

SWR

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# Retail Catalogue New Releases

September to October 2019



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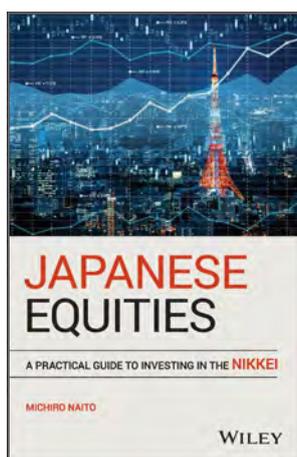
 Lead Title       Previously Announced

All prices are correct as at press time but are subject to change without prior notice.



# September





ISBN: 978-1-119-60366-5  
 Cloth • 192pp • Aug 2019  
 S\$61.95 before GST |  
 US\$44.00

## Japanese Equities

### A Practical Guide to Investing in the Nikkei

Michiro Naito

*Japanese Equities* describes how the Nikkei works, explains its driving factors and presents a collection of insightful case studies to help you successfully invest in the market. Author Michiro Naito, a former equity derivatives/quantitative strategist for J.P. Morgan Securities Japan, helps you understand the ups and downs of the market and capitalise on its money-making opportunities. Already a substantial part of many equity investor portfolios, the Nikkei exhibits characteristics that respond more sensitively to global economic conditions than other developed markets. This valuable book helps you grasp the idiosyncrasies of the market and correctly time investing decisions to maximise profits. This English translation of the original Japanese book includes additional chapters discussing recent political developments that influence the Japanese economy such as the re-election of Prime Minister Shinzo Abe, the trade policies of Donald Trump and the difference in monetary policy between the Bank of Japan and the FED. It offers a simple quantitative strategy to take advantage of the cyclical trends and repeating patterns of the Nikkei to attain desirable returns and explains how derivatives instruments affect the equity market, which is seldom covered in textbooks.

#### ACCOUNTING SPECIAL TOPICS



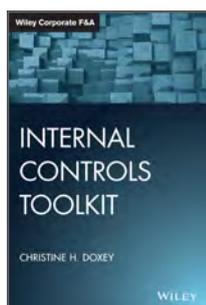
### Bookkeeping All-In-One For Dummies, 2nd Edition

Lita Epstein

ISBN: 978-1-119-59290-7 • Paper • 608pp • Aug 2019 • S\$41.95 before GST | US\$29.95

Do you need to get up and running on bookkeeping basics and the latest tools and technology used in the field? You've come to the right place! *Bookkeeping All-In-One For Dummies* is your go-to guide for all things bookkeeping. Bringing you accessible information on the new technologies and programs, it cuts through confusing jargon and gives you friendly instruction you can use right away. Inside, you'll learn how to keep track of transactions, unravel up-to-date tax information, recognize your assets, and so much more. It covers all the new techniques and programs in the bookkeeping field and shows you how to manage assets and liabilities. The book explains how to track business transactions accurately with ledgers and journals and helps you make sense of accounting and bookkeeping basics.

#### CORPORATE/MANAGERIAL ACCOUNTING



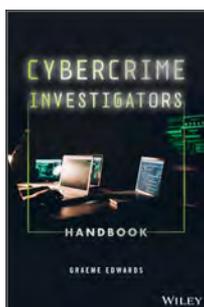
### Internal Controls Toolkit

Christine H. Doxey

ISBN: 978-1-119-55439-4 • Cloth • 400pp • Jul 2019 • S\$104.95 before GST | US\$74.95

This is a "toolkit" approach that addresses a practical need for a series of standards of internal controls that can be used to mitigate risk within any size organization. Inadequate internal controls can cause a myriad of problems that adversely affect its ability to provide reliable, timely, and useful financial and managerial data needed to support operating, budgeting, and policy decisions. Reliable data is necessary to make sound business decisions. Its toolkit approach with detailed controls and risks outlined for key business processes and includes foundational for SOX 404 initiatives. The toolkit provides key material to improve internal control efforts and guidance during M&A projects. Poor controls over data quality can cause financial data to be unreliable, incomplete, and inaccurate – this book helps you control that quality and manage risk.

## FINANCE &amp; INVESTMENTS SPECIAL TOPICS

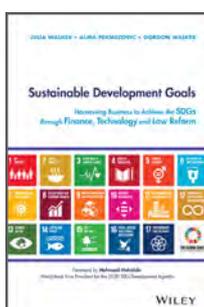
**Cybercrime Investigators Handbook**

Graeme Edwards

ISBN: 978-1-119-59628-8 • Cloth • 306pp • Aug 2019 • S\$90.95 before GST | US\$64.95

While there are high-quality manuals for conducting digital examinations on a device or network that has been hacked, the *Cybercrime Investigators Handbook* is the first guide on how to commence an investigation from the location the offence occurred—the scene of the cybercrime—and collect the evidence necessary to locate and prosecute the offender. This valuable contribution to the field teaches readers to locate, lawfully seize, preserve, examine, interpret, and manage the technical evidence that is vital for effective cybercrime investigation. It fills the need for a field manual for front-line cybercrime investigators and provides practical guidance with clear, easy-to-understand language. The book approaches cybercrime from the perspective of the field practitioner and helps companies comply with new GDPR guidelines.

## GENERAL &amp; INTRODUCTORY FINANCE &amp; INVESTMENTS

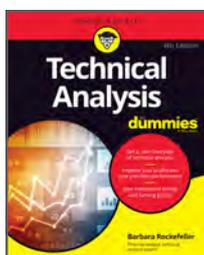
**Sustainable Development Goals****Harnessing Business to Achieve the SDGs through Finance, Technology and Law Reform**

Julia I. Walker, Alma Pekmezovic &amp; Gordon Walker

ISBN: 978-1-119-54181-3 • Cloth • 408pp • Sep 2019 • S\$118.95 before GST | US\$85.00

This book offers practical pathways for achieving and implementing the new 2030 agenda and, more specifically, on finding and mobilising the financial resources – public and private, national and global – needed to achieve the Sustainable Development Goals. Achieving the SDGs will require the mobilisation of trillions of dollars. These resources already exist; however, it will be important to look at the ways to harness these resources and direct available investment and global savings so that they support sustainable development and facilitate the achievement of the new agenda. It covers challenges and opportunities associated with financing the new development agenda and explores the importance of channeling Financial Technology to finance sustainable development and the impact of digital technologies on sustainable development.

## INVESTMENTS &amp; SECURITIES

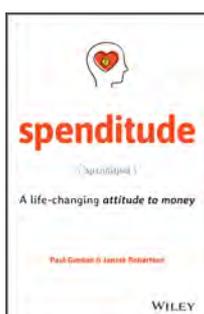
**Technical Analysis For Dummies, 4th Edition**

Barbara Rockefeller

ISBN: 978-1-119-59655-4 • Paper • 384pp • Sep 2019 • S\$37.95 before GST | US\$26.95

Savvy traders know that the best way to maximize return is to interpret real-world market information for themselves rather than relying solely on the predictions of professional analysts. This straightforward guide shows you how to put this into profitable action—from basic principles and useful formulas to current theories on market trends and behavioral economics—to make the most lucrative decisions for your portfolio. The latest edition of *Technical Analysis for Dummies* includes a brand-new chapter on making the right decisions in a bull or bear market, an updated look at unique formulas and key indicators, as well as refreshed and practical examples that reflect today's financial atmosphere.

## PERSONAL FINANCE

**Spenditude****A Life-changing Attitude to Money**

Paul Gordon &amp; Janine Robertson

ISBN: 978-0-7303-7203-5 • Paper • 220pp • Aug 2019 • S\$30.95 before GST | US\$22.00

Life is about to get a little tougher for most as interest rates start to creep up and wages stay flat. This book gives hope to those who have tried to get better with money and failed. Developing sound money habits will transform the way people think about money which then leads to having faith to turn things around, get finances sorted and live the life you want. This book is the bible for 2020—the year of financial change.

## POLITICAL ECONOMICS

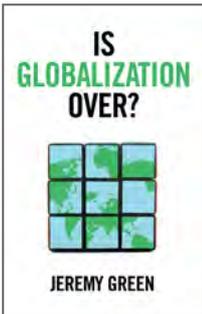
**Austerity**

Susan J. Konzelmann

ISBN: 978-1-5095-3486-9 • Cloth • 174pp • Sep 2019 • S\$83.95 before GST | US\$59.95

ISBN: 978-1-5095-3487-6 • Paper • 174pp • Sep 2019 • S\$27.95 before GST | US\$19.95

In this book, Susan J. Konzelmann aims to demystify austerity as an economic policy, a political idea and a social phenomenon. Beginning with an analysis of political and socio-economic history from the 17th century, she explains the economics of austerity in the context of the overall dynamics of state spending, tax, and debt. Using comparative case studies, ranging from 1930s USA to contemporary Britain, she then evaluates the outcomes of austerity in light of its stated objectives and analyses the conditions under which it doesn't – and occasionally does – work. This accessible and thorough introduction to austerity will be essential reading for students and scholars working in political economy, economics, and politics, as well as all readers interested in current affairs.

**Is Globalization Over?**

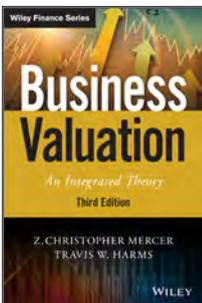
Jeremy Green

ISBN: 978-1-5095-3544-6 • Cloth • 154pp • Sep 2019 • S\$90.95 before GST | US\$64.95

ISBN: 978-1-5095-3545-3 • Paper • 154pp • Sep 2019 • S\$31.95 before GST | US\$22.95

Jeremy Green argues that, although we face grave problems, globalization is not about to end. Setting today's challenges within a longer historical context, he demonstrates that the global economy is more interconnected than ever before and the costs of undoing it high enough to make a complete breakdown unlikely. Popular analogies between the 1930s and today are misleading. But the governing liberal ideology of globalisation *is* changing. It is mutating into a hard-edged nationalism that defends free markets while reasserting sovereignty and strengthening borders. This 'national liberalism' threatens a much more dangerous disintegration, fuelled by inequality and ecological crisis, unless we radically rethink the international status quo.

## VALUATION

**Business Valuation, 3rd Edition****An Integrated Theory**

Z. Christopher Mercer &amp; Travis W. Harms

ISBN: 978-1-119-58309-7 • Cloth • 304pp • Sep 2019 • S\$160.95 before GST | US\$114.95

The revised and updated third edition explores the core concepts of the integrated theory of business valuation and adapts the theory to reflect how the market for private business actually works. This important updated book includes an extended review of the core concepts of the integrated theory of business valuation and applies the theory on a total capital basis and explains "typical" valuation discounts (marketability and minority interest) and premiums (control premiums) in the context of financial theory, institutional reality and the behavior of market participants. It explores evolving valuation perspectives in the context of the integrated theory and is written by two experts on valuation theory from Mercer Capital.

Rapid Testing for  
Business Ideas

## Rapid Testing for Business Ideas

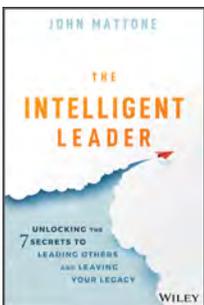
### How to Get Fast Customer Feedback, Iterate Faster and Scale Sooner

David Bland, Alexander Osterwalder

7 out of 10 new products fail to deliver on expectations. *Rapid Testing for Business Ideas* aims to reverse that statistic. In the tradition of Alex Osterwalder's global bestseller *Business Model Generation*, this 4-color practical guide contains a library of hands-on techniques for rapidly testing new business ideas. The book explains how systematically testing business ideas dramatically reduces the risk and increases the likelihood of success for any new venture or business project, and it shows leaders how to encourage an experimentation mindset within their organization, and make experimentation a continuous, repeatable process. *Rapid Testing for Business Ideas* builds on the internationally popular Business Model Canvas and Value Proposition Canvas by integrating Assumptions Mapping and other powerful lean startup-style experiments.

ISBN: 978-1-119-55144-7  
Paper • 304pp • Sep 2019  
S\$48.95 before GST |  
US\$34.95

#### BUSINESS & MANAGEMENT SPECIAL TOPICS



### The Intelligent Leader

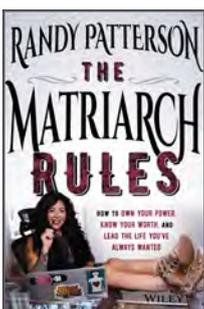
#### Unlocking the 7 Secrets to Leading Others and Leaving Your Legacy

John Mattone

ISBN: 978-1-119-56624-3 • Cloth • 256pp • Sep 2019 • S\$34.95 before GST | US\$24.95

In *The Intelligent Leader*, Mattone lays out an accessible, practical, and compelling path that anyone can take to become the kind of leader that brings enrichment to the lives of others, enjoys a more fulfilling life, and leaves a lasting legacy. Each chapter uses a variety of real-world examples, tools, and assessments to explore one of Mattone's 7 dimensions of Intelligent Leadership, including thinking differently, thinking big; having a mindset of duty vs. a mindset of entitlement; leveraging your gifts and addressing your gaps' and having the courage to execute with pride, passion, and precision. Readers will have complimentary online access to the Mattone Leadership Enneagram Inventory (\$110 value), which offers a personalized assessment of your leadership style and maturity.

#### BUSINESS & SOCIETY



### The Matriarch Rules

#### How to Own Your Power, Know Your Worth, and Lead the Life You've Always Wanted

Randy Patterson

ISBN: 978-1-119-57274-9 • Cloth • 176pp • Aug 2019 • S\$41.95 before GST | US\$29.95

What is a matriarch? For one thing, you can tell she's in charge the second she walks into a room. She's bold, she's fierce, and she's got her own unique style. The matriarch isn't some crusty old lady dressed head-to-toe in black who sits at the head of the table barking demands at Sunday dinner. The modern matriarch is alive and vivacious. She's purposeful and deliberate about everything, from her career, to her home, to her family, to what she eats for lunch. She is not second guessing herself but moving herself and those she loves boldly into the future. Written by the CEO of a multimillion-dollar startup, *The Matriarch Rules* provides you with guidelines that empower you to find personal success and growth in being the compassionate, powerful, and forward-thinking woman you are.

## COLLEGE TEST PREP

GMAT For  
Dummies 2020,  
8th Edition

### GMAT For Dummies 2020, 8th Edition Book + 7 Practice Tests Online + Flashcards

Lisa Zimmer Hatch & Scott A. Hatch

ISBN: 978-1-119-61794-5 • Paper • 408pp • Sep 2019 • S\$37.95 before GST | US\$26.95

*GMAT For Dummies 2020: Book + 7 Online Practice Tests + Flashcards* features proven tips and tricks to help readers prepare for the GMAT and master the skills needed for success on test day. It includes seven full length practice tests (two in the book plus five online), practice flash cards, a review of foundational concepts at each section, complete explanation of every question type, and addresses the latest changes to the test structure.

## GENERAL &amp; INTRODUCTORY BUSINESS &amp; MANAGEMENT

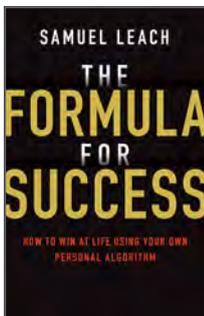


### Digital Transformation Building Intelligent Enterprises

Anup Maheshwari

ISBN: 978-1-119-54083-0 • Cloth • 384pp • Sep 2019 • S\$55.95 before GST | US\$39.95

The speed of innovation and emerging IT technologies are changing at a very fast pace and enterprises are eager to join the digital revolution so they can stand above the competition and succeed as the enterprise of tomorrow. This book is an attempt to make the enterprise intelligent by providing the path to digital transformation and the adoption of new IT methods, tools and technologies. This book has been organized to cover the following topics: Digital Transformation, Design Thinking, Agile, DevOps, Robotic Process Automation, Internet of Things, Artificial Intelligence, Machine Learning, Blockchain, Drones, Augmented and Virtual Reality, 3D Printing, Big Data, Analytics, Cloud Computing, APIs, and SAP Leonardo. No prior knowledge of any technical coding or language is necessary to understand the content of this book.

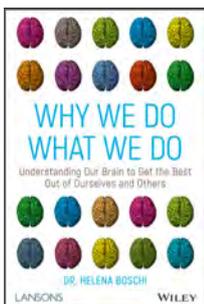


### The Formula for Success How to Win at Life Using Your Own Personal Algorithm

Samuel Leach

ISBN: 978-0-85708-822-2 • Paper • 208pp • Jul 2019 • S\$17.95 before GST | US\$12.99

Samuel Leach's secret to success is understanding the patterns and algorithms of the financial system. This insightful book will show you how analysing patterns, mapping behaviours and seeing the potential in your unique talents can lead to success. Learning practical lessons drawn from Samuel's first-hand experiences, you will discover how to apply his formula to your life. This inspiring, valuable book will help you apply the principles of algorithms and pattern-recognition to any and all areas of your personal and financial life.



### Why We Do What We Do Understanding Our Brain to Get the Best Out of Ourselves and Others

Helena Boschi

ISBN: 978-1-119-56149-1 • Paper • 256pp • Sep 2019 • S\$27.95 before GST | US\$20.00

*Why We Do What We Do* combines scientific research with concrete examples and illustrative stories to clarify the complex mechanisms of the human brain. It offers valuable insights into how our brain works every day, at home and at work, and provides practical ideas and tips to help us lead happy, healthy and productive lives. Learn about how your brain functions and find out how emotions can be overcome or last a lifetime. Access your brain's natural ability to focus and concentrate and think creatively! The thoughts you have and the words that you speak all have an effect on your neural architecture – and this book explains what that means in a way you can understand.



May 2019

## MANAGEMENT



### Culture Fix

#### How to create a great place to work

Colin Ellis

ISBN: 978-0-7303-7149-6 • Paper • 220pp • Sep 2019 • S\$28.95 before GST | US\$21.00

Culture is the number one challenge facing teams and organisations around the world today. McKinsey found that organisations who wait for cultures to evolve 'organically' will move too slowly and get left behind like Kodak did in the late 1990s. Culture is a daily topic of conversation in every kind of business, in every country throughout the world. From schools to prisons, from start-ups to large corporates and from barber shops to championship winning sports teams. This book will provide the information to solve these culture problems and provides a detailed and practical view of what it takes to create great team culture and how to ensure that it stays relevant for the future.



Key Performance Indicators (KPI), Fourth Edition

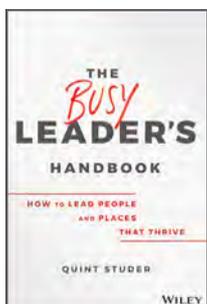
### Key Performance Indicators (KPI), Fourth Edition

#### Developing, Implementing, and Using Winning KPIs

David Parmenter

ISBN: 978-1-119-62077-8 • Cloth • 448pp • Aug 2019 • S\$69.95 before GST | US\$49.95

This book helps minimize the risks that working on a KPI/balanced scorecard project encompasses. It is designed for the project team, senior management, external project facilitators and team coordinators whose role it is to steer such a project to success. The role they play could leave a great legacy in the organizations for years to come, or could amount to nothing by joining the many performance measurement initiatives that have failed. It includes the myths of performance measurement; selling a KPI project (to the Board, the CEO and senior management team); the 12-step model for developing and using KPIs with guidelines; how to brainstorm performance measures; and the reporting performance measures.



### The Busy Leader's Handbook

#### How To Lead People and Places That Thrive

Quint Studer

ISBN: 978-1-119-57664-8 • Cloth • 256pp • Sep 2019 • S\$38.95 before GST | US\$27.95

The *Handbook* is packed with proven best practices, tools, tips, and tactics for engaging employees, revitalizing cultures, delighting customers, and building high-performance companies. Short, succinct, and accessible, each chapter is "stand-alone," offering helpful advice for meeting common business challenges. Plus, the strategies, approaches, and tactics are designed to be put into action immediately. Best-selling author, businessman, visionary, and entrepreneur Quint Studer draws on his 30-plus years of experience in helping organizations of all sizes and leaders at every level reach peak performance. Comprehensive in scope, his book overflows with insights and practical advice to help you make smart leadership decisions.

## MARKETING &amp; SALES



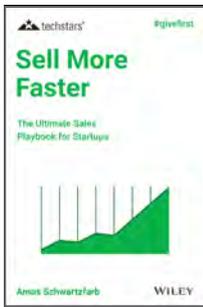
### Follow the Feeling

#### Brand Building in a Noisy World

Kai D. Wright

ISBN: 978-1-119-60049-7 • Cloth • 304pp • Jul 2019 • S\$38.95 before GST | US\$27.95

*Follow the Feeling* will show you how to best build and position your brand so you can stand out from competitors, build a tribe, and engineer a positive feeling across five important branding territories—lexicon, audio cues, visual stimuli, experience, and culture. Sharing real-world lessons and practical advice he has gained helping everyone from Sean Diddy Combs and Meghan Trainor to Bank of America and HP develop and implement shareable, culturally-infectious branding strategies. Through storytelling, global research, and practical tips, this valuable book will help you and your organization efficiently create and deploy a comprehensive brand strategy across the organization and quickly launch new brands or reboot existing brands for growth.

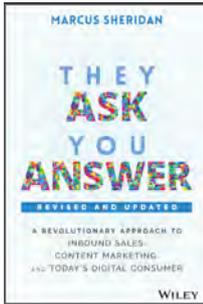


### Sell More Faster The Ultimate Sales Playbook for Start-Ups

Amos Schwartzfarb

ISBN: 978-1-119-59780-3 • Cloth • 240pp • Aug 2019 • \$34.95 before GST | US\$24.95

*Sell More Faster* shares the proven systems, methods, and lessons from Managing Director of Techstars Austin and sales expert Amos Schwartzfarb. Hear from founders of multi-million-dollar companies and CEOs who learned firsthand with Techstars, the leading mentorship-driven startup accelerator and venture capital firm that has invested in and mentored thousands of companies, collectively representing billions of dollars in funding and market cap. They know how to sell, how to hire people who know how to sell, and how to use sales to gain venture funding—and now you can, too. This valuable resource delivers a comprehensive playbook to identify product market direction and product market fit and offers expert advice on building a diverse sales team and how to identify, recruit, and train the kinds of team members you need.



### They Ask, You Answer, 2nd Edition

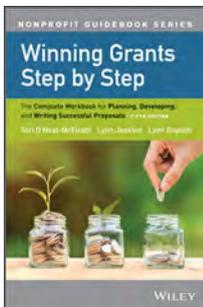
A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer, Revised & Updated

Marcus Sheridan

ISBN: 978-1-119-61014-4 • Cloth • 320pp • Jul 2019 • \$34.95 before GST | US\$24.95

*They Ask, You Answer* is a straightforward guide filled with practical tactics and insights for transforming your marketing strategy. This new edition has been fully revised and updated to reflect the evolution of content marketing and the increasing demands of today's internet-savvy buyers. New chapters explore the impact of technology, conversational marketing, the essential elements every business website should possess, the rise of video, and new stories from companies that have achieved remarkable results with *They Ask, You Answer*. This is a must-have resource for companies that want a fresh approach to marketing and sales that is proven to generate more traffic, leads, and sales.

## NON-PROFIT ORGANIZATIONS



### Winning Grants Step by Step, 5th Edition

The Complete Workbook for Planning, Developing, and Writing Successful Proposals

Tori O'Neal-McElrath

ISBN: 978-1-119-54734-1 • Paper • 144pp • Jul 2019 • \$58.95 before GST | US\$41.95

From small startups to established national organizations, nonprofits large and small depend on grant funding to survive and thrive. *Winning Grants Step by Step: The Complete Workbook for Planning, Developing, and Writing Successful Proposals* has long been the go-to resource for individuals and organizations looking for a clear, easy-to-follow approach to tackling the grant-writing process and winning funds. Now, in this revised *Fifth Edition*, you'll find an expanded discussion of the importance of relationship building, social media, and online resources to successful nonprofit funding. The text has also been revised to include guidance for nonprofit program budgets for both foundation and public funding grants.

## PRODUCTION OPERATIONS MANAGEMENT



### Innovation Project Management

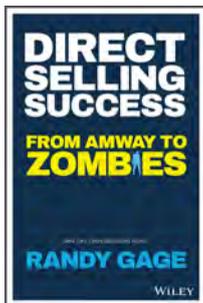
Methods, Case Studies, and Tools for Managing Innovation Projects

Harold Kerzner

ISBN: 978-1-119-58729-3 • Cloth • 560pp • Jul 2019 • \$138.95 before GST | US\$98.95

Best-selling author and project management expert Harold Kerzner integrates innovation, project management, and strategic planning to offer students and practicing professionals the essential tools and processes to analyze innovation from all sides. This invaluable resource provides practical advice and actionable tools for effectively managing innovation projects and offers value-based project management metrics and guidance on how to establish a metrics management program. It shares exclusive insights from project managers at world-class organizations such as Airbus, Boeing, Hitachi, IBM, and Siemens on how they manage innovation projects and explores a variety of types of innovation including co-creation, value-driven, agile, open versus closed, and more.





## Direct Selling Success

From Amway to Zombies

Randy Gage

ISBN: 978-1-119-59455-0 • Paper • 304pp • Jul 2019 • S\$31.95 before GST | US\$22.95

More and more people are taking on *side hustles* and are considering or already in the business. Maybe the biggest change is the impact of e-commerce, social media, and mobile apps on the business today. Randy's up-to-the-minute book explains how you can become successful in this new environment. The need for expert, proven guidance on the Direct Selling and Network Marketing profession has never been greater than right now. *Direct Selling Success* will help you choose the best company for you and locate the best candidates. Become a Rock Star recruiter and design your system to create maximum duplication and employ the latest e-commerce and social media marketing techniques to grow your business. Learn how to conduct powerful persuasive presentations and most importantly, become a positive, dynamic leader for your team.



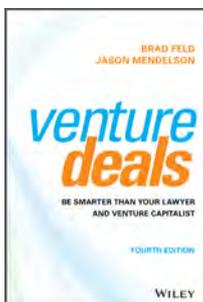
## Reboot

Probably More Than You Ever Wanted to Know about Starting a Global Business

Jodie Fox

ISBN: 978-0-7303-4943-3 • Paper • 232pp • Sep 2019 • S\$33.95 before GST | US\$24.00

From a successful global entrepreneur comes *Reboot: Probably More Than You Ever Wanted to Know about Starting a Global Business*. Jodie Fox relates her story of co-founding a start-up called Shoes of Prey. She relates the rise of the start-up and then its fall, along with the key choices made that affected the business. The author shares the lessons she learned as well as her tips for those who are seeking to make their own mark as entrepreneurs. Readers can look back with her as she recounts her decision-making, even when she had no clear roadmap for guidance.



## Venture Deals, 4th Edition

Be Smarter Than Your Lawyer and Venture Capitalist

Brad Feld & Jason Mendelson

ISBN: 978-1-119-59482-6 • Cloth • 368pp • Aug 2019 • S\$69.95 before GST | US\$49.95

The new edition of *Venture Deals* continues to show fledgling entrepreneurs the inner-workings of the VC process, from the venture capital term sheet and effective negotiating strategies to the initial seed and the later stages of development. Fully updated to reflect the intricacies of startups and entrepreneurship in today's dynamic economic environment, this new edition includes revisions and updates to coverage on negotiating, gender issues, ICO's, and economic terms. New chapters examine legal and procedural considerations relevant to fundraising, bank debt, equity and convertible debt, how to hire an investment banker to sell a company, and more. *Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist* is a must-have resource for Any aspiring entrepreneur, venture capitalist, or lawyer involved in VC deals as well as students and instructors in related areas of study.

## ART HISTORY &amp; THEORY



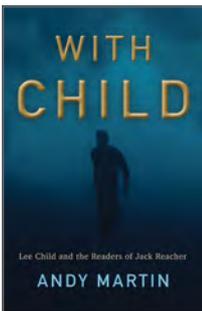
### Wonder Beyond Belief On Christianity

Navid Kermani

ISBN: 978-1-5095-3871-3 • Paper • 336pp • Sep 2019 • S\$27.95 before GST | US\$19.95

In this book, Navid Kermani is awestruck by a religion full of sacrifice and lamentation, love and wonder, the irrational and the unfathomable, the deeply human and the divine – a Christianity that today's Christians rarely speak of so earnestly, boldly and enthusiastically. With the open-minded curiosity of a non-believer – or rather a believer in another faith – Kermani engages with Christian art in its great richness and diversity. He teaches us to see the questions of our present-day lives in the pictures of old masters such as Botticelli, Caravaggio and Rembrandt – not with lectures on art history or theology, but with an intelligent eye for the essential details and the underlying relations to seemingly remote worlds, to literature and to mystical Islam.

## CULTURAL STUDIES GENERAL



### With Child

#### Lee Child and the Readers of Jack Reacher

Andy Martin

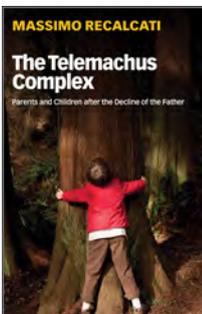
ISBN: 978-1-5095-3821-8 • Cloth • 290pp • Sep 2019 • S\$97.95 before GST | US\$69.95

ISBN: 978-1-5095-3822-5 • Paper • 290pp • Sep 2019 • S\$23.95 before GST | US\$16.95

Andy Martin spent a year in the company of Lee Child, creator of tough-guy hero Jack Reacher. *With Child* is the diary of their adventures, tracking the publication and reception of *Make Me*, the writing of *Night School* at an apartment in Manhattan, the filming of *Never Go Back* in New Orleans, all the agony and ecstasy of the creative process and the sheer hard work of selling a bestseller. They go on the road together, from TV studios to bookstores, from Harvard to Stockholm, amid literary conferences and gunshows, rivalries and reviews ranging from adulatory to murderous. We meet fellow writers like Stephen King and David Lagercrantz and Karin Slaughter, and dissect the latest novel from Jonathan Franzen. This compelling account of life on the road with Lee Child demonstrates that readers are just as important as writers in the making of modern fiction.



## GENDER STUDIES



### The Telemachus Complex

#### Parents and Children after the Decline of the Father

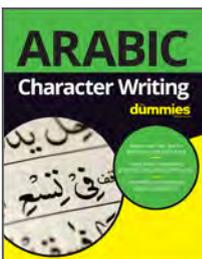
Massimo Recalcati

ISBN: 978-1-5095-3171-4 • Cloth • 160pp • Sep 2019 • S\$90.95 before GST | US\$64.95

ISBN: 978-1-5095-3172-1 • Paper • 160pp • Sep 2019 • S\$27.95 before GST | US\$19.95

Recalcati argues that children are possessed not just with a desire to annihilate their father, as their key rival in the contest to win the mother's love, but also with a longing for a father-figure, as someone who brings meaning, structure and order to their lives and who imbues them with a sense of the future. But this desire on the part of children needs to be reconfigured so that it can find solace in the longing, hope in the anticipation, and relief in the expectation. This fresh and insightful account of the changing relations between parents and children in the era of the decline of the father will be of great interest to a wide general readership, as well as to students and scholars of gender studies, psychoanalysis, psychology and sociology.

## GENERAL &amp; INTRODUCTORY FOREIGN LANGUAGES



### Arabic Character Writing For Dummies

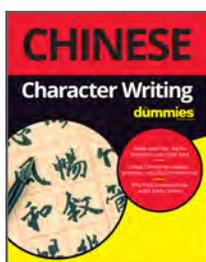
Dummys Press

ISBN: 978-1-119-47533-0 • Paper • 192pp • Sep 2019 • S\$20.95 before GST | US\$14.95

In Arabic, there are different levels of language. The written language, which is studied in this book, is literary Arabic, sometimes also called classical Arabic or even modern or standard Arabic. It is the language of the Quran, classical poetry, literature and the media. The Arabic plume consists of 28 consonants and three long vowels. Each consonant is accompanied by a vowel which is placed above or below the consonant. Arabic speakers are in great demand in the United States, due to the country's political commitments to the Middle East, but only 25 percent of non-native speakers know the language in enough detail to function as translators, interpreters, analysts, or field agents. *Arabic Character Writing For Dummies* helps you write this language clearly and correctly.



Dec 2018



## Chinese Character Writing For Dummies

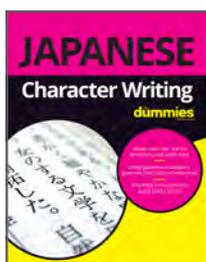
Consumer Dummies

ISBN: 978-1-119-47553-8 • Paper • 192pp • Jul 2019 • S\$20.95 before GST | US\$14.95

Billions of people worldwide speak Chinese—and now you can learn to write 100 characters in the world's most-spoken language! Whether you're taking a course, looking to get ahead at work, or just want to up the ante when you're communicating with Chinese-speaking family and friends, *Chinese Character Writing For Dummies* gets you up to speed fast. This workbook will guide your first steps in learning Chinese characters. It contains 100 basic characters, including 44 simple characters (pictograms and symbols) and 56 composite characters (ideograms and ideo-phonograms). It helps you little by little to familiarize yourself with the pieces of the puzzle most frequently used, as well as some basic Chinese writing rules.



Dec 2018



## Japanese Character Writing For Dummies

Dummies Press

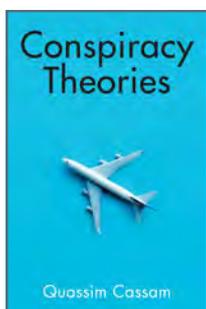
ISBN: 978-1-119-47543-9 • Paper • 192pp • Sep 2019 • S\$20.95 before GST | US\$14.95

If you want to join the ranks of more than 128 million speakers of Japanese worldwide, this book should be your first stop! Whether studying for school, business, or travel, learning to write the Japanese Kanji characters is essential to gain a working knowledge of this language. Japanese is considered to be the most complicated writing system in the world, with tens of thousands of characters. But with *Japanese Character Writing For Dummies*, you'll find easy step-by-step instructions for writing the first 100 Japanese Kanji characters with ease.



Dec 2018

## GENERAL & INTRODUCTORY POLITICAL SCIENCE



## Conspiracy Theories

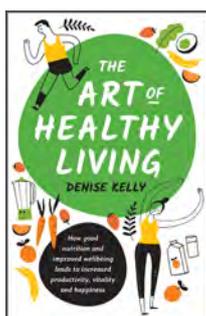
Quassim Cassam

ISBN: 978-1-5095-3582-8 • Cloth • 140pp • Sep 2019 • S\$62.95 before GST | US\$45.00

ISBN: 978-1-5095-3583-5 • Paper • 140pp • Sep 2019 • S\$17.95 before GST | US\$12.95

9/11 was an inside job. The Holocaust is a myth promoted to serve Jewish interests. The shootings at Sandy Hook Elementary School were a false flag operation. Climate change is a hoax perpetrated by the Chinese government. These are all conspiracy theories. A glance online or at bestseller lists reveals how popular some of them are. Philosopher Quassim Cassam explains how conspiracy theories are different from ordinary theories about conspiracies. He argues that conspiracy theories are forms of propaganda and their function is to promote a political agenda. Although conspiracy theories are sometimes defended on the grounds that they uncover evidence of bad behaviour by political leaders, they do much more harm than good, with some resulting in the deaths of large numbers of people.

## GENERAL SELF-HELP



## The Art of Healthy Living

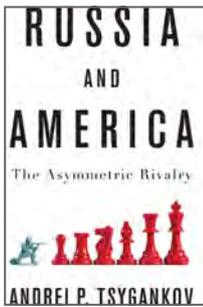
How good nutrition and improved wellbeing leads to increased productivity, vitality and happiness

Denise Kelly

ISBN: 978-0-85708-811-6 • Paper • 216pp • Sep 2019 • S\$17.95 before GST | US\$12.99

This extremely valuable, engaging (sometimes humorous) health book offers expert information on nutrition that will enhance energy levels, increase feelings of vitality, strengthen mental clarity, increase stability, improve skin and body tone and raise confidence in all areas. With the practical tips contained in *The Art of Healthy Living*, you will see improved creativity, an increase in personal development and elevated performance levels in work, sports, the classroom, relationships, the home and throughout your life.

## GLOBAL POLITICS



### Russia and America The Asymmetric Rivalry

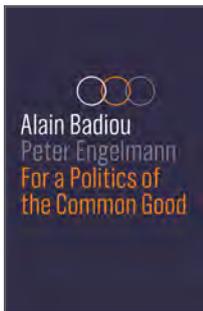
Andrei Tsygankov

ISBN: 978-1-5095-3113-4 • Cloth • 272pp • Sep 2019 • S\$90.95 before GST | US\$64.95

ISBN: 978-1-5095-3114-1 • Paper • 272pp • Sep 2019 • S\$34.95 before GST | US\$24.95

In one of the first analyses of the evolving Trump-Putin relationship, leading scholar of Russian foreign policy Andrei P. Tsygankov challenges the dominant view that US-Russian relations have entered a new cold war phase. Russia's US strategy, he argues, can only be understood in the context of a changing international order. While America strives to preserve its global dominance, Russia – the weaker power – exploits its asymmetric capabilities and relations with non-Western allies to defend and promote its interests, and to avoid yielding to US pressures. Focusing on key areas of conflict and mutual convergence - from European security to China and the Middle East, cyber, nuclear and energy issues – Tsygankov paints a nuanced and unsentimental picture of two countries whose ties are likely to remain within the ambit of suspicion and conflict for years to come.

## HISTORICAL WESTERN PHILOSOPHY



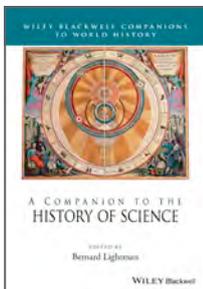
### For a Politics of the Common Good

Alain Badiou & Peter Engelmann

ISBN: 978-1-5095-3504-0 • Cloth • 140pp • Sep 2019 • S\$62.95 before GST | US\$45.00

This volume of conversations between Alain Badiou and Peter Engelmann focuses on the concrete political situation in the world of today. Here the validity and applicability of Badiou's ideas are tested in relation to the great social and political problems of our time, including terrorism, migration, the surge in support for nationalist and populist parties and the growing gap between rich and poor. Badiou argues that in the age of today's globalized capitalism, with its division of labour on a global scale and the worldwide interconnection of information through the Internet, there are no longer any national solutions. Because nations and states lose meaning in favour of transnational corporations in globalized capitalism, resistance to capitalism must by definition be global too.

## HISTORY OF SCIENCE &amp; MEDICINE



### A Companion to the History of Science

Bernard Lightman

ISBN: 978-1-119-12114-5 • Paper • 596pp • Sep 2019 • S\$59.95 before GST | US\$42.95

*The Wiley Blackwell Companion to the History of Science* is a single volume companion that discusses the history of science as it is done today, providing a survey of the debates and issues that dominate current scholarly discussion, with contributions from leading international scholars. It provides a single-volume overview of current scholarship in the history of science edited by one of the leading figures in the field and features forty essays by leading international scholars providing an overview of the key debates and developments in the history of science. The Companion reflects the shift towards deeper historical contextualization within the field; helps communicate and integrate perspectives from the history of science with other areas of historical inquiry; and includes discussion of non-Western themes which are integrated throughout the chapters.

## PET CARE (GENERAL)



### Freshwater Aquariums For Dummies, 3rd Edition

Madrlaine Heleine

ISBN: 978-1-119-60139-5 • Paper • 384pp • Sep 2019 • S\$34.95 before GST | US\$24.95

Aquarium fish are one of the most popular pets in America, with close to 150 million fish owned in nearly 13 million households. They seem like easy pets to care for, but there's more than meets the eye when it comes to keeping your freshwater friends healthy and happy! Inside, you'll find basic information to start your own freshwater aquarium, purchase and maintain healthy fish and plants, and find tips and tricks on how to introduce new fish and systems into your aquatic family. Understand the best aquarium set-up practices and build the luxury tanks of your dreams. Perfect for beginner hobbyists and longtime aquarium enthusiasts alike, *Freshwater Aquariums For Dummies* makes it easier than ever to set up and take care of a freshwater aquarium—and the fish within it.



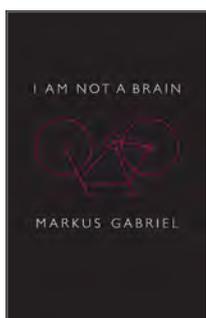
## Housetraining For Dummies, 2nd Edition

Susan McCullough

ISBN: 978-1-119-61029-8 • Paper • 224pp • Jul 2019 • S\$27.95 before GST | US\$19.95

*Housetraining For Dummies* (9781119610298) was previously published as *Housetraining For Dummies* (9780470476376). While this version features a new *Dummies* cover and design, the content is the same as the prior release and should not be considered a new or updated product. This new edition features plenty of new and revised material on everything from the latest housetraining equipment to the latest information on diet and nutrition and the crucial role it plays in housetraining. You'll also find useful tips and techniques for creating environmentally safe cleaners from natural products found in the home and alternatives you can use if you have a sensitive pet. *Housetraining For Dummies 2nd Edition* is the resource you need to make it faster and easier for both of you.

## PHILOSOPHY OF MIND



### I am Not a Brain

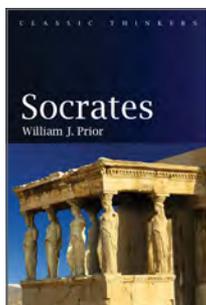
#### Philosophy of Mind for the 21st Century

Markus Gabriel

ISBN: 978-1-5095-3872-0 • Paper • 256pp • Sep 2019 • S\$23.95 before GST | US\$16.95

In this book, philosopher Markus Gabriel challenges an increasing trend in the sciences towards neurocentrism, a notion which rests on the assumption that the self is identical to the brain. Gabriel raises serious doubts as to whether we can know ourselves in this way. In a sharp critique of this approach, he presents a new defense of the free will and provides a timely introduction to philosophical thought about the self – all with verve, humor, and surprising insights. Gabriel criticizes the scientific image of the world and takes us on an eclectic journey of self-reflection by way of such concepts as self, consciousness, and freedom, with the aid of Kant, Schopenhauer, and Nagel but also Dr. Who, The Walking Dead, and Fargo.

## PHILOSOPHY SPECIAL TOPICS



### Socrates

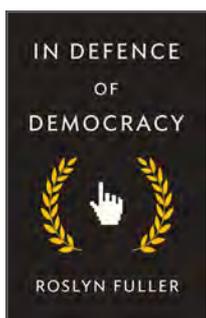
William J. Prior

ISBN: 978-1-5095-2973-5 • Cloth • 240pp • Sep 2019 • S\$97.95 before GST | US\$69.95

ISBN: 978-1-5095-2974-2 • Paper • 240pp • Sep 2019 • S\$34.95 before GST | US\$24.95

Socrates is one the most important thinkers in western philosophy, yet he remains enigmatic, having left behind no works of his own. Instead, his thought is understood primarily through the work of his followers, particularly Plato. Yet Plato's dialogues can offer conflicting portraits of Socrates. Although Plato's works focus on Socrates' questions, not his answers, a careful reading can reveal many of Socrates' likely views. In this accessible introduction, William Prior assesses Socrates the man, his famous trial, and the nature of his philosophy. He explores Socrates' intellectualism, conception of the good life, his religious views and his thoughts concerning justice. All the way through, Prior reflects on Socrates' distinctive method of asking questions, and the enormous influence he has had on philosophy to this day.

## POLITICAL PHILOSOPHY & THEORY



### In Defence of Democracy

Roslyn Fuller

ISBN: 978-1-5095-3312-1 • Cloth • 216pp • Sep 2019 • S\$90.95 before GST | US\$64.95

ISBN: 978-1-5095-3313-8 • Paper • 216pp • Sep 2019 • S\$31.95 before GST | US\$22.95

In this humorous, take-no-prisoners book, Canadian-Irish author Roslyn Fuller kicks these anti-democrats where it hurts the most – the facts. Fuller shows how many academics, journalists, politicians and businesspeople have embraced the idea that there can be 'too much democracy', and deftly unravels their attempts to end majority rule, whether that be through limiting the franchise, pursuing Chinese 'meritocracy' or confining participation to random legislation panels. She shows that Trump, Brexit, or whatever other political event you may have disapproved of recently, aren't doing half the damage to democracy that elite self-righteousness and corruption are. In fact, argues Fuller, there are real reasons to be optimistic. Ancient methods can be combined with modern technology to revitalise democracy and allow the people to truly rule.



## The Far Right Today

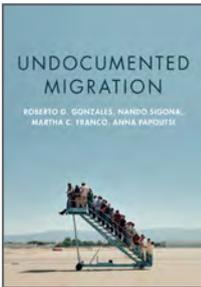
Cas Mudde

ISBN: 978-1-5095-3683-2 • Cloth • 160pp • Sep 2019 • S\$90.95 before GST | US\$64.95

ISBN: 978-1-5095-3684-9 • Paper • 160pp • Sep 2019 • S\$27.95 before GST | US\$19.95

In this timely book, leading global expert on political extremism Cas Mudde provides a concise overview of the fourth wave of postwar far right politics, exploring its history, ideology, organization, causes and consequences as well as the responses available to civil society, party and state actors to challenge its ideas and influence. What defines this current far right renaissance, Mudde argues, is its mainstreaming and normalization within the contemporary political landscape. Challenging orthodox thinking on the relationship between conventional and far right politics, Mudde offers a complex and insightful picture of one of the key political challenges of our time.

## POPULATION & DEMOGRAPHY



## Undocumented Migration

Roberto G Gonzales, Nando Sigona, Martha C Franco & Anna Papoutsis

ISBN: 978-1-5095-0694-1 • Cloth • 192pp • Sep 2019 • S\$90.95 before GST | US\$64.95

ISBN: 978-1-5095-3180-6 • Paper • 192pp • Sep 2019 • S\$31.95 before GST | US\$22.95

Undocumented migration is a global and yet elusive phenomenon. Despite contemporary efforts to patrol national borders and mass deportation programs, it has become firmly placed at the top of the political agenda in many countries, where it receives hostile media coverage and generates fierce political debate. From the journeys migrants take to the lives they seek to lead on arrival and beyond, *Undocumented Migration* provides a comprehensive and comparative look at how this phenomenon plays out, looking in particular at the United States and Europe. Drawing on their extensive expertise, the authors breathe life into the various issues and debates surrounding migration, including the experiences and voices of migrants themselves, to offer a critical analysis of a hidden and too often misrepresented population.

## SOCIAL PHILOSOPHY



## White Privilege

Shannon Sullivan

ISBN: 978-1-5095-3528-6 • Cloth • 140pp • Sep 2019 • S\$62.95 before GST | US\$45.00

ISBN: 978-1-5095-3529-3 • Paper • 140pp • Sep 2019 • S\$17.95 before GST | US\$12.95

Philosopher Shannon Sullivan cuts through the confusion and cross-talk to challenge what 'everybody knows' about white privilege. Using real-life examples, she offers a candid assessment of the advantages and disadvantages of the term, to present a better understanding of how race functions in our societies. She argues that white privilege is about more than race, that not only white people can have white privilege, and that feeling guilty about privilege can have a negative effect on the very people you feel guilty towards. In the end, she offers practical solutions for eliminating white privilege and building a fairer society. Sullivan's forcefully argued book will inspire you to think again about white privilege and what it entails.

## THEORY OF CULTURE



## Should Robots Replace Teachers? AI and the Future of Education

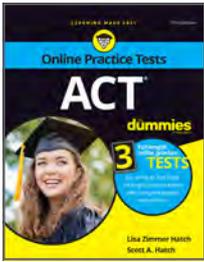
Neil Selwyn

ISBN: 978-1-5095-2895-0 • Cloth • 160pp • Sep 2019 • S\$62.95 before GST | US\$45.00

ISBN: 978-1-5095-2896-7 • Paper • 160pp • Sep 2019 • S\$17.95 before GST | US\$12.95

Developments in AI, robotics and big data are changing the nature of education. Yet the implications of these technologies for the teaching profession are uncertain. While most educators remain convinced of the need for human teachers, outside the profession there is growing anticipation of a technological reinvention of the ways in which teaching and learning take place. Neil Selwyn offers a considered perspective on these debates. Through an examination of technological developments such as autonomous classroom robots, intelligent tutoring systems, learning analytics and automated decision-making, he highlights the need for nuanced discussions around the capacity of AI to replicate the social, emotional and cognitive qualities of expert human teachers.





## ACT For Dummies, with Online Practice, 7th Edition

Lisa Zimmer Hatch & Scott A. Hatch

ISBN: 978-1-119-61264-3 • Paper • 544pp • Sep 2019 • S\$37.95 before GST | US\$26.95

*ACT For Dummies, 7th Edition with Online Practice* helps students to maximize their score on the ACT. The book includes test-taking strategies and it supplies students with exercises and practice problems. This new edition includes updated math coverage to align to recent test changes, plus three full-length practice tests that can be used to gauge a student's level of expertise. Every book comes with 1-year access to a companion website, where students can take practice tests, study with flashcards, and get feedback.

## JOURNALISM

Data Skills  
for Media  
Professionals

### Data Skills for Media Professionals

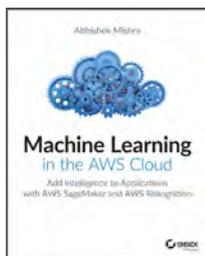
#### A Basic Guide

Ken Blake & Jason Reineke

ISBN: 978-1-119-11896-1 • Paper • 200pp • Sep 2019 • S\$45.95 before GST | US\$32.95

Although focused on Google apps, the book draws upon complementary aspects of the free QGIS geographic information system, the free XLMiner Analysis ToolPak Add-on for Google Sheets, and the ubiquitous Microsoft Excel spreadsheet application. Worked examples rely on frequently updated data from the U.S. Bureau of Labor Statistics, the Federal Election Commission, the National Bridge Inventory of structurally deficient bridges, and other federal sources, giving readers the option of immediately applying what they learn to current data they can localize to any area in the United States. The book offers chapters covering: basic data analysis; data visualization; making online maps; Microsoft Excel and pivot tables; matching records with Excel's VLOOKUP function; basic descriptive and inferential statistics; and other functions, tools and techniques.

## ARTIFICIAL INTELLIGENCE



### Machine Learning in the AWS Cloud

#### Add Intelligence to Applications with AWS SageMaker and AWS Rekognition

Abhishek Mishra

ISBN: 978-1-119-55671-8 • Paper • 336pp • Aug 2019 • S\$69.95 before GST | US\$49.95

*Machine Learning in the AWS Cloud* introduces readers to the machine learning (ML) capabilities of the Amazon Web Services ecosystem and provides practical examples to solve real-world regression and classification problems. While readers do not need prior ML experience, they are expected to have some knowledge of Python and a basic knowledge of Amazon Web Services. Learn techniques that allow you to preprocess data, basic feature engineering, visualizing data, and model building and discover common neural network frameworks with Amazon SageMaker. Solve computer vision problems with Amazon Rekognition and benefit from illustrations, source code examples, and sidebars in each chapter.

## COMPUTER ARCHITECTURE



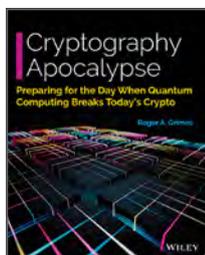
### Architecting Enterprise Blockchain Solutions

Joseph Holbrook

ISBN: 978-1-119-55769-2 • Paper • 432pp • Aug 2019 • S\$69.95 before GST | US\$49.95

*Architecting Enterprise Blockchain Solutions* helps engineers and IT administrators understand how to architect complex blockchain applications in enterprise environments. The book takes a deep dive into the intricacies of supporting and securing blockchain technology, creating and implementing decentralized applications, and incorporating blockchain into an existing enterprise IT infrastructure. Blockchain is a technology that is experiencing massive growth in many facets of business and the enterprise. Most books around blockchain primarily deal with how blockchains are related to cryptocurrency or focus on pure blockchain development. This book teaches what blockchain technology is and offers insights into its current and future uses in high performance networks and complex ecosystems. It demonstrates the power and flexibility of enterprise blockchains such as Hyperledger and R3 Corda and explores how blockchain can be used to solve complex IT support and infrastructure problems.

## COMPUTER SECURITY &amp; CRYPTOGRAPHY



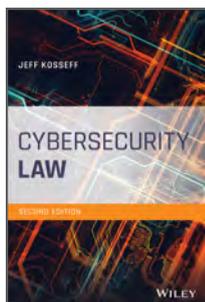
### Cryptography Apocalypse

#### Preparing for the Day When Quantum Computing Breaks Today's Crypto

Roger A. Grimes

ISBN: 978-1-119-61819-5 • Paper • 250pp • Sep 2019 • S\$48.95 before GST | US\$34.95

*Cryptography Apocalypse* is a crucial resource for every IT and InfoSec professional for preparing for the coming quantum-computing revolution. Post-quantum crypto algorithms are already a reality, but implementation will take significant time and computing power. This practical guide helps IT leaders and implementers make the appropriate decisions today to meet the challenges of tomorrow. This important book gives a simple quantum mechanics primer and explains how quantum computing will break current cryptograph. It offers practical advice for preparing for a post-quantum world and presents the latest information on new cryptographic methods. *Cryptography Apocalypse: Preparing for the Day When Quantum Computing Breaks Today's Crypto* is a must-have guide for anyone in the InfoSec world who needs to know if their security is ready for the day crypto break and how to fix it.



### Cybersecurity Law, 2nd Edition

Jeff Kosseff

ISBN: 978-1-119-51720-7 • Cloth • 704pp • Sep 2019 • S\$160.95 before GST | US\$114.95

This timely book summarizes the key statutes, regulations, and court rulings for use in undergraduate and graduate level courses in cybersecurity, cyber operations, management-oriented information technology (IT), and computer science. New material includes many expanded sections, such as the addition more recent FTC data security consent decrees, including Ashley Madison, Uber, and Lenovo. The author also added the latest developments in the LabMD case, which was discussed in the first edition. This new edition also includes an overview of the new bills introduced by lawmakers in Congress to set national standards for data breach notifications and data security with a new section on government agency guidance and rules for cybersecurity of connected devices, such as vehicles, medical devices, and webcams.



## The Digital Big Bang The Hard Stuff, The Soft Stuff, And The Future of Cybersecurity

Phil Quade

ISBN: 978-1-119-61736-5 • Cloth • 320pp • Aug 2019 • S\$41.95 before GST | US\$29.95

The digital big bang is an explosion of bits, and the birth of what's becoming the digital age. Everything in our cyber universe is centered around the core elements of speed and connectivity. When we started paying attention to the core elements of the universe and the core sciences of physics and chemistry, we finally became masters of our world. We understood the rules and rigor necessary to comply with the laws of physics and chemistry. Like the scientists of centuries ago, who led the search for knowledge about the cosmic big bang, space, and the science behind it, this book includes thoughtful observations, hypotheses, and conclusions on cyberspace and the digital big bang from many of today's cybersecurity leaders.

### OPERATING SYSTEMS (GENERAL)



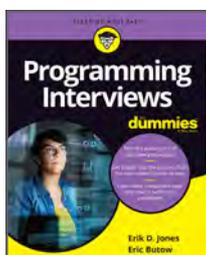
## Microsoft Azure Infrastructure Services for Architects Designing Cloud Solutions

John Savill

ISBN: 978-1-119-59657-8 • Paper • 384pp • Sep 2019 • S\$83.95 before GST | US\$59.95

*Microsoft Azure Infrastructure Services for Architects: Designing Cloud Solutions* helps readers develop the skills required to understand the capabilities of Microsoft Azure for Infrastructure Services and implement a public cloud to achieve full virtualization of data, both on and off premise. Microsoft Azure provides granular control in choosing core infrastructure components, enabling IT administrators to deploy new Windows Server and Linux virtual machines, adjust usage as requirements change, and scale to meet the infrastructure needs of their entire organization. Offering the most up to date information and practical advice, *Microsoft Azure Infrastructure Services for Architects* is an essential resource for IT administrators, consultants and engineers responsible for learning, designing, implementing, managing, and maintaining Microsoft virtualization and cloud technologies.

### PROGRAMMING & SOFTWARE DEVELOPMENT



## Programming Interviews For Dummies

Erik D. Jones & Eric Butow

ISBN: 978-1-119-56502-4 • Paper • 320pp • Sep 2019 • S\$34.95 before GST | US\$24.95

Programming jobs are on the rise, and the field is predicted to keep growing, fast. Landing one of these lucrative and rewarding jobs requires more than just being a good programmer. *Programming Interviews For Dummies* explains the skills and knowledge you need to ace the programming interview. Interviews for software development jobs and other programming positions are unique. Not only must candidates demonstrate technical savvy, they must also show that they're equipped to be a productive member of programming teams and ready to start solving problems from day one. This book demystifies both sides of the process, offering tips and techniques to help candidates and interviewers alike.



May 2019

### WEB SITE DEVELOPMENT



## JavaScript The New Toys

T.J. Crowder

ISBN: 978-1-119-36795-6 • Paper • 260pp • Aug 2019 • S\$41.95 before GST | US\$29.95

*JavaScript: The New Toys* teaches you all about the newest features of the world's most popular programming language while also showing you how to track what's coming and get involved. Author T.J. Crowder, the top JavaScript contributor on Stack Overflow, walks you through the significant changes and additions to the language along with key tools to help you get up to date with modern JavaScript. Beginning with an introduction to the new features, you'll learn what's new, how new features come about, who manages the new features process, how to stay on top of what's coming next, and how to use new features even in old environments.

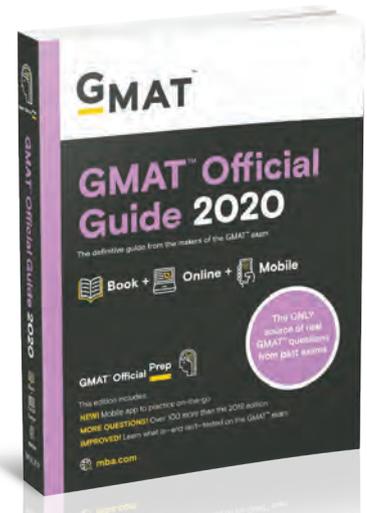


Jan 2019

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**GMAT™ Official Guide 2020**  
9781119576068 | April 2019 | Paperback  
992pp | US\$47.95

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The Graduate Management Admission Council (GMAC™) is the association of leading graduate business schools around the world. GMAC is the owner and administrator of the Graduate Management Admissions Test™ (GMAT™) exam, the first and only standardized test specifically designed for graduate business and management programs. Over 2,300 schools and in over 7,000 programs around the world use and rely on the GMAT for admissions to MBA and other graduate management degree programs.



# October



The Little Book of  
Investing Like  
the Pros

ISBN: 978-1-118-28140-6  
Cloth • 320pp • Oct 2019  
S\$34.95 before GST |  
US\$24.95

## The Little Book of Investing Like the Pros

### Five Steps for Picking Stocks

Joshua Rosenbaum

Stock investing is more prevalent than ever, whether directly or indirectly through brokerage accounts, exchange-traded funds (ETFs), mutual funds, or retirement plans. Despite this, the vast majority of individual investors have no training on how to pick stocks. And, until now, there hasn't been a truly accessible, easy-to-understand resource available to help them. *The Little Book of Investing Like the Pros* was written to fill this void. We believe the simplicity and accessibility of our stock picking framework is truly unique. Using real-world examples and actual Wall Street models used by the pros, we teach you how to pick stocks in a highly accessible, step-by-step manner. Our goal is straightforward—to impart the skills necessary for finding high-quality stocks while protecting your portfolio with risk management best practices. Our practical approach is designed to help demystify the investing process, which can be intimidating. This training will help set you apart from others who are largely flying blind.



Mar 2019

## CORPORATE FINANCE

Holding  
Accountants  
Accountable

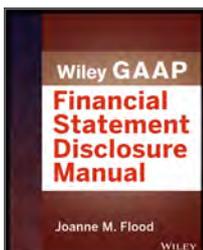
### Holding Accountants Accountable How Professional Standards Can Lead to Personal Liability

Jeffrey G. Matthews

ISBN: 978-1-119-59769-8 • Cloth • 224pp • Oct 2019 • S\$83.95 before GST | US\$59.95

The author details his incredible journey as a forensic accountant and how he faced death threats, retaliation and family hardships during various fraud investigations. He was tested on numerous occasions but never deviated from professional standards. Over the years, he has collected countless stories representative of the common tendencies that hinder practitioner's ability to detect, deter, and prevent fraud and misconduct, many of which could violate professional standards. Many practitioners feel it could never happen to them or to their clients. However, one needs only to grab today's newspaper to address this fallacy. Professionals must stay on top of emerging trends to identify new areas of weakness, or they could find themselves on the front page.

## CPA / REVIEW



### Wiley GAAP: Financial Statement Disclosure Manual

Joanne M. Flood

ISBN: 978-1-118-57208-5 • Paper • 608pp • Oct 2019 • S\$174.95 before GST | US\$124.95

*Financial Statement Disclosure Manual* is a natural complement to *Wiley GAAP*, providing a complete set of tools for statement preparation. This useful reference is formatted in accordance with FASB Accounting Standards Codification® (ASC) schema, with information delineated as Presentation, Assets, Liabilities, Equity, Revenue, Expenses, and Broad Transactions. When used with other Wiley GAAP resources, this arrangement helps users perform additional research and easily find more detailed information on requirements, with disclosures referenced to FASB's ASC. Explicit examples enable easy customization, streamlining the statement preparation process and potentially improving the effectiveness of disclosures with clear presentation of information that is most important to users. It simplifies statement preparation by providing complete disclosures information, cross-referenced to relevant GAAP information and tools.



Sep 2018

## FINANCIAL ENGINEERING

Derivatives

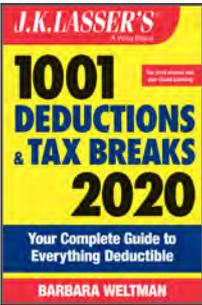
**Derivatives  
Theory and Practice**

Keith Cuthbertson &amp; Dirk Nitzsche

ISBN: 978-1-119-59559-5 • Paper • 700pp • Oct 2019 • S\$89.95 before GST | US\$64.00

This timely guide provides a thorough treatment of futures, 'plain vanilla' options, and swaps as well as the use of exotic derivatives and interest rate options for speculation and hedging. Pricing of options using numerical methods such as lattices, Monte Carlo simulation, and finite difference methods, in addition to solutions using continuous time mathematics, are also covered.

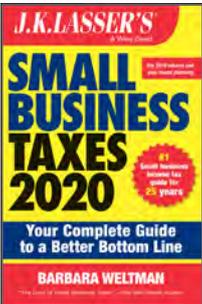
## PERSONAL FINANCE

**J.K. Lasser's 1001 Deductions and Tax Breaks 2020  
Your Complete Guide to Everything Deductible**

Barbara Weltman

ISBN: 978-1-119-61069-4 • Paper • 720pp • Oct 2019 • S\$31.95 before GST | US\$22.95

*J.K. Lasser's 1001 Deductions and Tax Breaks* shows you just how much money you can save on your taxes—legally—simply by taking advantage of what's out there. Millions of Americans overpay their taxes by billions of dollars every year, because constantly evolving laws and regulations make keeping track of deductions and breaks next to impossible for the everyday taxpayer. This book helps you put a stop to overpayment so you can keep more of your hard-earned money. J.K. Lasser has compiled a complete list of every possible deduction and credit available to American taxpayers, and provides clear, easy-to-follow instructions for claiming what is rightfully yours. Fully updated to reflect the latest rulings and laws, this book answers all of your "Can I claim..." questions with guidance from the nation's most trusted tax advisors.

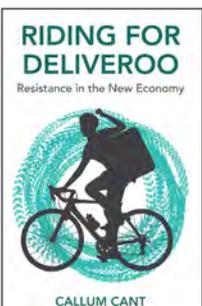
**J.K. Lasser's Small Business Taxes 2020  
Your Complete Guide to a Better Bottom Line**

Barbara Weltman

ISBN: 978-1-119-59517-5 • Paper • 720pp • Oct 2019 • S\$31.95 before GST | US\$22.95

*J.K. Lasser's Small Business Taxes 2020* is the complete and thorough guide to reducing your tax burden. By listing every possible deduction and credit available to individual taxpayers, this book can help you achieve *substantial* savings on your 2019 tax return. Updated and expanded to cover new and changing tax law, this edition also includes an e-supplement covering the latest developments from Congress and the IRS to keep you fully up-to-date. Stop overpaying and gain peace of mind as you find the answers you need for your specific tax situation. Mine your paperwork for write-off opportunities, and claim your tax breaks correctly; easy-to-follow instructions give you clear guidance through the maze of worksheets to help you reclaim what is legally yours.

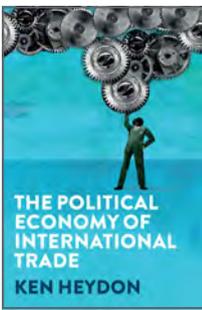
## POLITICAL ECONOMICS

**Riding for Deliveroo  
Resistance in the New Economy**

Callum Cant

ISBN: 978-1-5095-3550-7 • Cloth • 180pp • Oct 2019 • S\$83.95 before GST | US\$59.95

His vivid account of the reality is grim. Workers are being tyrannised by algorithms and exploited for the profit of the few – but they are not taking it lying down. Cant reveals a transnational network of encrypted chats and informal groups which have given birth to a wave of strikes and protests. Far from being atomised individuals helpless in the face of massive tech companies, workers are tearing up the rulebook and taking back control. New developments in the workplace are combining to produce an explosive subterranean class struggle – where the stakes are high, and the risks are higher. *Riding for Deliveroo* is the first portrait of a new generation of working-class militants. Its mixture of compelling first-hand testimony and engaging analysis is essential for anyone wishing to understand class struggle in platform capitalism.



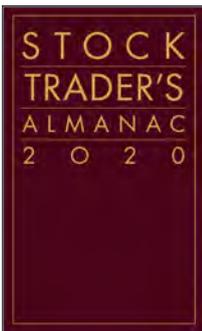
## The Political Economy of International Trade

Ken Heydon

ISBN: 978-1-5095-3435-7 • Cloth • 240pp • Oct 2019 • S\$97.95 before GST | US\$69.95

Comprehensive and clear, this book skilfully outlines and analyses the dynamics of trade in the 21st century. Ken Heydon examines three broad themes: the nature and distribution of the gains from trade, the institutional and governance framework of the international trade system, and the contentious practical issues confronting policy-makers across the world. He considers pressing contemporary debates surrounding issues ranging from agriculture and food security to the links between trade and environment protection, core labour standards and intellectual property rights. He demonstrates the importance of a change of mindset in terms of how we see trade policy: it should not, he argues, be simply a question of international negotiation, but also a key component of sound domestic economic management. In short, we need to put commerce in context.

## TRADING

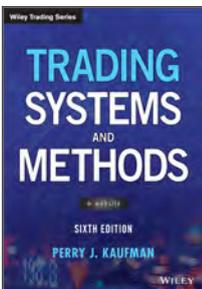


## Stock Trader's Almanac 2020, 16th Edition

Jeffrey A. Hirsch

ISBN: 978-1-119-59629-5 • Paper • 192pp • Oct 2019 • S\$69.95 before GST | US\$49.95

*Stock Trader's Almanac 2020* provides the cleanest historical data in the business to give traders and investors an advantage in the market. The 2020 edition is consistent with decades of the *Stock Trader's Almanac* showing you the cycles, trends, and patterns you need to know in order to invest with minimum risk and maximum profit. Updated with the latest numbers, this indispensable guide is organized in a calendar format to provide monthly and daily reminders, including upcoming opportunities to grab and dangers to avoid. Proprietary strategies include the Hirsch Organization's Best Six Months Switching Strategy, the January Barometer, and the Four-Year Presidential Election/Stock Market Cycle, arming you with the tools savvy investors use to achieve their market goals.

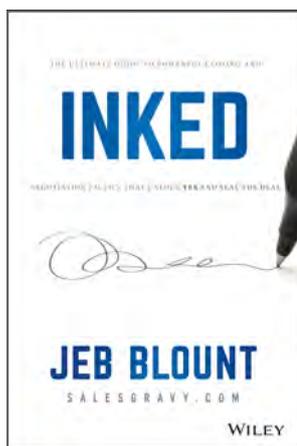


## Trading Systems and Methods, 6th Edition

Perry J. Kaufman

ISBN: 978-1-119-60535-5 • Cloth • 1200pp • Oct 2019 • S\$174.95 before GST | US\$124.95

This updated, fully-revised edition offers new examples using stocks, ETFs and futures, and provides expanded coverage of arbitrage, high frequency trading, and sophisticated risk management models. More programs and strategies have been added, such as Artificial Intelligence techniques and Game Theory approaches to trading. Offering a complete array of practical, user-ready tools, this invaluable resource offers comprehensive revisions and additional mathematical and statistical tools, trading systems, and examples of current market situations and explains basic mathematical and statistical concepts with accompanying code. IT includes new Excel spreadsheets with genetic algorithms, TradeStation code, MetaStock code, and more and provides access to a companion website packed with supplemental materials. *Trading Systems and Methods* is an indispensable reference on trading systems, as well as system design and methods for professional and individual active traders, money managers, trading systems developers.



ISBN: 978-1-119-54051-9  
Cloth • 256pp • Oct 2019  
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## INKED

### The Ultimate Guide to Powerful Closing and Negotiation Tactics that Unlock YES and Seal the Deal

Jeb Blount

In his signature, straightforward style, Jeb pulls no punches. He slaps you right in the face with the cold, hard truth about why you fear and avoid negotiating, and he lays bare the reasons why you keep getting beaten by buyers who have been trained in how to play you. Then, he teaches you exactly what you need to know, do, and say to stand toe to toe with buyers and win. Unlike so many other negotiating books that ignore the reality sellers face in the rapid negotiation situations common to real world sales, *INKED* is a sales-specific negotiation primer. In *INKED*, you'll learn directly from one of the most sought-after and celebrated sales trainers of our generation. Following in the footsteps of his blockbuster bestsellers *Fanatical Prospecting*, *Sales EQ*, and *Objections*, Jeb Blount's *INKED* puts the same strategies employed by his clients—a who's who of the world's most prestigious organizations—right into your hands.

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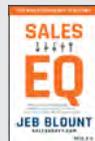


##### Objections

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##### Sales EQ

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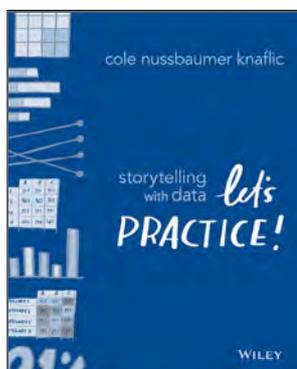


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Jeb Blount & Mike Weinberg

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ISBN: 978-1-119-62149-2  
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## Storytelling with Data Let's Practice!

Cole Nussbaumer Knaflic

Don't simply show your data, tell a story with it—that is the key message from the best-selling book, *Storytelling with Data: A Data Visualization Guide for Business Professionals*. This companion workbook walks you through the detailed “how-to” for applying the main lessons covered in the main book, giving you the power to take your data storytelling skills to the next level. With fresh content, many new examples, and over 100 exercises, author and data storytelling maven Cole Nussbaumer Knaflic guides business professionals and data analysts along the path to master core skills and become well-practiced data communicators. Each chapter in the workbook includes a lesson, multiple exercises, and guidance for applying the lessons on the job.

#### Also by Cole Nussbaumer Knaflic:



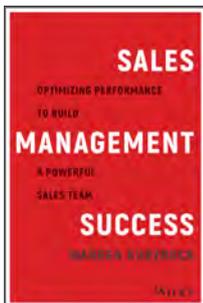
##### Storytelling with Data

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## BUSINESS &amp; MANAGEMENT SPECIAL TOPICS



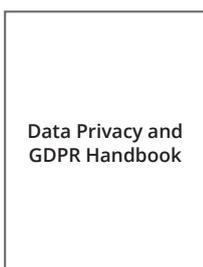
### Sales Management Success Optimizing Performance to Build a Powerful Sales Team

Warren Kurzrock

ISBN: 978-1-119-57592-4 • Cloth • 256pp • Oct 2019 • S\$34.95 before GST | US\$24.95

This must-have book contains a leading-edge training program that is filled with state-of-the-art approaches specifically designed for sales managers. Drawing on the author's experience as the CEO of Porter Henry & Co. (the oldest sales-force training company in the world), Warren Kurzrock details the 8 most critical abilities and strategies in the sales manager's job. The Porter Henry process has proven to routinely help teams and individuals multiply their bottom-line results. Written for sales executives in an appealing, upbeat tone, the book is well-grounded in research and real-world experience, as well as proven ideas and tools. The 8 strategies are supported with illustrative examples and quotes from successful sales executives. It offers a well-organized, real-world process for today's sales leader to meet the challenge of a most challenging, chaotic job.

## BUSINESS &amp; SOCIETY



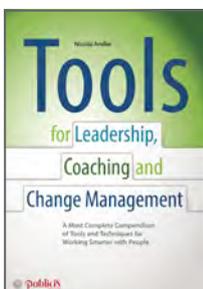
### Data Privacy and GDPR Handbook

Sanjay Sharma

ISBN: 978-1-119-59424-6 • Cloth • 352pp • Oct 2019 • S\$111.95 before GST | US\$79.95

The *Data Privacy and GDPR Handbook* helps organizations strictly adhere to data privacy laws in the EU, the USA, and governments around the world. This authoritative and comprehensive guide includes the history and foundation of data privacy, the framework for ensuring data privacy across major global jurisdictions, a detailed framework for complying with the GDPR, and perspectives on the future of data collection and privacy practices. Learn to comply with the latest data privacy regulations in the EU, EEA, US, and others and avoid hefty fines, damage to your reputation, and losing your customers. Keep pace with the latest privacy policies, guidelines, and legislation and understand the framework necessary to ensure data privacy today and gain insights on future privacy practices.

## CONSULTING



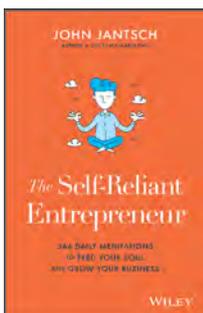
### Tools for Leadership, Coaching and Change Management A Most Complete Compendium of Tools and Techniques for Working Smarter with People

Nicolai Andler

ISBN: 978-3-89578-369-2 • Cloth • 280pp • Oct 2019 • S\$97.95 before GST | US\$70.00

This is a comprehensive, reliable and sufficiently wide in scope book with a practical level of detail without being too academic. It saves time and effort when looking for a tool to carry out a specific job or solve a people-related problem and is easy to apply due to many different search options, checklists, application scenarios and guiding instructions. Written by a professional consultant and business coach, the book is a unique reference work and guide for all those working with people, be they a coach, consultant, change agent or a manager, as well as for students and lecturers who want to expand their knowledge and lectures beyond the 'Cycle of Change' and the 'Johari Window'.

## GENERAL &amp; INTRODUCTORY BUSINESS &amp; MANAGEMENT

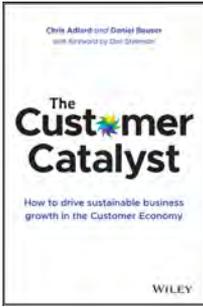


### The Self-Reliant Entrepreneur 366 Daily Meditations to Feed Your Soul And Grow Your Business

John Jantsch

ISBN: 978-1-119-57977-9 • Cloth • 400pp • Oct 2019 • S\$34.95 before GST | US\$24.95

*The Self-Reliant Entrepreneur* offers overworked and harried entrepreneurs, and anyone who thinks like one, a much-needed guide for tapping into the wisdom that is most relevant to the entrepreneurial life. The book is filled with inspirational meditations that contain the thoughts and writings of notable American authors. Designed as a daily devotional, it is arranged in a calendar format, and features readings of transcendentalist literature and others. Each of the meditations is followed by a reflection and a challenging question from John Jantsch. He draws on his lifetime of experience as a successful coach for small business and startup leaders to offer an entrepreneurial context. Jantsch shows how entrepreneurs can learn to trust their ideas and overcome the doubt and fear of everyday challenges.



## The Customer Catalyst

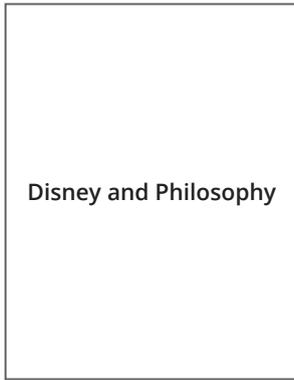
### How to Drive Sustainable Business Growth in the Customer Economy

Chris Adlard, Daniel Bausor & Dan Steinman

ISBN: 978-1-119-57508-5 • Cloth • 256pp • Oct 2019 • S\$33.95 before GST | US\$24.00

The traditional inside-out, functionally-siloed business model, typical of the product and sales-led growth era is over. *The Customer Catalyst* shows how organisations can put customers truly at the heart of their business and catalyse genuine, sustainable growth. This invaluable book will enable readers to lead their organisations to more profitable and sustainable growth and transform their organisations to become truly customer-centric with the 'Change Customer Catalyst' model. It explores in-depth stories from leaders of companies such as Zoom, Signify, BUPA, Microsoft and Finastra with frank advice and practical steps shared to achieve success and helps their companies adapt to, and profit from the new realities of the Customer Economy.

## GENERAL PHILOSOPHY



Disney and Philosophy

ISBN: 978-1-119-53831-8  
Paper • 304pp • Oct 2019  
S\$27.95 before GST |  
US\$19.95

## Disney and Philosophy Truth, Trust, and a Little Bit of Pixie Dust

Richard Brian Davis & William Irwin

This first book explicitly dedicated to the philosophy of Disney and the global socio-cultural impact of its portfolio, including a broad range of cartoons, films, theme parks, television, consumer products, and entertainment experiences. It explores the philosophical questions around Disney's cultural production, from its theme parks, cartoons, television, and film to the global impact of its product and content; topics including Disney's feminist transformation, dilemmas of disability, hierarchy and equality in Disney's theme parks, the art of imagineering, Disney's intelligent machines, tolerance and inclusion in a world of differences, alienation and consumption at Disney World, and the philosophy of wonder. Led by Richard B. Davis, seasoned editor of *Alice and Wonderland and Philosophy*, it enriches favorite Disney and Pixar moments and characters—including Mulan, Moana, Goofy, Sleeping Beauty, Wall-E and the cast of *Toy Story*—with new meaning and fun ahead of the release of Disney's highly-anticipated *Frozen 2*.

## AESTHETICS



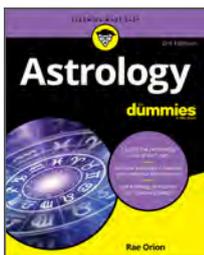
### Art and Objects

Graham Harman

ISBN: 978-1-5095-1267-6 • Cloth • 240pp • Oct 2019 • S\$97.95 before GST | US\$69.95  
ISBN: 978-1-5095-1268-3 • Paper • 240pp • Oct 2019 • S\$34.95 before GST | US\$24.95

In this book, the founder of object-oriented ontology develops his view that aesthetics is the central discipline of philosophy. Whereas science must attempt to grasp an object in terms of its observable qualities, philosophy and art cannot proceed in this way because they don't have direct access to their objects. Hence philosophy shares the same fate as art in being compelled to communicate indirectly, allusively, or elliptically, rather than in the clear propositional terms that are often taken – wrongly – to be the sole stuff of genuine philosophy. This major work will be of great interest to students and scholars of philosophy, aesthetics, art history and cultural theory.

## CHURCH LIFE, MINISTRY &amp; LEADERSHIP

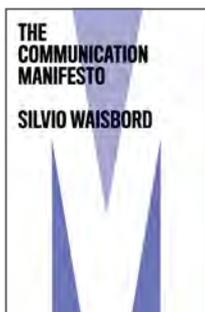


### Astrology For Dummies, 3rd Edition

Rae Orion

ISBN: 978-1-119-59416-1 • Paper • 384pp • Oct 2019 • S\$30.95 before GST | US\$21.95

*Astrology for Dummies* shows the reader how to use that accumulated wisdom to identify strengths and weaknesses, discover creative abilities, understand relationships, and make the most of the times in which we live. Using an abundance of real-life examples, author Rae Orion offers an incisive account of each sign and planet, taking the reader far beyond the daily horoscope and illuminating the birth chart in all its individuality and complexity. It examines the time-honored ways astrology helps us understand ourselves and others. From how to map and interpret individual horoscopes to building and reading birth charts, *Astrology For Dummies* provides you with the tools to apply the art of astrology to your everyday life.



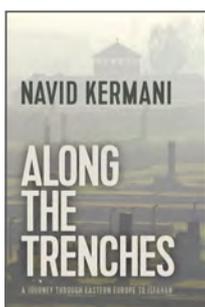
### The Communication Manifesto

Silvio Waisbord

ISBN: 978-1-5095-3219-3 • Cloth • 112pp • Oct 2019 • S\$62.95 before GST | US\$45.00

In this passionately argued manifesto, Silvio Waisbord examines public scholarship in communication studies and its potential for contributing to the common good. He discusses the various ways scholars seek to serve the public as practitioners, experts, advocates, activists and critics, and underscores their significant contribution which has not, to date, been properly supported or recognized. Only by tackling academic institutional politics, he argues, will it be possible to strengthen public scholarship as central to the mission of communication studies. *The Communication Manifesto* is a roadmap to action and will inspire communication scholars and students to be public citizens, thereby connecting their work and expertise to the causes of solidarity, humanity and social justice.

## CULTURAL STUDIES GENERAL



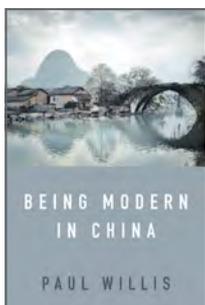
### Along the Trenches

#### A Journey through Eastern Europe to Isfahan

Navid Kermani

ISBN: 978-1-5095-3556-9 • Cloth • 400pp • Oct 2019 • S\$97.95 before GST | US\$69.95

In September 2016 the German-Iranian writer Navid Kermani set out to discover this land and to travel along the trenches that are now re-emerging in Europe, from his home in Cologne through eastern Germany to the Baltics, and from there south to the Caucasus and to Isfahan in Iran, the home of his parents. This beautifully written travel diary, enlivened by conversations with the people Kermani meets along the way, brings to life the tragic history of these troubled lands and shows how this history leaves its traces in the present. It will be of great interest to anyone concerned with current affairs and with the events that have shaped, and continue to shape, the world in which we live today.



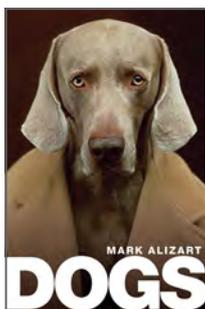
### Being Modern in China

#### A Western Cultural Analysis of Modernity, Tradition and Schooling in China Today

Paul Willis

ISBN: 978-1-5095-3830-0 • Cloth • 240pp • Oct 2019 • S\$97.95 before GST | US\$69.95

Paul Willis – the leading ethnographer and author of *Learning to Labour* – shows how China has undergone an internal migration not only of masses of workers but also of a mental and ideological kind to a new cultural landscape of meaning characterized by the worship of the glorified city, devotion to consumerism and fixation with the smartphone and the internet. By exploring the cultural dimension of everyday experience as it is lived out in the school, this book sheds new light on the enormous transformations that have swept through China and created the kind of society that it is today, a society that is obsessed with the future and at the same time structured by and in continuous dialogue with its past.



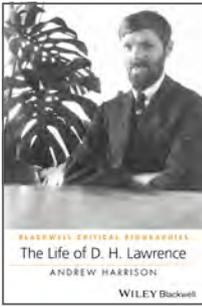
### Dogs

Mark Alizart

ISBN: 978-1-5095-3728-0 • Cloth • 120pp • Oct 2019 • S\$23.95 before GST | US\$16.95

Mark Alizart dispenses with the well-worn clichés concerning dogs and their masters, seeing them not as submissive pets but rather as unexpected life coaches, ready to teach us the elusive recipes for contentment and joy. This book is devoted to understanding this miracle, the miracle of the joy of dogs – to understanding it and, if at all possible, to learning how it's done. Weaving elegantly and eruditely between historical myth and pop-culture anecdote, between the peculiar views of philosophers and the even more bizarre findings of science, Alizart offers us a surprising new portrait of the dog as thinker – a thinker who may perhaps know the true secret of our humanity.

## ENGLISH LITERATURE



### The Life of D. H. Lawrence

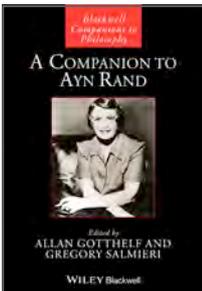
#### A Critical Biography

Andrew Harrison

ISBN: 978-1-119-22463-1 • Paper • 472pp • Oct 2019 • S\$38.95 before GST | US\$27.99

Complete with fresh perspectives, and drawing on the latest scholarship and biographical sources, *The Life of D. H. Lawrence* spans the full range of his intellectual interests and creative output to offer new insights into Lawrence's life, work, and legacy. It addresses his works and his late paintings, in order to reassess the innovative, challenging, and subversive aspects of Lawrence's personality and writing. The book incorporates newly-discovered sources, including correspondence, a manuscript written in 1923-4, new evidence for important influences on his major novels and two previously unpublished images of the author and combines new material with astute commentary to provide a nuanced understanding of one of the most prolific and controversial authors of the twentieth century.

## ETHICS



### A Companion to Ayn Rand

Allan Gotthelf & Gregory Salmieri

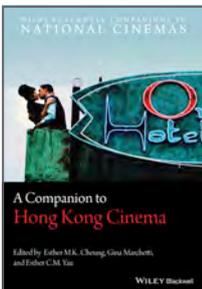
ISBN: 978-1-119-09902-4 • Paper • 544pp • Oct 2019 • S\$45.95 before GST | US\$32.99

The first volume to offer a comprehensive scholarly treatment of Rand's entire corpus (including her novels, her philosophical essays, and her analysis of the events of her times), this *Companion* provides vital orientation and context for scholars and educated readers grappling with a controversial and understudied thinker whose enduring influence on American (and world) culture is increasingly recognized. It provides informed contextual analysis for scholars in a variety of disciplines and presents original research on unpublished material and drafts from the Rand archives in California. The book also features insightful and fair-minded interpretations of Rand's controversial positions.



Oct 2018

## FILM STUDIES



### A Companion to Hong Kong Cinema

Esther M. K. Cheung, Gina Marchetti & Esther C. M. Yau

ISBN: 978-1-119-06603-3 • Paper • 640pp • Oct 2019 • S\$76.93 before GST | US\$54.95

*A Companion to Hong Kong Cinema* provides the first comprehensive scholarly exploration of this unique global cinema. By embracing the interdisciplinary approach of contemporary film and cultural studies, this collection navigates theoretical debates while charting a new course for future research in Hong Kong film. It examines Hong Kong cinema within an interdisciplinary context, drawing connections between media, gender, and Asian studies, Asian regional studies, Chinese language and cultural studies, global studies, and critical theory and highlights the often contentious debates that shape current thinking about film as a medium and its possible future. It investigates how changing research on gender, the body, and sexual orientation alter the ways in which we analyze sexual difference in Hong Kong cinema.



Oct 2018

## GLOBAL POLITICS

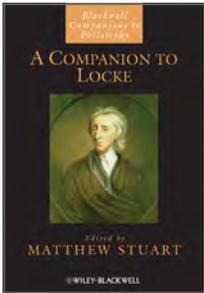


### The Handbook of Global Science, Technology, and Innovation

Daniele Archibugi & Andrea Filippetti

ISBN: 978-1-119-06573-9 • Paper • 624pp • Oct 2019 • S\$45.95 before GST | US\$32.99

This unique Handbook provides an in-depth overview of the themes and direction of science, technology, innovation, and public policy in an increasingly globalized world. Leading authorities discuss current debates, research issues, and prospects, and present a foundation for the development of global policy. It presents a state-of-the-art overview of science, technology, and innovation in the context of globalization and global policy. Offering an accessible introduction for students, researchers, and policy makers in the fields of economics, sociology, political science, business studies, global studies, and international relations, it addresses emerging issues and provides clear policy implications and analysis in each chapter and includes crucial coverage of the activities of established and emerging geographical areas.



## A Companion to Locke

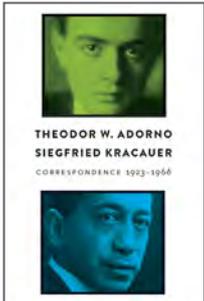
Matthew Stuart

ISBN: 978-1-119-10990-7 • Paper • 544pp • Oct 2019 • S\$45.95 before GST | US\$32.99

This collection of 28 original essays examines the diverse scope of John Locke's contributions as a celebrated philosopher empiricist, and father of modern political theory. It explores the impact of Locke's thought and writing across a range of fields including epistemology, metaphysics, philosophy of science, political theory, education, religion, and economics and delves into the most important Lockean topics, such as innate ideas, perception, natural kinds, free will, natural rights, religious toleration, and political liberalism. The Companion identifies the political, philosophical, and religious contexts in which Locke's views developed, with perspectives from today's leading philosophers and scholars and offers an unprecedented reference of Locke's contributions and his continued influence.



Oct 2018



## Correspondence

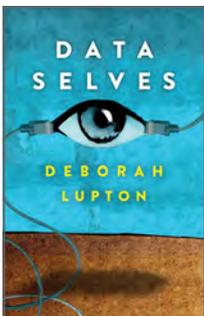
1923-1966

Theodor W. Adorno & Siegfried Kracauer

ISBN: 978-0-7456-4923-8 • Cloth • 450pp • Oct 2019 • S\$62.95 before GST | US\$45.00

This volume brings together for the first time the long-running correspondence between these two major figures of German intellectual culture. As left-wing German Jews who were forced into exile with the rise of Nazism, Adorno and Kracauer shared much in common, but their worldviews were in many ways markedly different. These differences become clear in a correspondence that ranges over a great diversity of topics, from the nature of criticism and the meaning of utopia to the work of their contemporaries, including Bloch, Brecht and Benjamin. Where Kracauer embraced the study of new mass media, above all film, Adorno was much more sceptical. This is borne out in his sharp criticism of Kracauer's study of the composer Offenbach, which Adorno derided as musically illiterate, as well as his later criticism of Kracauer's *Theory of Film*.

## MEDIA STUDIES



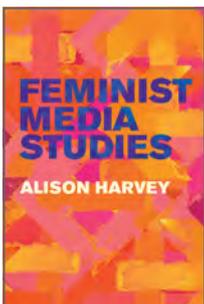
## Data Selves

More-than-Human Perspectives

Deborah Lupton

ISBN: 978-1-5095-3641-2 • Cloth • 208pp • Oct 2019 • S\$90.95 before GST | US\$64.95

In *Data Selves*, Deborah Lupton develops a fresh and intriguing perspective on how people make sense of and use their personal data, and what they know about others who use this information. Drawing on feminist new materialism theory and the anthropology of material culture, she acknowledges the importance of paying attention to practices, affects, sensory and other embodied experiences, as well as discourses, imaginaries and ideas in identifying the ways in which people make and enact data, and data make and enact people. Arguing that personal data are more-than-human phenomena, invested with diverse forms of vitalities, Lupton reveals significant implications for data futures, politics and ethics.

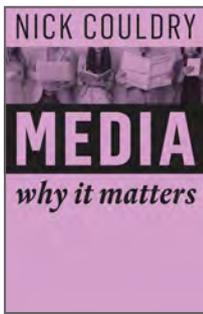


## Feminist Media Studies

Alison Harvey

ISBN: 978-1-5095-2446-4 • Cloth • 224pp • Oct 2019 • S\$97.95 before GST | US\$69.95

Alison Harvey provides an accessible introduction to classical and contemporary issues in media culture by exploring the past, present, and future of feminist media studies. She does this in the context of the various challenges that have arisen with changes in the media landscape, from new media technologies and globalized media systems to emergent inequalities, discourses, and practices. By engaging with research from a diverse body of scholarship, this book situates feminist media studies as vital to researching and analysing a range of timely and significant issues across disciplines. Taking a global, intersectional view of gendered practices in and around the media, *Feminist Media Studies* provides a framework for feminist critique and action.



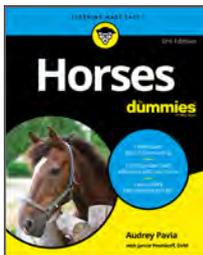
## Media Why It Matters

Nick Couldry

ISBN: 978-1-5095-1514-1 • Cloth • 140pp • Oct 2019 • S\$62.95 before GST | US\$45.00

From TV bulletins to social media newsfeeds, the media plays a massive role in shaping the world as we see it. In fact, different media have helped make possible our world of independent nations, binding together disparate communities through shared cultural touchstones, such as the press and national broadcasters. With the transfer of people's lives to the online world, the media has become crucial to almost every aspect of how human beings live. Nick Couldry explains the significance of five core dimensions of media: representing, connecting, imagining, sharing and governing. He shows that understanding these dynamics is a vital skill that every person needs in the digital age, when the fate of our political worlds and social environment may rest on how we communicate with each other.

## PET CARE (GENERAL)

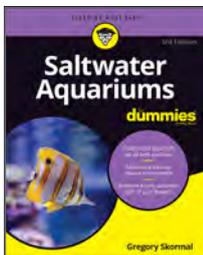


## Horses For Dummies, 3rd Edition

Audrey Pavia

ISBN: 978-1-119-58940-2 • Paper • 368pp • Oct 2019 • S\$34.95 before GST | US\$24.95

If you're just getting into the world of horses, there's a lot to learn! *Horses For Dummies* gets beginning-level riders and aspiring first-time horse owners up to speed on all things equine! From selecting the right horse for you to feeding, grooming, and handling a horse, this book covers it all! Featuring updates on breeds, boarding, nutrition, equipment, training, and riding—as well as new information on various equine conditions—this resource shows you how to keep your horse happy and take your riding skills to the next level. It features updated safety information; includes more riding disciplines; offers tips for better nutrition for your horse; and provides grooming and training recommendations. If you're crazy about horses, this hands-on guide is all you need to giddy up and go!



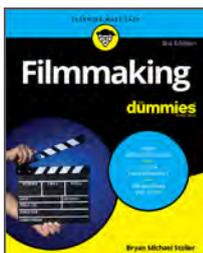
## Saltwater Aquariums For Dummies, 3rd Edition

Gregory Skomal

ISBN: 978-1-119-61268-1 • Paper • 368pp • Oct 2019 • S\$34.95 before GST | US\$24.95

Setting up and keeping a healthy, thriving saltwater aquarium—and the gorgeous creatures that live within it—takes a lot more know-how than you might realize. Fortunately, this friendly and informative guide is here to make having a slice of the salty life in your own home easier than ever! This fully updated edition of *Saltwater Aquariums For Dummies* explains in plain English how to care for a variety of marine fish and invertebrates, upkeep a tank, feed your saltwater friends, and stay informed of the latest technology in luxury tanks! Whether you're looking for basic information on how to set-up, start, and maintain a saltwater aquarium or already own one and want to whet your appetite with the latest tips, tricks, and design ideas, this book covers the gamut!

## POPULAR CULTURE (GENERAL)



## Filmmaking For Dummies, 3rd Edition

Bryan Michael Stoller

ISBN: 978-1-119-61785-3 • Paper • 384pp • Oct 2019 • S\$31.95 before GST | US\$22.95

*Filmmaking for Dummies* is your definitive guide to bringing a project to life, from the comedy antics of loveable pets to the deepest, most meaningful independent film. Bryan Michael Stoller is your friend and guide, sharing his knowledge gained over 100 productions (directing and working with Dan Aykroyd, James Earl-Jones, Barbra Streisand and Drew Barrymore, among others) to show you how to take your movie from the planning and storyboarding stage, through shooting and editing, to making it available to your adoring audiences through television broadcast, streaming online or in movie theaters. The book includes tips on how to finance your project, a look at the latest software and apps, including advancements in digital technology, and for the passionate director, advice on how to hire and work with your cast and crew and find great scenic locations.

The Haitian  
Revolution

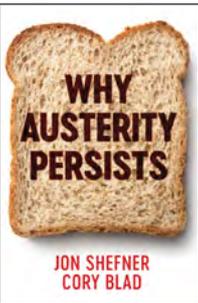
### The Haitian Revolution Capitalism, Slavery and Counter-Modernity

Eduardo Gruner & Ramsey McGlazer

ISBN: 978-1-5095-3547-7 • Cloth • 256pp • Oct 2019 • S\$97.95 before GST | US\$69.95

Against the background of this expanding circulation of capital and slave labor, the first revolution in Latin America took place: the Haitian Revolution, which began in 1791 and culminated with Haiti's declaration of independence in 1804. Taking the Haitian Revolution as a paradigmatic case, Gruner shows that modernity is not a linear evolution from the center to the periphery but rather a co-production developed in the context of highly unequal power relations where extreme forms of conquest and exploitation were an essential part of capital accumulation. This book will be of great interest to students and scholars of critical and cultural theory and of Latin American history as well as anyone concerned with the nature and global impact of capitalism, colonialism and race.

## SOCIOLOGY OF ECONOMICS



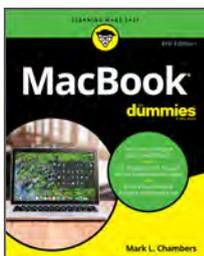
### Why Austerity Persists

Jon Shefner & Cory Blad

ISBN: 978-1-5095-0986-7 • Cloth • 208pp • Oct 2019 • S\$97.95 before GST | US\$69.95

In this book, Shefner and Blad trace the 45-year history of austerity policies and how they became the go-to policy to resolve a host of economic problems. The authors use a variety of cases from the Global North and South to address how austerity has been implemented, who has been hurt, and who has benefited. The book answers a number of important questions: why austerity persisted as a policy aimed at resolving national crises, despite evidence that it often does not work; how the policy itself evolved over recent decades; and who and what the powerful people and institutions are that have helped impose it across the globe.

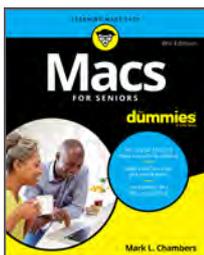
## COMPUTER HARDWARE (GENERAL)

**MacBook for Dummies, 8th Edition**

Mark L. Chambers

ISBN: 978-1-119-60779-3 • Paper • 432pp • Oct 2019 • S\$34.95 before GST | US\$24.95

Whether you're a newbie or a Mac veteran, you'll find all you need right here—from initial set-up and customization to working with iCloud and the latest macOS features and apps—making it easy for you to accomplish everything you want with your MacBook. Mac guru Mark L. Chambers is your friendly expert guide, walking you through the all the basics, including desktop navigation, file storage and security, and general maintenance, before showing you the more creative stuff like music and iMovie, as well as how to troubleshoot with ease. In this revised edition, he's also included extensive updates on the latest generation of MacBooks, letting you know what's changed and how you can use the most recent apps for enhancing your professional and creative output.

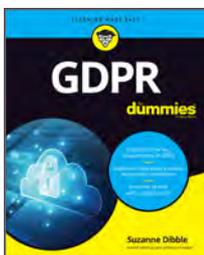
**Macs For Seniors For Dummies, 4th Edition**

Mark L. Chambers

ISBN: 978-1-119-60782-3 • Paper • 384pp • Oct 2019 • S\$34.95 before GST | US\$24.95

Featuring larger text and figures, *Macs for Seniors for Dummies* takes you through all you need to know to get the most out of your Apple computer. It makes it simple for you to stay in touch with family and friends, enjoy your favorite music, TV, and movies, and hang with the younger generation using the latest social apps and video games. Beginning with which Mac to choose for your needs, you'll learn about setting up your computer, understanding files and folders, getting the most from the latest operating system, navigating the desktop, and troubleshooting common problems. And once you've found your feet there, it'll be time to get creative with home movies and photography, chat face-to-face live on video, communicate through email—the sky's the limit!

## DATA PROCESSING

**GDPR For Dummies**

Suzanne Dibble

ISBN: 978-1-119-54609-2 • Paper • 360pp • Oct 2019 • S\$41.95 before GST | US\$29.95

*GDPR For Dummies* sets out in simple steps how small business owners can comply with the complex General Data Protection Regulations (GDPR). These regulations apply to all businesses established in the EU and to businesses established outside of the EU insofar as they process personal data about people within the EU. Inside, you'll discover how GDPR applies to your business in the context of marketing, employment, providing your services, and using service providers. Learn how to avoid fines, regulatory investigations, customer complaints, and brand damage, while gaining a competitive advantage and increasing customer loyalty by putting privacy at the heart of your business.

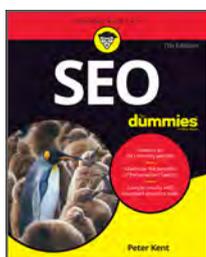
## INTERNET GENERAL

**Instagram For Dummies**

Jenn Herman, Corey Walker &amp; Eric Butow

ISBN: 978-1-119-59393-5 • Paper • 288pp • Oct 2019 • S\$34.95 before GST | US\$24.95

Instagram is the fastest-growing social network in the world, soaring from 500 million to 1 billion active users in just two years. Users flock to the site thanks to its simplicity and use of the most popular social media features—image and video sharing, community, and personal insight. *Instagram For Dummies* is here if you're ready to get acquainted with the platform or want to find ways to do more with your Instagram account. Written by a team led by top Instagram trainer Jenn Herman, this book gives you tips for creating great Instagram images, personalizing your posts, connecting with the Instagram community, and working with Stories and IGTV. From handling core functions to connecting with the Instagram community, this book shares the secrets you need to shine on social media like no other!



## SEO For Dummies, 7th Edition

Peter Kent

ISBN: 978-1-119-57957-1 • Paper • 464pp • Oct 2019 • S\$41.95 before GST | US\$29.95

*Search Engine Optimization For Dummies* shows website owners, developers, and search engine optimizers (SEOs) how to create a website that ranks at the top of search engines and has high-volume traffic, while answering the essential question of “how do I get people to visit my site?” By understanding search engine basics (what are they, which ones are important, how to get started), building a search engine-friendly site, registering your site with directories and indexes, using analysis tools to track results and link popularity to boost rankings, and advertising your site by using pay-per-click options, you can use the tricks of SEO masters to drive traffic to your site. You’ll also discover how to write effective content, use social media to boost your profile, and manage your platform and reputation to positively impact your search engine rankings.

## MISC (OTHER) CERTIFICATIONS



## Google Professional Cloud Architect Study Guide

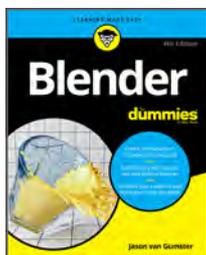
Dan Sullivan

ISBN: 978-1-119-60244-6 • 600pp • Oct 2019 • S\$83.95 before GST | US\$59.95

There are three major cloud providers all vying for cloud usage market share – Amazon’s AWS, Microsoft’s Azure, and Google – with each provider building out their certification roadmap so IT professionals can more easily showcase their job-ready status to potential employers. Sybex Study Guides teach IT professionals the skills needed to perform a job well. With those skills plus insight on how a certification exam tests for those skills, an IT professional can be confident for the exam. In *Google Professional Cloud Architect Study Guide*, readers get ready for this important exam from Google and master the skills they need to be prepared to tackle Google Cloud Architecture jobs.



## OFFICE PRODUCTIVITY – NON-MICROSOFT (GENERAL & SUITES)

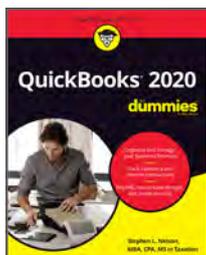


## Blender For Dummies, 4th Edition

Jason van Gumster

ISBN: 978-1-119-61696-2 • Paper • 560pp • Oct 2019 • S\$55.95 before GST | US\$39.95

Some of the dramatic visual effects you’ve seen in top-grossing movies and heralded television series got their start in Blender. This book helps you get your own start in creating three-dimensional characters, scenes, and animations in the popular free and open-source tool. Author Jason van Gumster shares his insight as an independent animator and digital artist to help Blender newcomers turn their ideas into three-dimensional drawings. Topics include creating 3D characters—no experience required; building scenes with texture and real lighting features; animating your creations and share them with the world and avoiding common rookie mistakes. This book is the ideal starting place for newcomers to the world of 3D modeling and animation.



## QuickBooks 2020 For Dummies, 1st Edition

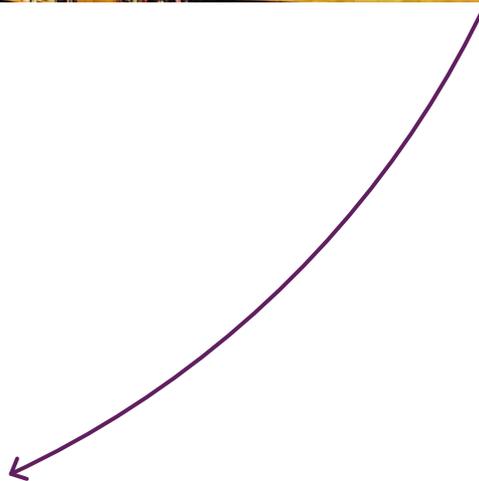
Stephen L. Nelson

ISBN: 978-1-119-58969-3 • Paper • 408pp • Oct 2019 • S\$37.95 before GST | US\$26.95

QuickBooks allows small businesses to manage their own accounting and financial management tasks—without needing to hire expensive financial professionals. This perennial bestseller is here to show you step by step how to build the perfect budget, simplify tax return preparation, manage inventory, track job costs, generate statement and financial reports, and every other accounting-related task that crosses your desk. Written by CPA Stephen L. Nelson, it shows you how to get the most out of the software that helps over six million small businesses manage their finances. If you use QuickBooks at work—or want to implement it in 2020—this book has you covered.



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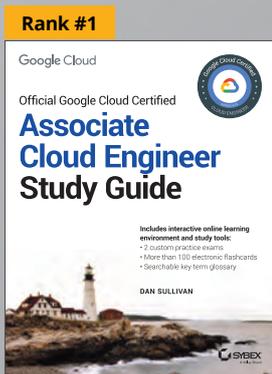


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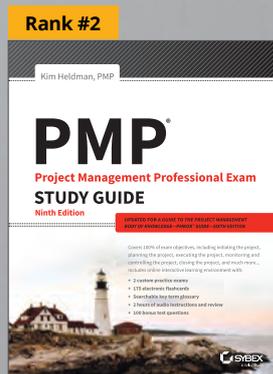
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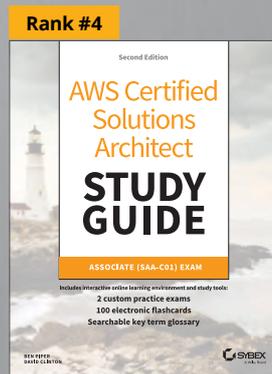
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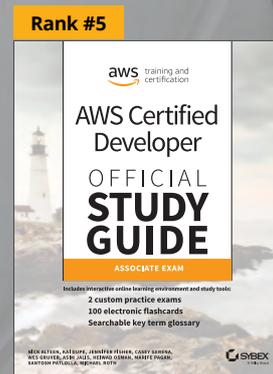
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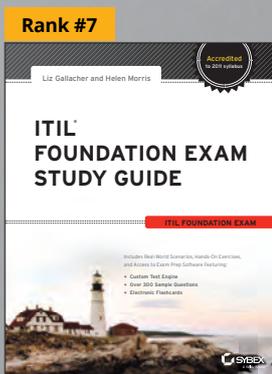
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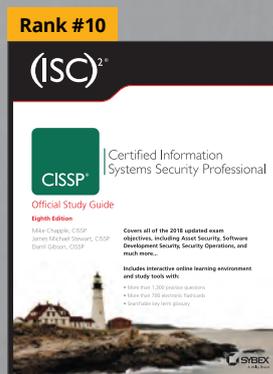
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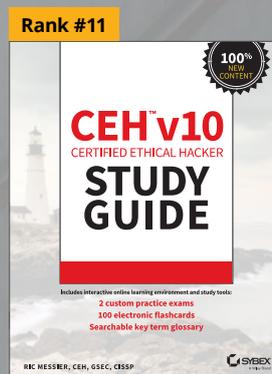
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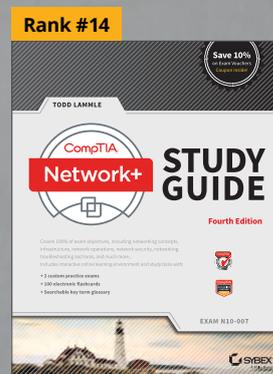
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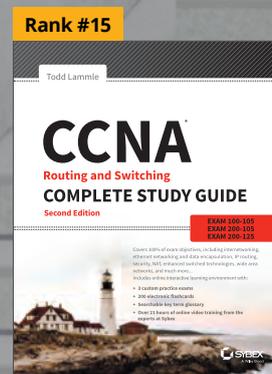
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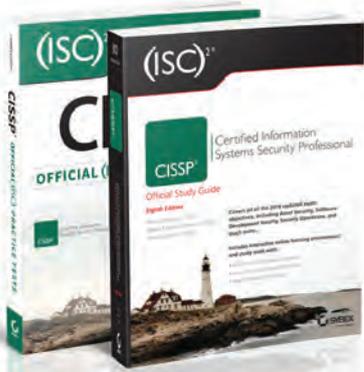
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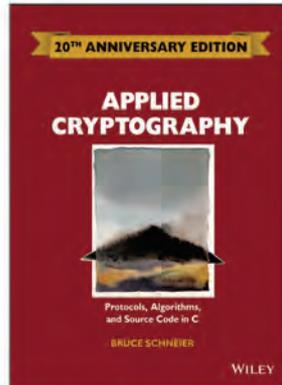
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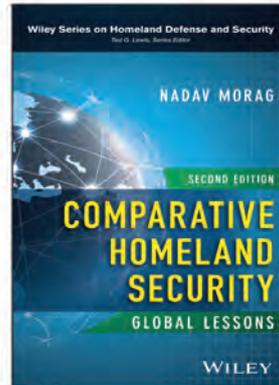
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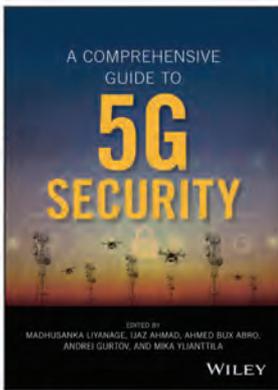
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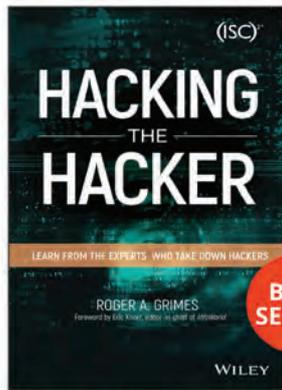
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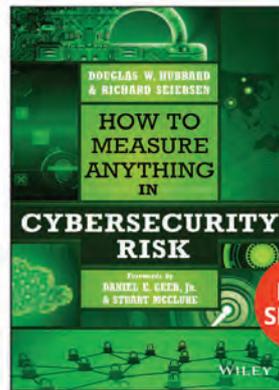


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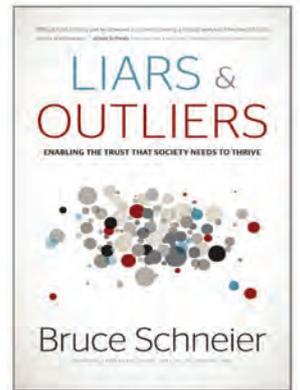
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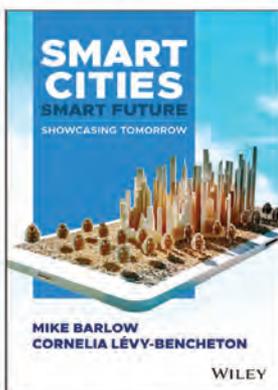


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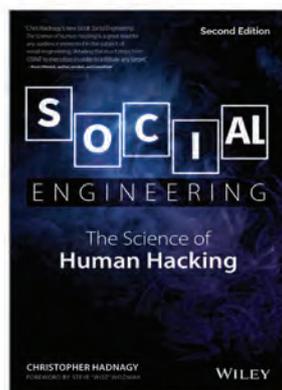
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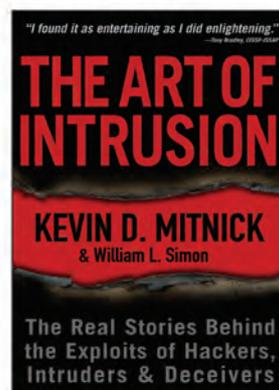
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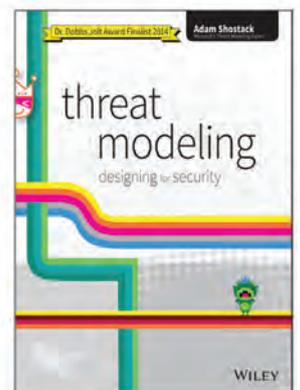
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