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Welcome to our latest selection of text books for students.

Our books span the university curriculums covering the main subjects of Business, Finance & Accounting; Social Sciences & Humanities; Science including Maths and Stats as well as Technology & Engineering.

Highlights within the catalogue include



- The 9th EMEA Edition of Montgomery's **Design and Analysis of Experiments**

- Cutnell, Johnson, Young & Stadler's **Physics**, 11th EMEA Edition

- The 10th edition of Grant's **Contemporary Strategy Analysis**



...as well as many more!

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Business



Contemporary Strategy Analysis

10th Edition

Robert M. Grant

Georgetown University

Now in its tenth edition, *Contemporary Strategy Analysis* continues its tradition of accessibility, practicality, and real-world relevance to graduate and undergraduate students around the world. Focusing on strategic analysis, value creation, and implementation, this book provides a rigorous grounding in essential principles while offering up-to-date perspectives based on practices used at leading companies across industries and borders. Comprehensive coverage merges theory and application through new and updated cases, and the discussion surrounding business policy, business strategy, and the business environment links concept to context for a holistic understanding of the mechanisms at work. To keep pace with the fields' constant evolution, this new edition has been revised to reflect the current business landscape with expanded coverage of critical topics including disruption, innovation, technology, and other factors impacting strategic planning and implementation. Global perspectives throughout highlight the dynamic nature of strategic management in the face of borderless business, equipping students with the well-rounded knowledge base the future of business demands.



9781119576433 | Paper | £53.99 | €64.99 | \$66.99 | February 2019

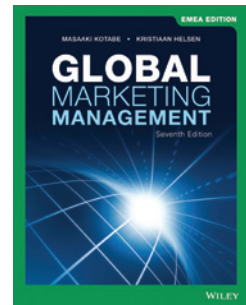
Global Marketing Management

7th EMEA Edition

Masaaki Kotabe & Kristiaan Helsen

The University of Texas at Austin; Hong Kong University of Science and Technology

The 7th Edition of *Global Marketing Management* prepares students to become effective managers overseeing global marketing activities in an increasingly competitive environment. The texts guiding principle, as laid out concisely and methodically by authors Kotabe and Helsen, is that the realities of international marketing are more multilateral. Suitable for all business majors, the text encourages students to learn how marketing managers work across business functions for effective corporate performance on a global basis and achievement of overall corporate goals. *Global Marketing Management* brings timely coverage in various economic and financial as well as marketing issues that arise from the acutely recessionary market environment.



9781119586777 | Paper | £50.99 | €60.99 | \$62.99 | March 2019

Project Management

A Managerial Approach, 10th EMEA Edition

Jack R. Meredith, Samuel J. Mantel Jr. & Scott M. Shafer

University of Cincinnati; University of Cincinnati; Wake Forest University

Now more than ever, effective project management is critical for the success of any deliverable, and the demand for qualified Project Managers has leapt into nearly all sectors. *Project Management* provides a robust grounding in essentials of the field using a managerial approach to both fundamental concepts and real-world practice. Designed for business students, this text follows the project life cycle from beginning to end to demonstrate what successful project management looks like on the ground. Expert discussion details specific techniques and applications, while guiding students through the diverse skill set required to select, initiate, execute, and evaluate today's projects. Insightful coverage of change management provides clear guidance on handling the organizational, interpersonal, economic, and technical glitches that can derail any project, while in-depth cases and real-world examples illustrate essential concepts in action.

9781119586081 | Paper | £50.99 | €60.99 | \$62.99 | June 2019



Operations and Supply Chain Management

9th EMEA Edition

Roberta Russell & Bernard W. Taylor

Virginia Tech

Russell and Taylor's *Operations and Supply Chain Management, 9th Edition* is designed to teach students how to analyse processes, ensure quality, create value, and manage the flow of information and products, while creating value along the supply chain in a global environment. Russell and Taylor explain and clearly demonstrate the skills needed to be a successful operations manager. Most importantly, *Operations Management, 9th Edition* makes the quantitative topics easy for students to understand and the mathematical applications less intimidating. Appropriate for students preparing for careers across functional areas of the business environment, this text provides foundational understanding of both qualitative and quantitative operations management processes.

9781119588290 | Paper | £50.99 | €60.99 | \$62.99 | June 2019



Managing Business Ethics

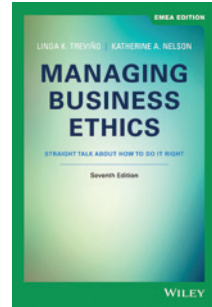
Straight Talk about How to Do It Right,
7th EMEA Edition

Linda K. Trevino & Katherine A. Nelson

Pennsylvania State University; University of Pennsylvania

Linda Treviño and Kate Nelson bring together a mix of theory and practice in *Managing Business Ethics: Straight Talk about How to Do It Right, 7th Edition*. In this new edition, the dynamic author team of Linda Treviño, prolific researcher and Distinguished Professor, and Kate Nelson, Professor and long-time practitioner of strategic organizational communications and human resources, equip students with the pragmatic knowledge they need to identify and solve ethical dilemmas, understand their own and others ethical behaviour, and promote ethical behaviour in their organization. *Managing Business Ethics* is the perfect text to prepare students for a range of roles in the business world--managers across business functions, communications professionals, compliance officers, corporate counsels, human resources managers, and senior executives.

9781119588832 | Paper | £47.99 | €57.99 | \$56.99 | March 2019



Entrepreneurship

4th EMEA Edition

William D. Bygrave, Andrew Zacharakis & Andrew C. Corbett

Babson College; Rensselaer Polytechnic Institute

Entrepreneurship, 4th Edition delves into the trials and tribulations of entrepreneurship, so students will have the necessary tools to start their own businesses. It provides coverage on social enterprises and ethics due to the rise in green trends and corporate scandals. Up-to-date examples and references provide entrepreneurs with the most essential information.

9781119586722 | Paper | £53.99 | €64.99 | \$66.99 | March 2019



Entrepreneurship

John R. Bessant & Joe Tidd

University of Brighton; University of London

Successful entrepreneurship requires a specialized mix of innovation, drive, business acumen, and communication; an entrepreneur sees the potential and pitfalls in any idea, and understands the product, the market, and the business climate well enough to make smart decisions for the venture. This book is designed to go beyond the nuts and bolts of entrepreneurship and help students develop the critical foundation referred to as entrepreneurial thinking.

Organized to align with the typical flow of development, the text allows students to develop their own ideas alongside each lesson. Coverage of goals, opportunities, and resources includes detailed discussion of venture funding, financial resources, and the relationships needed to get an idea off the ground; subsequent chapters include clear guidance on keeping the momentum going through product development, enterprise growth, value creation, and the evolution of the business model. Based on the latest research and providing a truly global perspective, this book gives students a comprehensive, real-world foundation in entrepreneurship today.

9781119221869 | Paper | £46.99 | €53.10 | \$65.00 | May 2019



Marketing Research

11th EMEA Edition

Carl McDaniel Jr. & Roger Gates

University of Texas, Arlington; DSS Research

In *Marketing Research, 11th Edition*, authors Carl McDaniel & Roger Gates share their industry experience to teach students how to make critical business decisions through the study of market research. Designed for marketing research courses, the authors' practical, applications-based approach features Real Data, Real People, and Real Research, to prepare students to conduct and use market research for future careers in business. This new edition features new trends, features and cases throughout, with updated chapters featuring new examples of companies and research firms, from Ilycaffe, the famous Italian coffee brand, Twitter, ESPN, Ford and General Motors. Co-author Roger Gates, President of DSS Research, infuses the text with a practitioner perspective, helping students learn how to use marketing research through a practical presentation of theory and practice.

9781119586494 | Paper | £50.99 | €60.99 | \$62.99 | May 2019



Business Analytics

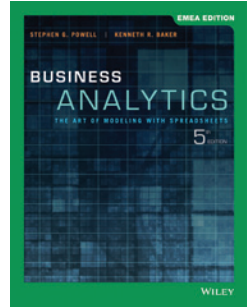
The Art of Modeling with Spreadsheets, 5th EMEA Edition

Stephen G. Powell & Kenneth R. Baker

Dartmouth College

Now in its fifth edition, Powell and Baker's *Business Analytics: The Art of Modeling with Spreadsheets* provides students and business analysts with the technical knowledge and skill needed to develop real expertise in business modeling. In this book, the authors cover spreadsheet engineering, management science, and the modeling craft. The brevity & accessibility of this title offers opportunities to integrate other materials -such as cases -into the course. It can be used in any number of courses or departments where modeling is a key skill.

9781119586814 | Paper | £47.99 | €57.99 | \$56.99 | March 2019



Managing Innovation

Integrating Technological, Market and Organizational Change, 6th Edition

Joe Tidd & John R. Bessant

University of London; University of Brighton

Managing Innovation is the bestselling text for graduate and undergraduate students and a classic in the field. Emphasizing practical, evidence-based tools and resources, this title provides students with the knowledge base to successfully manage innovation, technology, and new product development. The holistic approach addresses the interplay between the markets, technology, and the organization, while relating the unique skill set required to manage innovation and innovation processes. The sixth edition of *Managing Innovation* continues to include the popular Innovation in Action sections in each chapter which are now newly titled Case Studies, and features a number of new cases, updated and new research notes and references, and links to videos, audio interviews, activities, and case studies. The sixth edition features new material on emerging innovation themes, including business model innovation, user innovation, crowd-sourcing, creativity, entrepreneurship, service innovation, public services, and more.

9781119379454 | Paper | £46.99 | €53.10 | \$65.00 | June 2019



Finance & Accounting



FINANCE

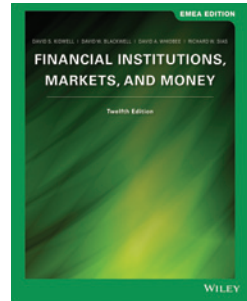
Financial Institutions**Markets and Money, 12th EMEA Edition**

**David S. Kidwell, David W. Blackwell, David A. Whidbee
& Richard W. Sias**

*University of Minnesota; PricewaterhouseCoopers LLP;
Washington State University; University of Arizona*

Kidwell's *Financial Institutions, 12th Edition* presents a balanced introduction to the operation, mechanics, and structure of the U.S. financial system, emphasizing its institutions, markets, and financial instruments. The text discusses complex topics in a clear and concise fashion with an emphasis on "Real World" data, and people and event boxes, as well as personal finance examples to help retain topical interest.

9781119589983 | Paper | £50.99 | €60.99 | \$62.99 | May 2019



ACCOUNTING

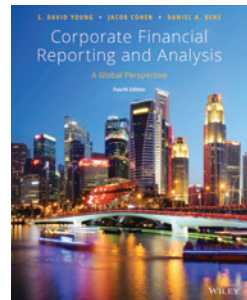
Corporate Financial Reporting and Analysis
A Global Perspective, 4th Edition

S. David Young, Jacob Cohen & Daniel A. Bens

INSEAD, France

Corporate Financial Reporting Analysis combines comprehensive coverage and a rigorous approach to modern financial reporting with a readable and accessible style. Merging traditional principles of corporate finance and accepted reporting practices with current models enable the reader to develop essential interpretation and analysis skills, while the emphasis on real-world practicality and methodology provides seamless coverage of both GAAP and IFRS requirements for enhanced global relevance. With insightful coverage of revenue recognition, inventory accounting, receivables, long-term assets, M&A, income taxes, and other principle topics, this book provides both education and ongoing reference for MBA students.

9781119494577 | Paper | £50.99 | €58.07 | \$60.49 | February 2019



Financial Accounting Theory and Analysis

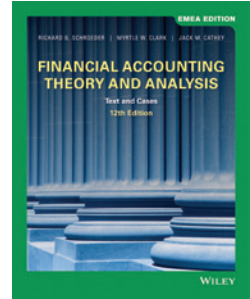
Text and Cases, 12th EMEA edition

Richard G. Schroeder, Myrtle W. Clark & Jack M. Cathey

Texas A & M University; University of Kentucky; University of North Carolina at Charlotte

Financial Accounting Theory and Analysis: Text and Cases, 12th Edition continues to concentrate on showing readers how accounting standards directly affect daily decision making on the job. The new edition of this text has been updated and revised to provide students and professionals with the theoretical background they need to keep up with the convergence issues and succeed in today's increasingly global economy.

9781119586685 | Paper | £53.99 | €64.99 | \$66.99 | March 2019



Core Concepts of Accounting Information Systems

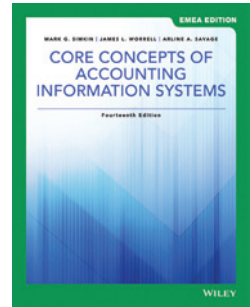
14th EMEA Edition

Mark G. Simkin, James L. Worrell & Arline A. Savage

University of Nevada, Reno

Accounting Information systems (AIS) have become indispensable in the field, and this book provides clear guidance for students or professionals needing to get up to speed. Designed to suit a one-semester AIS course at the graduate or undergraduate level, *Core Concepts of Accounting Information Systems* explores AIS use and processes in the context of modern-day accounting. Coverage includes conceptual overviews of data analytics, accounting, and risk management, as well as detailed discussion of business processes, cybercrime, database design and more to provide a well-rounded introduction to AIS.

9781119586586 | Paper | £47.99 | €57.99 | \$56.99 | June 2019



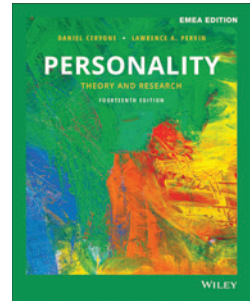
Social Sciences & Humanities



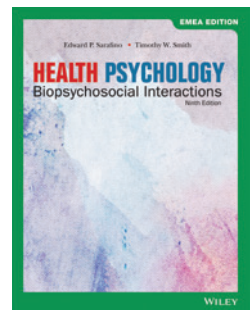
PSYCHOLOGY

Personality**Theory and Research, 14th EMEA Edition****Daniel Cervone & Lawrence A. Pervin***University of Illinois at Chicago; Rutgers University*

An invaluable resource for over four decades, *Personality* examines the fundamental theories and concepts of personality psychology while exploring contemporary research, new methodologies, and the latest technological advancements. Through a well-rounded blend of theory, case studies, and the latest research, this text identifies the structures and processes of personality, traces personality development, and highlights the value of therapeutic change. An effective pedagogical structure enhances student interest while strengthening objectivity and critical-thinking skills. Psychodynamic, social-cognitive, phenomenological, and trait-theoretic perspectives are presented in an unbiased–yet critical–fashion that encourages students to compare theories, evaluate evidence, analyse data, and form their own conclusions. Thorough historical coverage is balanced with discussions of the current state of the field, providing a solid understanding of theory and methods as relevant to practice today. Suitable for introductory coursework, this text also serves as a valuable resource for advanced studies and as a reference for professionals in psychology and related fields.

**9781119586210 | Paper | £47.99 | €57.99 | \$56.99 | March 2019****Health Psychology****Biopsychosocial Interactions, 9th EMEA Edition****Edward P. Sarafino & Timothy W. Smith***Trenton State College; University of Utah*

Ed Sarafino and Timothy Smith draw from the research and theory of multiple disciplines in order to effectively demonstrate how psychology and health impact each other. The newly updated *9th Edition of Health Psychology: Biopsychosocial Interactions* includes a broader picture of health psychology by presenting cross-cultural data. Furthermore, international examples are also included to further explore the psychologist's perspective of health issues around the world and highlight what works in the field. The psychological research cited in the text supports a variety of behavioural, physiological, cognitive, and social/personality viewpoints. An emphasis on lifespan development in health and illness is integrated throughout the text.

**9781119586937 | Paper | £47.99 | €57.99 | \$56.99 | June 2019**

Abnormal Psychology

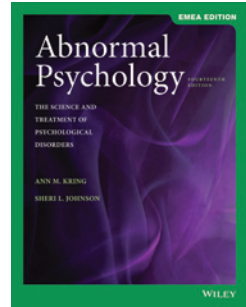
The Science and Treatment of Psychological Disorders, 14th EMEA Edition

Ann M. Kring & Sheri L. Johnson

University of California at Berkeley; University of Miami

Abnormal Psychology: The Science and Treatment of Psychological Disorders, 14th Edition consists of a balance and blending of research and clinical application, the use of paradigms as an organizing principle, and involving the learner in the kinds of real-world problem solving engaged in by clinicians and scientists. Students learn that psychopathology is best understood by considering multiple perspectives and that these varying perspectives provide the clearest accounting of the causes of these disorders as well as the best possible treatments.

9781119586302 | Paper | £47.99 | €57.99 | \$56.99 | May 2019



Adult Development and Aging

Biopsychosocial Perspectives, 6th EMEA Edition

Susan Krauss Whitbourne & Stacey B. Whitbourne

University of Massachusetts, Amherst

Newly updated, *Adult Development and Aging: Biopsychosocial Perspectives, 6th Edition* incorporates material that the authors, Susan Krauss Whitbourne and Stacey B. Whitbourne, believe is essential to students understanding this rapidly-developing and fascinating field of study. This text focuses on three key themes: a multidisciplinary approach, positive images of aging, and the newest and most relevant research. Much of what students will read comes directly from Susan's classroom teaching of the Psychology of Aging course; she continues to incorporate her day-to-day teaching of the course into the text, which keeps the material current, fresh, and engaging.

9781119589914 | Paper | £47.99 | €57.99 | \$56.99 | March 2019



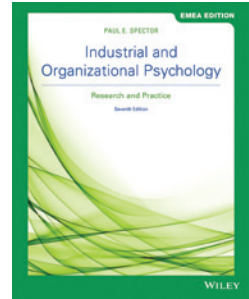
Industrial and Organizational Psychology Research and Practice, 7th EMEA Edition

Paul E. Spector

University of South Florida

Distinct from any other text of its kind, *Industrial and Organizational Psychology: Research and Practice, 7th Edition* provides a thorough and clear overview of the field, without overwhelming today's I-O Psychology student. Newly updated for its seventh edition, author Paul Spector provides readers with cutting edge content and includes new and emerging topics, such as occupational health and safety, and a global perspective of the field.

9781119586203 | Paper | £50.99 | €60.99 | \$62.99 | June 2019



Work in the 21st Century

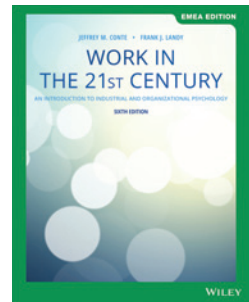
An Introduction to Industrial and Organizational Psychology, 6th EMEA Edition

Jeffrey M. Conte & Frank J. Landy

San Diego State University, Colorado

Now in its sixth edition, *Work in the 21st Century: An Introduction to Industrial and Organizational Psychology* by Jeffrey M. Conte and Frank J. Landy is the most current and engaging text for the industrial and organizational (I-O) psychology course. The text ties together themes and topics such as diversity, cognitive and physical abilities, personality, emotional intelligence, technology, multicultural dynamics, and evidence-based I-O psychology in a way that explores the rich and intriguing nature of the modern workplace.

9781119590262 | Paper | £47.99 | €57.99 | \$56.99 | June 2019



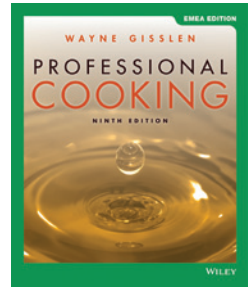
CULINARY

Professional Cooking

9th EMEA Edition

Wayne Gisslen*Long Lake, Minnesota*

The *Ninth Edition* of *Professional Cooking* reflects the changing nature of our understanding of cooking and related fields such as food safety, nutrition, and dietary practices, as well as new thinking about how best to teach this material. What has not changed is the core material that focuses on the essentials--the comprehensive understanding of ingredients and basic cooking techniques that are the foundation of success in the kitchen, and the development of manual skills to apply this knowledge.

9781119585985 | Paper | £50.99 | €60.99 | \$62.99 | June 2019

| Science



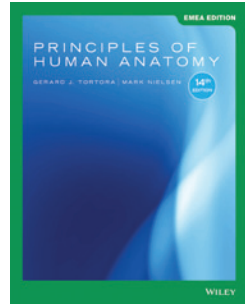
LIFE & HEALTH SCIENCES

Principles of Human Anatomy

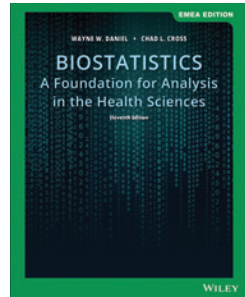
14th EMEA Edition

Gerard J. Tortora & Mark Nielsen*Bergen Community College; University of Utah*

Immerse yourself in the spectacular visuals and dynamic content of *Principles of Human Anatomy, 14th Edition*. Designed for the 1-term Human Anatomy course, this updated edition raises the standard for excellence in this discipline with its enhanced illustration program, refined narrative, and dynamic resources. The book offers a rich experience, giving students the ability to learn and explore human anatomy both inside and outside of the classroom.

**9781119587538 | Paper | £55.99 | €66.99 | \$69.99 | March 2019****Biostatistics****A Foundation for Analysis in the Health Sciences,
11th EMEA Edition****Wayne W. Daniel & Chad L. Cross***Georgia State University*

The ability to analyse and interpret enormous amounts of data has become a prerequisite for success in allied healthcare and the health sciences. Now in its 11th edition, *Biostatistics: A Foundation for Analysis in the Health Sciences* continues to offer in-depth guidance toward biostatistical concepts, techniques, and practical applications in the modern healthcare setting. Comprehensive in scope yet detailed in coverage, this text helps students understand—and appropriately use—probability distributions, sampling distributions, estimation, hypothesis testing, variance analysis, regression, correlation analysis, and other statistical tools fundamental to the science and practice of medicine.



Clearly-defined pedagogical tools help students stay up-to-date on new material, and an emphasis on statistical software allows faster, more accurate calculation while putting the focus on the underlying concepts rather than the math. Students develop highly relevant skills in inferential and differential statistical techniques, equipping them with the ability to organize, summarize, and interpret large bodies of data. Suitable for both graduate and advanced undergraduate coursework, this text retains the rigor required for use as a professional reference.

9781119588825 | Paper | £53.99 | €64.99 | \$66.99 | May 2019

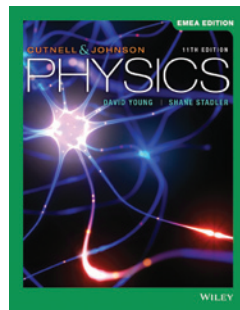
PHYSICS

Physics

11th EMEA Edition

John D. Cutnell, Kenneth W. Johnson, David Young & Shane Stadler*Southern Illinois University at Carbondale; Southern Illinois University at Carbondale; Cytoclonal Pharmaceuticals Inc.*

Physics, 11th Edition provides students with the skills that they need to succeed in this course, by focusing on conceptual understanding; problem solving; and providing real-world applications and relevance. Conceptual Examples, Concepts and Calculations problems, and Check Your Understanding questions help students to understand physics principles. Math Skills boxes, multi-concept problems, and Examples with reasoning steps help students to improve their reasoning skills while solving problems. The Physics Of boxes show students how physics principles are relevant to their everyday lives.

9781119585299 | Paper | £55.99 | €66.99 | \$69.99 | June 2019**Modern Physics**

4th EMEA Edition

Kenneth S. Krane*Oregon State University*

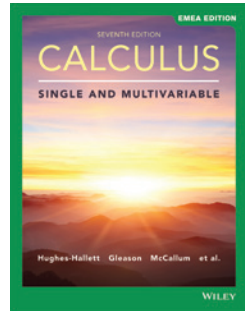
One of the fields most respected introductory texts, *Modern Physics* provides a deep exploration of fundamental theory and experimentation. Appropriate for second-year undergraduate science and engineering students, this esteemed text presents a comprehensive introduction to the concepts and methods that form the basis of modern physics, including examinations of relativity, quantum physics, statistical physics, nuclear physics, high energy physics, astrophysics, and cosmology. A balanced pedagogical approach examines major concepts first from a historical perspective, then through a modern lens using relevant experimental evidence and discussion of recent developments in the field. The emphasis on the interrelationship of principles and methods provides continuity, creating an accessible storyline for students to follow. Extensive pedagogical tools aid in comprehension, encouraging students to think critically and strengthen their ability to apply conceptual knowledge to practical applications. Numerous exercises and worked examples reinforce fundamental principles.

9781119590583 | Paper | £50.99 | €60.99 | \$62.99 | May 2019

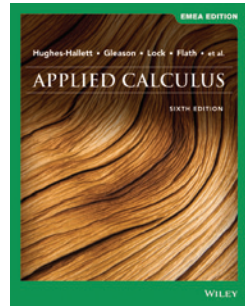
MATHEMATICS & STATISTICS

Calculus**Single and Multivariable, 7th EMEA Edition****Deborah Hughes-Hallett***Harvard University*

Calculus: Single and Multivariable, 7th Edition continues the effort to promote courses in which understanding and computation reinforce each other. The 7th Edition reflects the many voices of users at research universities, four-year colleges, community colleges, and secondary schools. This new edition has been streamlined to create a flexible approach to both theory and modeling. The program includes a variety of problems and examples from the physical, health, and biological sciences, engineering and economics; emphasizing the connection between calculus and other fields.

9781119585817 | Paper | £53.99 | €64.99 | \$66.99 | March 2019**Applied Calculus****6th EMEA Edition****Deborah Hughes-Hallett***Harvard University*

Interactive classrooms and well-crafted problems promote student learning. Since its inception, the hallmark of Applied Calculus is its innovative and engaging problems. The Calculus Consortium pioneered and incorporates the approach called the Rule of Four. The Rule of Four, presents ideas graphically, numerically, symbolically, and verbally, thereby encouraging students with a variety of learning styles to deepen their understanding as they work through a wide variety of problem types.

9781119587965 | Paper | £55.99 | €66.99 | \$69.99 | June 2019

Statistics

Principles and Methods, 8th EMEA Edition

Richard A. Johnson & Gouri K. Bhattacharyya

University of Wisconsin, Madison; University of Wisconsin, Madison

Statistics: Principles and Methods, 8th Edition provides students and business professionals with a comprehensive introduction to statistics concepts, terminology, and methods with a wide array of practical applications. Real-world data provides an easily relatable frame of reference, while numerous examples reinforce key ideas and demonstrate critical concepts to help ease student comprehension. Designed for those seeking a highly practical introduction to statistical measurement, reasoning, and analysis, this book requires no specific mathematical background and leaves derivations behind in favour of logic, reasoning, and modern statistics software.

Concepts are introduced first in a real-life setting to illustrate immediate relevancy, and are subsequently expanded to relate underlying mechanisms, limitations, and further applications. An emphasis on the relationship between validity and assumptions underscores the importance of critical thinking and the use of appropriate models while instilling thoughtful habits that lead to accuracy in interpretation. Going beyond the typical introductory text to keep the focus on application, this book gives students a deeper understanding of statistics as it is used every day across disciplines and industries.



9781119588948 | Paper | £47.90 | €57.99 | \$56.99 | May 2019

Technology & Engineering



COMPUTING

Systems Analysis and Design

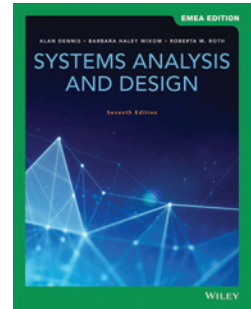
7th EMEA Edition

Alan Dennis, Barbara Haley Wixom & Roberta M. Roth

The University of Georgia; University of Virginia, McIntyre School of Business; University of Northern Iowa

With the overarching goal of preparing the analysts of tomorrow, *Systems Analysis and Design* offers students a rigorous hands-on introduction to the field with a project-based approach that mirrors the real-world workflow. Core concepts are presented through running cases and examples, bolstered by in-depth explanations and special features that highlight critical points while emphasizing the process of doing alongside learning. As students apply their own work to real-world cases, they develop the essential skills and knowledge base a professional analyst needs while developing an instinct for approach, tools, and methods. Accessible, engaging, and geared toward active learning, this book conveys both essential knowledge and the experience of developing and analysing systems; with this strong foundation in SAD concepts and applications, students are equipped with a robust and relevant skill set that maps directly to real-world systems analysis projects.

9781119585855 | Paper | £47.99 | €57.99 | \$56.99 | May 2019



Introduction to Information Systems

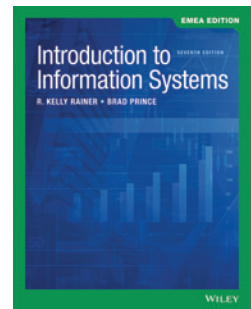
7th EMEA Edition

R. Kelly Rainer & Brad Prince

Auburn University; University of West Georgia

The goal of *Introduction to Information Systems* is to teach undergraduate business students how to use information technology to master their current or future jobs. Students develop a working understanding of information systems and information technology and learn how to apply concepts to successfully facilitate business processes. This product demonstrates that IT is a key component of any business, whether a student is majoring in Accounting, Finance, Marketing, Human Resources, or Production/Operations Management.

9781119585916 | Paper | £47.99 | €57.99 | \$56.99 | June 2019



Business Data Communications and Networking

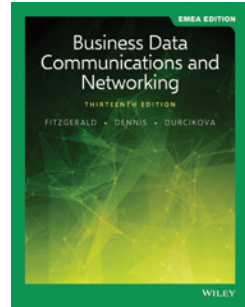
13th EMEA Edition

**Jerry FitzGerald Alan Dennis, Alexandra Durcikova
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As the world grows increasingly interconnected, data communications have become a critical aspect of business operations. Wireless and mobile technology allows us to seamlessly transition from work to play and back again, and the Internet of things has brought our appliances, vehicles, and homes into the network; as life increasingly takes place online, businesses recognize the opportunity for a competitive advantage. Today's networking professionals have become central to nearly every aspect of business, and this book provides the essential foundation needed to build and manage the scalable, mobile, secure networks these businesses require. Although the technologies evolve rapidly, the underlying concepts are more constant. This book combines the foundational concepts with practical exercises to provide a well-grounded approach to networking in business today. Key management and technical issues are highlighted and discussed in the context of real-world applications, and hands-on exercises reinforce critical concepts while providing insight into day-to-day operations. Detailed technical descriptions reveal the trade-offs not presented in product summaries, building the analytical capacity needed to understand, evaluate, and compare current and future technologies.

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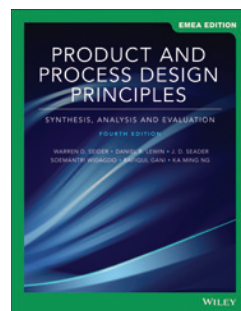
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The new 4th edition of Seider's *Product and Process Design Principles: Synthesis, Analysis and Design* covers content for process design courses in the chemical engineering curriculum, showing how process design and product design are inter-linked and why studying the two is important for modern applications. A principal objective of this new edition is to describe modern strategies for the design of chemical products and processes, with an emphasis on a systematic approach. This fourth edition presents two parallel tracks: product design, and process design, with an emphasis on process design. Process design instructors can show easily how product designs lead to new chemical processes. Alternatively, product design can be taught in a separate course after the process design course.

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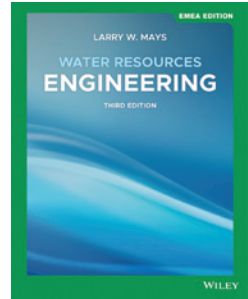
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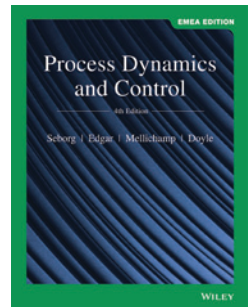
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