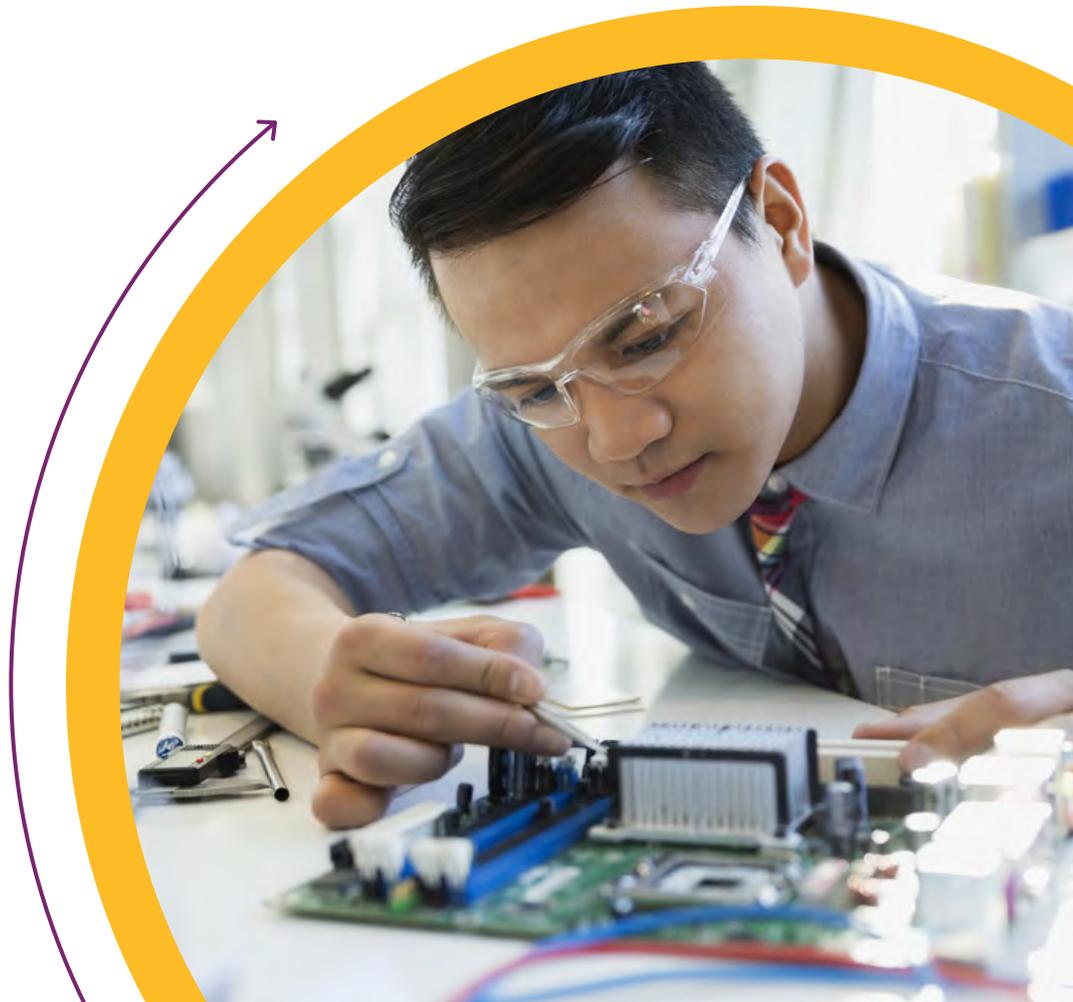
Kerry Atkinson & Prof. David Mabey

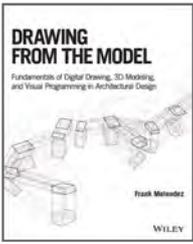
Revolutionizing Tropical Medicine offers an up-to-date guide for healthcare and other professionals working in low-resource countries where access to health care facilities for diagnosis and treatment is challenging. Rather than suggesting the expensive solution of building new bricks and mortar clinics and hospitals and increasing the number of doctors and nurses in these deprived areas, the authors propose a complete change of mindset.

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Technology, Engineering, Architecture & Construction





Drawing from the Model

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Frank Melendez

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AWS Certified Solutions Architect Practice Tests

Associate SAA-C01 Exam

Brett McLaughlin

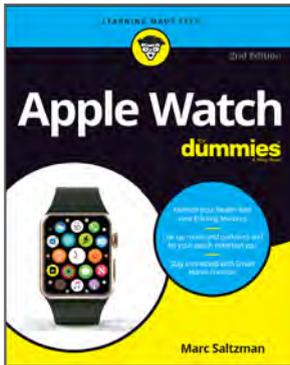
This book provides five unique practice tests, covering the five AWS Certified Solutions Architect Associate Exam objective domains, PLUS one additional practice exam, for a total of 1000 practice test questions. Coverage of all exam objective domains includes:

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About the Author

Brett McLaughlin (Dallas, TX) has been working in technology for over 20 years.



ISBN: 978-1-119-55863-7
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978-1-119-05205-0

Apple Watch For Dummies, 2nd Edition

Marc Saltzman

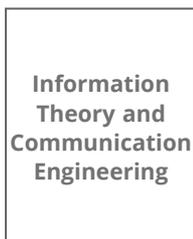
Take a bite out of the new and improved Apple Watch

The Apple Watch is a powerful computer that's worn on your wrist — and can serve as an invaluable companion, anytime and anywhere. Acting as a communication device, fitness and health tracker, and sleek time piece, the Apple Watch keeps you connected — and all hands-free. *Apple Watch For Dummies, Second Edition* gets you up to speed on the latest updates to WatchOS, and teaches you about all-new features, such as the walkie-talkie. You'll find out how to use it to set and maintain reachable goals for your fitness; monitor your heart rate, detect falls, and track other health-related info; send and receive text messages and emails; use Siri; get directions in real-time; learn about the best apps for work and play; and much, much more. Wrap your head around the new WatchOS and updated Apple Watch, even as it wraps around your wrist!

- Become familiar with the latest Apps for your watch and how to adjust its settings
- Discover tips for picking a watch model that fits your needs

About the Author

Marc Saltzman is a freelance journalist, author, lecturer, consultant, and radio and TV personality. He writes for CNN.com and USAToday.com.



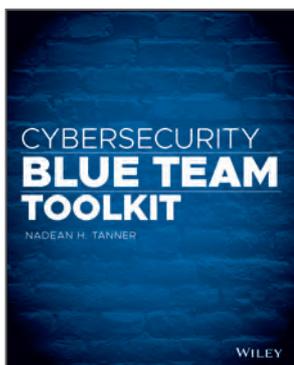
Information Theory and Communication Engineering

Stefan Host

- Provides an adaptive version of Huffman coding that estimates source distribution
- Includes appendices that explore probability distributions and the sampling theorem
- Ends each chapter with a series of problems created to enhance the reader's understanding of the text

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ISBN: 978-1-119-55293-2
Paper • May 2019 • 350pp
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Cybersecurity Blue Team Toolkit

Nadean H. Tanner

Cybersecurity is dynamic and multifaceted. The more you learn about the industry, the more you realize there is so much more out there to learn. This book will take a simple and strategic look at best practices and readily available tools that are available to both cybersecurity management and hands-on professionals — whether they be new to the industry or simply looking to gain expertise. Important topics include assessment, configuration, protection and defense strategies, and remediation and offensive measures. In this book the reader will learn how to use and the right uses for ping, tracert, PuTTY, path ping, sys internals, NMAP, OpenVAS, HIDS, Packet Fence, Wire Shark, Open IAM, Bare Tail, and much more.

About the Author

Nadean Tanner has been in the technology industry for over 20 years in a variety of positions from marketing to training to web development to hardware.



Series: Beton-Kalender Series

ISBN: 978-3-433-03225-1
Paper • 382pp • Feb 2019
€79.00

Previous Edition:
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Precast Concrete Structures

Hubert Bachmann, Alfred Steinle & Mathias Tillmann
Stuttgart

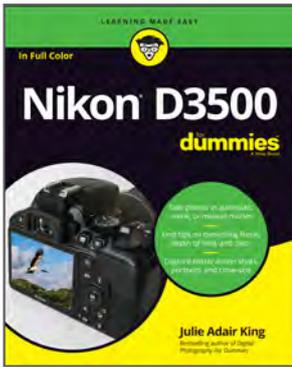
Building with precast concrete elements is one of the most innovative forms of construction. This book serves as an introduction to this topic, including examples, and thus supplies all the information necessary for conceptual and detailed design.

About the Authors

Alfred Steinle (1936-2017) turned the lecture notes of Prof. Dr.-Ing. Volker Hahn, which dated from the early 1970s, into a manuscript that became the starting point for this book. After a number of years in bridge-building, Alfred Steinle also became heavily involved in precast concrete construction at Züblin. His theoretical work covered bridge-building with torsion and section deformations in box-girder bridges and in precast concrete structures within the scope of the 6M system with corbels, notched beam ends and pocket foundations.

Mathias Tillmann (b. 1970) has been an engineering and standards consultant at Fachvereinigung Deutscher Betonfertigteilbau e.V. (FDB) since 2007 and technical director since 2008.

Hubert Bachmann (b. 1959) began his career in a precasting plant in 1976 as an apprentice for concrete and precast concrete construction. After studying structural engineering and completing his doctorate at the University of Karlsruhe, he accepted a post in the structural engineering office of Ed. Züblin AG in Stuttgart in 1993, where he has worked ever since.



ISBN: 978-1-119-56183-5
Paper • 352pp • Feb 2019
€26.90

Nikon D3500 For Dummies

Julie Adair King
Indianapolis, Indiana

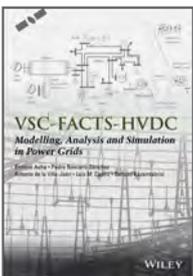
Use your Nikon D3500 camera like the pros

Capturing frame-worthy photos is no easy feat—until now! Inside, author Julie King shares her experience as a professional photographer and photography teacher to help you get picture-perfect landscapes, portraits, action shots, and more with your Nikon D3500 digital SLR camera. It takes more than a good eye and an amazing camera to get shots like the pros. With the help of *Nikon D3500 For Dummies*, you'll find all the expert advice and know-how you need to unlock your camera's capabilities to their fullest potential. From working with the basics of lighting and exposure to making sense of your camera's fanciest features, you'll be snapping professional-grade photos in a flash! Whether you're shooting in automatic mode, scene mode, or manual mode, you'll get all the guidance you need to take photos you'll be proud to share.

- Learn the five essential options for shooting quality photos
- Understand the settings that control exposure
- Put your skills together to shoot portraits, close-ups, and action shots

About the Author

Julie Adair King is a pro photographer and designer turned bestselling author and photo instructor.



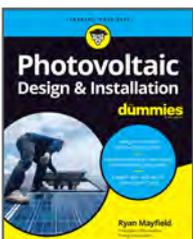
VSC-FACTS-HVDC

Modelling, Analysis and Simulation in Power Grids

Enrique Acha, Pedro Roncero-Sanchez, Antonio de la Villa, Luis M. Castro & Behzad Kazemtabrizi
University of Glasgow, UK, University of Castilla-la Mancha, University of Seville, Spain; University of Glasgow

VSC-FACTS-HVDC and PMU: Analysis, Modelling and Simulation in Power Grids provides comprehensive coverage of VSC-FACTS and VSC-HVDC systems within the context of high-voltage Smart Grids modelling and simulation. Readers are presented with an examination of the advanced computer modelling of the VSC-FACTS and VSC-HVDC systems for steady-state, optimal solutions, state estimation and transient stability analyses, including numerous case studies for the reader to gain hands-on experience in the use of models and concepts.

ISBN: 978-1-119-97398-0 • Cloth • €115.00 • May 2019 • 400pp



Photovoltaic Design & Installation For Dummies

Ryan Mayfield

The fun and easy way to get a grip on photovoltaic design and installation

Designing and installing solar panel systems is a trend that continues to grow. With "green collar" jobs on the rise and homeowners looking for earth-friendly ways to stretch their dollars and lessen their carbon imprint, understanding photovoltaic design and installation is on the rise. *Photovoltaic Design & Installation For Dummies* gives you a comprehensive overview of the history, physics, design, installation, and operation of home-scale solar-panel systems.

ISBN: 978-1-119-54435-7 • Paper • €21.90 • Apr 2019 • 384pp

Previous Edition: 978-0-470-59893-1

Sustainable Engineering

Sustainable Engineering

Drivers, Metrics, Tools, Engineering Practices & Applications

Krishna R. Reddy, Claudio Cameselle & Jeffrey A. Adams

University of Illinois – Chicago, IL

Sustainable Engineering: Drivers, Metrics, Tools, Engineering Practices & Applications is the first comprehensive textbook of its kind to cover the definition, methodology and current applications of sustainability and resiliency in the engineering disciplines. The depth coverage is ideal for graduate student across all engineering disciplines and remains a handy resource for the active professionals.

This book contains detailed information about the sustainability principles and applications in engineering practice. The book contains the information on how to use the scientific tools for sustainability assessment that will help engineers to select the best alternative for each project or activity.

ISBN: 978-1-119-49393-8 • Cloth • €115.00 • May 2019 • 512pp

NETWORKING



Windows Server 2019 & PowerShell All-in-One For Dummies

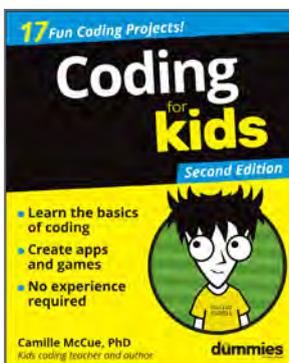
Sara Perrott

Your one-stop reference for Windows Server and PowerShell know-how

Windows Server runs about a third of the hardware that runs the Internet. This book offers a single reference to help you build and expand your knowledge of all things Windows Server, including the all-important PowerShell framework. Written by a pair of networking pros, this book covers the broad range of topics a system administrator needs to know to run Windows Server 2019, including how to install, configure, and secure a system.

ISBN: 978-1-119-56071-5 • Paper • €33.90 • May 2019 • 768pp

PROGRAMMING



Coding For Kids For Dummies, 2nd Edition

Camille McCue Ph.D

An accessible guide for kids who want to learn coding

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- Details the unique logic behind writing computer code
- Includes simple coding tools ideal for teaching kids and beginners
- Covers basic coding concepts to help kids complete their very own projects

About the Author

Camille McCue, PhD, is Director of Technology Innovations for the Startup Incubator, an inventor's workshop for students in grades 6-12, at the Adelson Education Campus in Las Vegas.

Series: For Kids For Dummies

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Paper • 352pp • May 2019
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Effective Project Management, 8th Edition

Traditional, Agile, Extreme

Robert K. Wysocki
Bentley College

The popular guide to the project management body of knowledge, now fully updated

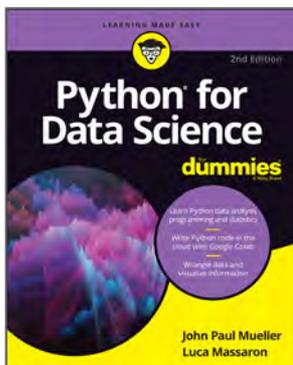
Now in its eighth edition, this comprehensive guide to project management has long been considered the standard for both professionals and academics, with nearly 40,000 copies sold in the last three editions! Well-known expert Robert Wysocki has added four chapters of new content based on instructor feedback, enhancing the coverage of best-of-breed methods and tools for ensuring project management success. With enriched case studies, accompanying exercises and solutions on the companion website, and PowerPoint slides for all figures and tables, the book is ideal for instructors and students as well as active project managers.

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Effective Project Management, Eighth Edition remains the comprehensive resource for project management practitioners, instructors, and students. (PMBOK is a registered mark of the Project Management Institute, Inc.)

About the Author

Robert K. Wysocki is a project management consultant, trainer, training developer, and author.



ISBN: 978-1-119-54762-4
Paper • 432pp • Apr 2019
€35.90

Previous Edition:
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Python for Data Science For Dummies, 2nd Edition

John Paul Mueller & Luca Massaron

The fast and easy way to learn Python programming and statistics

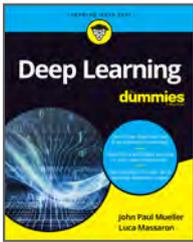
Python is a general-purpose programming language created in the late 1980s—named after Monty Python—that's used by thousands of people to do things from testing microchips at Intel, to powering Instagram, to building video games with the PyGame library. *Python For Data Science For Dummies, Second Edition* is written for people who are new to data analysis, and discusses the basics of Python data analysis programming and statistics. The book also discusses Google Colab, which makes it possible to write Python code in the cloud. *Python For Data Science For Dummies, Second Edition* provides the statistical background needed to get started in data science programming, including probability, random distributions, hypothesis testing, confidence intervals, and building regression models for prediction.

- Covers the fundamentals of Python data analysis programming and statistics to help you build a solid foundation in data science concepts
- Explains objects, functions, modules, and libraries and their role in data analysis

About the Authors

John 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.



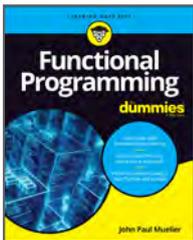
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John Paul Mueller & Luca Massaron

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ISBN: 978-1-119-54304-6 • Paper • €26.90 • May 2019 • 320pp



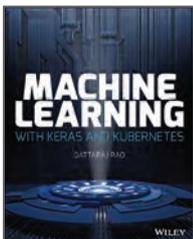
Functional Programming For Dummies

John Paul Mueller

Your guide to the functional programming paradigm

Functional Programming for Dummies explores the differences between the pure (as represented by the Haskell language) and impure (as represented by the Python language) approaches to functional programming for readers just like you. The pure approach is best suited to researchers who have no desire to create production code but do need to test algorithms fully and demonstrate their usefulness to peers. The impure approach is best suited to production environments because it's possible to mix coding paradigms in a single application to produce a result more quickly.

ISBN: 978-1-119-52750-3 • Paper • €26.90 • Apr 2019 • 320pp



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Dattaraj Rao

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ISBN: 978-1-119-56483-6 • Paper • €37.90 • May 2019 • 400pp



Python All-in-One For Dummies

John Shovic & Alan Simpson

A one-stop resource for all your Python questions

Python is a programming language that's grown to become one of the most in-demand languages of the moment. There's almost no type of project that Python can't make better. From creating apps to building complex websites to sorting big data, Python provides a way to get the work done. *Python All-in-One For Dummies* offers a starting point for those new to coding by explaining the basics of Python.

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Microsoft Project 2019 For Dummies

ISBN: 978-1-119-56512-3
Paper • 368pp • May 2019
€24.90

Microsoft Project 2019 For Dummies

Cynthia Dianisio

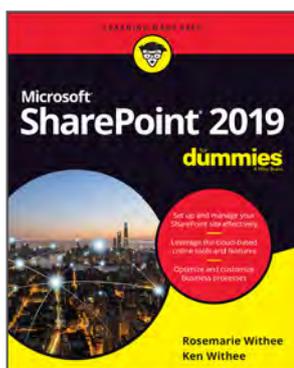
The easy way to take control of project timelines, resources, budgets, and details

Microsoft Project can be a godsend for project managers. This powerful software helps both full-time project managers and those who manage projects as one of many job functions keep projects on track. *Microsoft Project 2019 For Dummies* offers extensive guidance with this valuable software assistant. Written by a project management pro, the book helps you figure out the nuts and bolts of the software while providing valuable project management insight that keeps tasks on schedule and projects under budget. If you're a time-pressured project manager looking to make your life—and your projects—easier, *Microsoft Project 2019 For Dummies* shows you how to get things done!

- Fully updated to reflect the latest software changes in Microsoft Project 2019
- Covers working with calendars, using and sharing resources, budgeting, gathering and tracking data, and much more
- Highlight time-saving Microsoft Project 2019 shortcuts

About the Author

Cynthia Dionisio is a project management consultant, trainer, and author with a dozen books to her credit. She leads the team that creates the *PMBOK Guide*.



ISBN: 978-1-119-55065-5
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€26.90

Microsoft SharePoint 2019 For Dummies

Ken Withee & Rosemarie Withee

All you need to know about SharePoint Online and SharePoint Server 2019

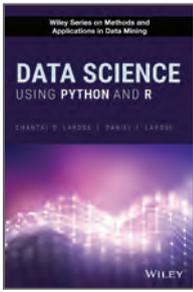
SharePoint is an enterprise portal server living under the Microsoft Office umbrella. It can be used as a local installation (on-premises) or an online service. *SharePoint 2019 For Dummies* provides a thorough update on how to make the most of all the new SharePoint and Office features—while still building on the great and well-reviewed content in the prior editions. This book shows those new to SharePoint or new to SharePoint 2019 how to get up and running so that you and your team can become productive with this powerful tool. This edition also includes need-to-know information for administrators, techsumers, and page admins who want to leverage the cloud-based features online, either as a standalone product or in conjunction with an existing SharePoint infrastructure.

- Addresses how to set up and manage your SharePoint site effectively
- Discusses how to leverage cloud-based online tools and features
- Reveals how to optimize and customize business processes

About the Author

Ken Withee writes TechNet and MSDN articles for Microsoft.

Rosemarie Withee is President of Portal Integrators LLC and Founder of Scrum Now.



Data Science Using Python and R

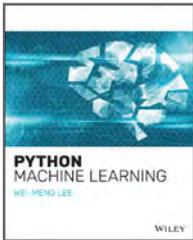
Chantal D. Larose & Daniel T. Larose

Department of Mathematical Sciences, and Director of Data Mining@CCSU, at Central Connecticut State University

- Focuses on extensive Python and R tutorials and walk-throughs
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- Provides three types of problems in each chapter: (a) Clarifying the Concepts, (b) Working with the Data, and (c) Hands-On Analysis

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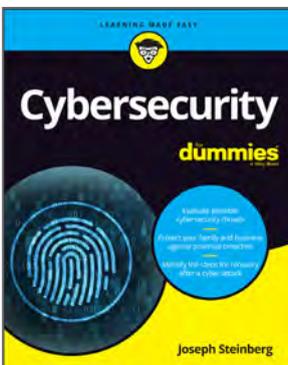
Python Machine Learning

Wei-Meng Lee

This book covers machine learning, one of the hottest topics in more recent years. With computing power increasing exponentially and costs decreasing at the same time, there is no better time for machine learning. Machine learning tasks that usually require huge processing power are now possible on desktop machines. However, machine learning is not for the faint of heart — it requires a good foundation in statistics, as well as programming knowledge.

ISBN: 978-1-119-54563-7 • Paper • €37.90 • May 2019 • 250pp

WEB DEVELOPMENT



Cybersecurity For Dummies

Joseph Steinberg

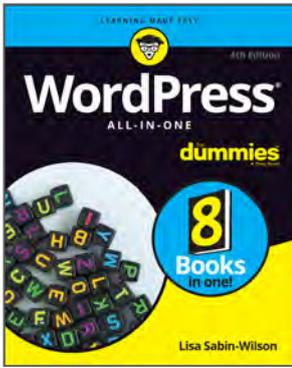
Protect your business and family against cyber attacks

Cybersecurity is the protection against the unauthorized or criminal use of electronic data and the practice of ensuring the integrity, confidentiality, and availability of information. Being “cyber-secure” means that a person or organization knows how to protect against attacks by cyber criminals, and how to recover if they are attacked. If keeping your business or your family safe from cybersecurity threats is on your to-do list, *Cybersecurity For Dummies* will introduce you to the basics of becoming cyber-secure! Here, you will learn what threats exist, and how to identify, protect against, detect, and respond to these threats, as well as how to recover once there has been a breach. *Cybersecurity For Dummies* will help you identify vulnerabilities that may make you a target of cyber-crime and show you how to stay on top of your security game.

- Covers the basic cybersecurity concepts and outlines the who and what of cybersecurity threats
- Examines emerging technologies and their impact on cybersecurity
- Addresses what it takes to be cyber-secure as well as what to do when an attack occurs

About the Author

Joseph Steinberg is a CyberSecurity and Emerging Technologies Advisor.



ISBN: 978-1-119-55315-1
Paper • 864pp • Apr 2019
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978-1-119-32777-6

WordPress All-In-One For Dummies, 4th Edition

Lisa Sabin-Wilson

Everything you need to know about WordPress

WordPress is a state-of-the-art blog publishing platform with a focus on aesthetics, web standards, and usability. The latest version of WordPress.org will be replaced in the fall of 2018 with WordPress 5.0. This will include a major change with the addition of new editor Gutenberg. Take your WordPress experience to the next level with the information packed inside *WordPress All-in-One For Dummies, Fourth Edition*. From the basics of setting up your account and choosing a host and theme to managing content with Gutenberg and keeping your site secure, the 8 books of expert information that form this product will help you take the WordPress community by storm.

- Helps you build your site foundation and become an admin pro
- Discusses how to read and understand site analytics
- Shows you how to manage content using Gutenberg

About the Author

Lisa Sabin-Wilson is the co-owner of WebDevStudios.com, a development company specializing in custom WordPress plugins, themes, and deployments.

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