



Retail Catalogue New Releases

May to June 2018

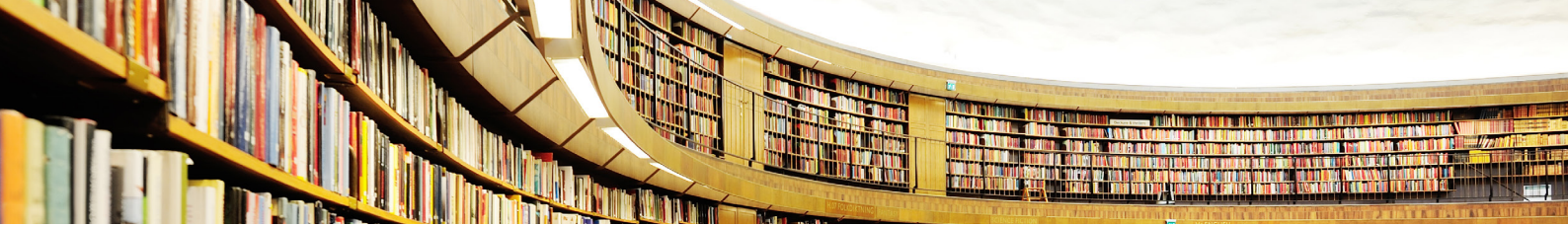


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May





ISBN: (E) 978-1-119-36655-3
Cloth • 208pp • May 2018
S\$52.38 incl GST | US\$34.95

Big Mistakes

The Best Investors and Their Worst Investments

Michael Batnick

Big Mistakes explores the ways in which the biggest names have failed, and reveals the lessons learned that shaped more successful strategies going forward. Investing can be a rollercoaster of highs and lows, and the investors detailed here show just how low it can go; stories from Warren Buffet, Bill Ackman, Chris Sacca, Jack Bogle, Mark Twain, John Maynard Keynes, and many more illustrate the simple but overlooked concept that investing is really hard, whether you're managing a few thousand dollars or a few billion, failures and losses are part of the game. Much more than just anecdotal diversion, these stories set the basis for the book's critical focus: learning from mistakes. These investors all recovered from their missteps, and moved forward armed with a wealth of knowledge than can only come from experience.

Other Titles from Bloomberg Press Series



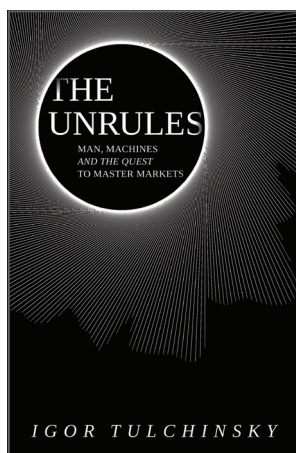
Think Bigger
And 39 Other
Winning Strategies
from Successful
Entrepreneurs
Michael W. Sonnenfeldt
ISBN 978-1-119-42631-8
S\$44.89 incl GST | US\$29.95



Football's Secret Trade
How the Player Transfer
Market was Infiltrated
Alex Duff & Tariq Panja
ISBN 978-1-119-14542-4
S\$41.68 incl GST | US\$27.95



The Fix
How Bankers Lied,
Cheated and Colluded
to Rig the World's Most
Important Number
Liam Vaughan &
Gavin Finch
ISBN 978-1-118-99572-3
S\$37.40 incl GST | US\$24.95



ISBN: (77) 978-1-119-37210-3
Cloth • 250pp • May 2018
S\$26.70 incl GST | US\$17.95

The Unrules

Success in the Age of Robots and Machine-Learning

Igor Tulchinsky

The UnRules presents the dynamic rules for success in the age of exponential information. Written by Igor Tulchinsky, the trader behind global hedge fund firm WorldQuant, this book is more than just another Big Data guide for financial wonks – it's a prescriptive, inspirational book for everyone navigating the tidal waves of the information age. Data is everywhere, coming at us in a never-ceasing, ever-rising river that threatens to overwhelm us. Tulchinsky shows us, however, how natural patterns underlie that data – patterns that may dictate life or death, success or failure. The marriage of man and machines has allowed scientists to explore increasingly complex worlds, to predict outcomes and eventualities. This book demonstrates how to exercise real intelligence by discerning the patterns that surround us every day and how to leverage this information into success in the workplace and beyond.

Related Titles



Finding Alphas
A Quantitative
Approach to Building
Trading Strategies
Igor Tulchinsky
ISBN 978-1-119-05786-4
S\$89.83 incl GST | US\$60.00

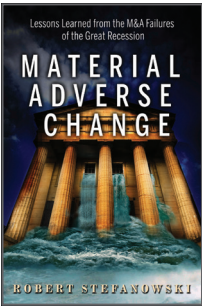


The Alpha Masters
Unlocking the Genius
of the World's Top
Hedge Funds
Maneet Ahuja, Myron
Scholes & Mohamed
El-Erian
ISBN 978-1-118-97117-8
S\$29.91 incl GST | US\$19.95



Big Data Revolution
What farmers, doctors
and insurance agents
teach us about
discovering big data
patterns
Rob Thomas & Patrick
McSharry
ISBN 978-1-118-94371-7
S\$29.91 incl GST | US\$19.99

CORPORATE FINANCE

**Material Adverse Change****Lessons Learned from the M&A Failures of the Great Recession**

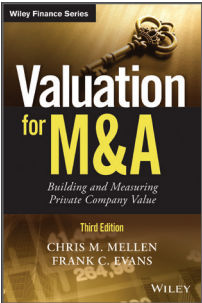
Robert Stefanowski



Oct 2017

ISBN: (E) 978-1-118-06689-8 • Cloth • 192pp • Apr 2018 • S\$97.32 incl GST | US\$64.95

Material Adverse Change will help you close more successful mergers and acquisitions by analyzing the common root causes of deal failures from before the Great Recession to today. This book explores the full power of the Material Adverse Change clause, and today's M&A in general. You'll dig into the real causes of M&A failure, and discover the traits and practices that lead to poor results as you learn how to avoid these common mistakes and drive more successful deals. Recent case studies highlight common mistakes made--and propagated--by otherwise intelligent people, so you can identify and eliminate these practices within your own organization.

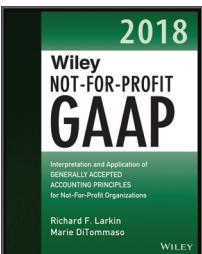
**Valuation for M&A, 3rd Edition****Building and Measuring Private Company Value**

Chris M. Mellen & Frank C. Evans

ISBN: (E) 978-1-119-43383-5 • Cloth • 432pp • May 2018 • S\$127.28 incl GST | US\$84.95

Valuation for M&A lays out the steps for measuring and managing value creation in non-publicly traded entities, and helps investors, executives, and their advisors determine the optimum strategy to enhance both market value and strategic value and maximize return on investment. As a starting point in planning for a transaction, it is helpful to compute fair market value, which represents a "floor" value for the seller since by definition it represents a value agreed upon by any hypothetical willing and able buyer and seller. But for M&A, it is more important to compute investment value, which is the value of the target company to a strategic buyer (and which can vary with each prospective buyer).

CPA / REVIEW

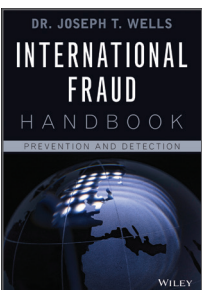
**Wiley Not-for-Profit GAAP 2018****Interpretation and Application of Generally Accepted Accounting Principles for Not-for-Profit Organizations**

Richard F. Larkin & Marie DiTommaso

ISBN: (E) 978-1-119-39618-5 • Paper • 552pp • May 2018 • S\$127.28 incl GST | US\$84.95

Wiley Not-for-Profit GAAP 2018 is the essential accounting resource for not-for-profit organizations, providing quick access to the most up-to-date standards and practical tools for implementation. Designed to help you find the answers you need quickly and easily, this guide features helpful visual aids alongside detailed explanations tailored to the not-for-profit sector. Authoritative discussion covers Financial Accounting Standards Board (FASB) Accounting Standards Codification, which includes the standards originally issued in the Statements, Interpretations and Technical Bulletins; Accounting Principles Board Opinions, Accounting Research Bulletins, AICPA Statements of Position and FASB Emerging Issues Task Force statements relevant to the not-for-profit organization.

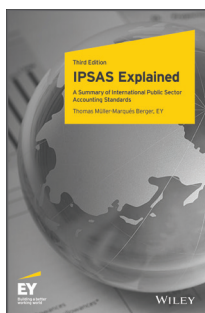
INTERNATIONAL ACCOUNTING

**International Fraud Handbook****Prevention and Detection**

Joseph T. Wells

ISBN: (E) 978-1-118-72850-5 • Cloth • 288pp • May 2018 • S\$127.28 incl GST | US\$84.95

Written by members of the leading global anti-fraud association, the Association of Certified Fraud Examiners (ACFE), *International Fraud Handbook* provides comprehensive anti-fraud guidance from an international lens, covering bribery, cross-border investigations, and providing global examples and cases on the major types of fraud. It contains cases and examples from around the world submitted by actual fraud examiners in the field and covers global fraud issues like bribery and cross-border investigations. Included in the book are new statistics from 2011 Report to the Nation providing real world impact of the different types of fraud. This book provides resources for investigators and those charged with fraud prevention and controls.



IPSAS Explained, 3rd Edition

A Summary of International Public Sector Accounting Standards

Thomas Muller-Marques Berger

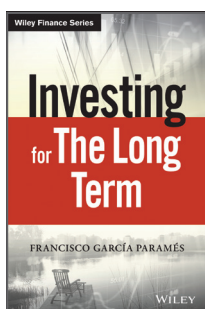
ISBN: (77) 978-1-119-41506-0 • Cloth • 368pp • Apr 2018 • S\$112.30 incl GST | US\$75.00

IPSAS Explained provides a concise summary of the International Public Sector Accounting Standards for practitioners needing to maintain compliance with ever-changing practices. Comprehensively updated to align with newly-accepted standards in key subject areas and including the latest iteration of the framework and improvement projects, this guide distills each standard into a useful and accessible format. Coverage of each IPSAS includes a brief overview of the basic principles behind it, as well as charts, graphs and tables that provide information at a glance.



Oct 2017

FINANCE & INVESTMENTS SPECIAL TOPICS



Investing for the Long Term

Francisco García Paramés

ISBN: (77) 978-1-119-43119-0 • Cloth • 200pp • Apr 2018 • S\$41.68 incl GST | US\$27.95

World-renowned investor Francisco García Paramés shares his advice and tips on making smart investments in this must-have book for those looking to make smarter choices for their portfolio. *Investing for the Long Term* is divided in two parts. The first is formed by three chapters covering Francisco's education and first steps, his initial experience as an investor working alone, and the team work after 2003. The second part of the book covers the cornerstones of Francisco's philosophy. The rest of the book shows how to invest in shares. This book discovers the amazing investing principles of one of the most successfully fund managers in the world and examine how one man and his company weathered the two of modern times' biggest economic crashes.

GENERAL & INTRODUCTORY FINANCE & INVESTMENTS

Foundations of
Computational
Finance with
MATLAB

Foundations of Computational Finance with MATLAB

Ed McCarthy

ISBN: (E) 978-1-119-43385-9 • Cloth • 180pp • May 2018 • S\$56.66 incl GST | US\$37.95

The book has two parts. Part I focuses on traditional finance concepts and demonstrates MATLAB'S finance capabilities as applied to those concepts. In Chapter 1, readers will learn the basic concepts that will be repeated throughout the text. Once they have mastered the contents of the first chapter, they can go directly to the chapters that interest them or read the material sequentially. Part II demonstrates how MATLAB can be used as a computational platform that does more than solve specific finance problems. The material shows how you can create interactive and reusable code, link with external data sources, use graphics to analyze and communicate your results effectively in multiple formats.

PERSONAL FINANCE

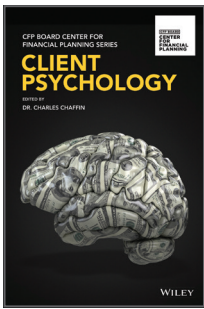
101 Ways To Save
Money on Your
Tax - Legally!
2018-2019

101 Ways To Save Money on Your Tax – Legally! 2018–2019

Adrian Raftery

ISBN: (18) 978-0-7303-5926-5 • Paper • 288pp • May 2018 • S\$28.84 incl GST | US\$18.95

101 Ways to Save Money on Your Tax – Legally! is the quintessential guide for every Australian taxpayer. Updated annually to keep pace with changing tax laws, this book shows you how to maximise your return and keep more of your hard-earned money. This invaluable guide goes beyond tax prep to help you position yourself for an even better return next year! Learn where and how to invest, the traps you should avoid and how you can start planning now so you can owe less the next time around. It's not about "cheating the system" – by clarifying obscure language and complicated rules, this book simply helps you reclaim the money that belongs to you.



Client Psychology

Charles Chaffin & CFP Board

ISBN: (E) 978-1-119-43626-3 • Cloth • 336pp • Feb 2018 • S\$74.85 incl GST | US\$49.95

The second in the CFP Board Center for Financial Planning Series, *Client Psychology* explores the biases, behaviors, and perceptions that impact client decision-making and overall financial well-being. This book, written for practitioners, researchers, and educators, outlines the theory behind many of these areas while also explicitly stating how these related areas directly impact financial planning practice. Additionally, some chapters build an argument based solely upon theory while others will have exclusively practical applications. It defines an entirely new area of focus within financial planning practice and research, and serves as the essential reference for financial planners on client psychology. The book builds upon and expands the body of knowledge for financial planning and provides insight regarding the factors that impact client financial decision-making from a multidisciplinary approach.



ISBN: (63) 978-0-85708-752-2

Paper • 176pp • Apr 2018

S\$26.70 incl GST | US\$18.00

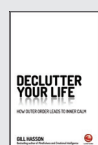
Kindness

How to get into the habit of being kind to others and to yourself

Gill Hasson

Kindness is not people-pleasing; people-pleasing comes from a place of anxiety, while kindness is borne out of empathy. Kindness expects no reward or recognition, and is just as beneficial to the giver as the receiver. Kindness can be a grand gesture, or something as simple as a smile. It can be quiet or loud, simple or complex. This book helps you internalise the fundamental truth that kindness does not require wealth or possessions, or material giving at all – whatever you have to offer is enough, and it may just change someone's life.

Other Titles by Gill Hasson



Declutter Your Life
How Outer Order Leads to Inner Calm
Gill Hasson

ISBN 978-0-85708-737-9
S\$26.70 incl GST | US\$18.00



Positive Thinking
Find happiness and achieve your goals through the power of positive thought
Gill Hasson

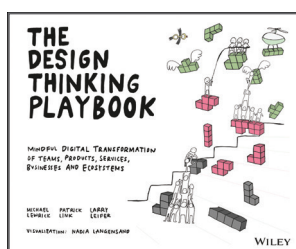
ISBN 978-0-85708-683-9
S\$26.70 incl GST | US\$18.00



Mindfulness
Be mindful. Live in the moment.
Gill Hasson

ISBN 978-0-85708-444-6
S\$25.63 incl GST | US\$16.95

MANAGEMENT



ISBN: (H) 978-1-119-46747-2

Paper • 338pp • May 2018

S\$52.38 incl GST | US\$34.95

The Design Thinking Playbook

Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems

Michael Lewrick, Patrick Link & Larry Leifer

The Design Thinking Playbook is an actionable guide to the future of business. By stepping back and questioning the current mindset, the faults of the status quo stand out in stark relief—and this guide gives you the tools and frameworks you need to kick off a digital transformation. Design Thinking is about approaching things differently with a strong user orientation and fast iterations with multidisciplinary teams to solve wicked problems. It is equally applicable to (re-)design products, services, processes, business models, and ecosystems. It inspires radical innovation as a matter of course, and ignites capabilities beyond mere potential. Packed with solutions for common challenges including digital transformation, this practical, highly visual discussion shows you how Design Thinking fits into agile methods within management, innovation, and startups.

Other Similar Titles



This is Service Design Thinking
Basics, Tools, Cases
Marc Stickdorn & Jakob Schneider

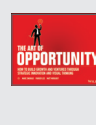
ISBN 978-1-118-15630-8
S\$59.87 incl GST | US\$39.95



Design a Better Business
New Tools, Skills, and Mindset for Strategy and Innovation

Patrick Van Der Pijl, Justin Lokitz, Lisa Kay Solomon, Erik van der Pluijm & Maarten van Lieshout

ISBN 978-1-119-27211-3
S\$52.38 incl GST | US\$34.95



The Art of Opportunity
How to Build Growth and Ventures Through Strategic Innovation and Visual Thinking
Marc Sniukas, Parker Lee & Matt Morasky

ISBN 978-1-119-15158-6
S\$48.10 incl GST | US\$31.95

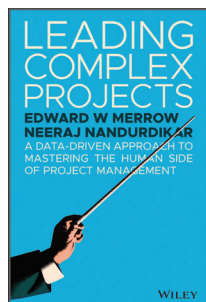
BUSINESS & MANAGEMENT SPECIAL TOPICS

Financial Planning
& Analysis and
Performance
Management**Financial Planning & Analysis and Performance Management**

Jack Alexander

ISBN: (E) 978-1-119-49148-4 • Cloth • 512pp • May 2018 • S\$104.81 incl GST | US\$69.95

This book covers critical areas of financial planning and analysis and business performance management. It will serve as a desk reference for CFOs, investment banking professionals, equity research analysts, and financial analysts. *Financial Planning & Analysis and Performance Management* will elevate the discussion around financial planning and analysis. Readers will take away a number of applicable ideas and models to improve their analytical acumen. There will be a large number of graphics and dashboards as well.

**Leading Complex Projects****A Data-Driven Approach to Mastering the Human Side of Project Management**

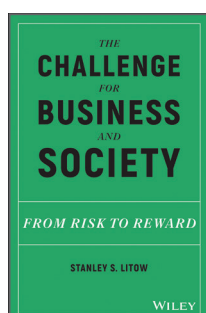
Edward W. Merrow & Neeraj Nandurdikar

ISBN: (H) 978-1-119-38219-5 • Cloth • 256pp • Apr 2018 • S\$59.87 incl GST | US\$39.95

Leading Complex Projects takes a unique approach to post-mortem analysis to provide project managers with invaluable insight. The role of leadership is to deliver results; in project management, this means taking responsibility for project outcomes. PMs are driven by continuous improvement, and this book provides a wealth of insight to help you achieve the next step forward. Understand why small, simple projects consistently outperform larger, more complex projects and delves into the project manager's role in generating successful outcomes. The book examines the data from over 100 PMs of complex industrial projects and links PM characteristics to project outcome to find areas for improvement.



Dec 2017

**The Challenge for Business and Society****From Risk to Reward**

Stanley S. Litow

ISBN: (E) 978-1-119-43388-0 • Cloth • 224pp • May 2018 • S\$59.87 incl GST | US\$39.95

Through case studies (many of which the author spearheaded at IBM), *The Challenge for Business and Society* provides clear guidance for companies to build their own corporate sustainability and social responsibility plans positively effecting their bottom lines producing real return on their investments. This book will help create an effective corporate social responsibility and sustainability plan; provides long-term bottom line benefit; protects and enrich brand value; and recruit and retain top talent. It is perfect for CEOs, CFOs, Human Resource/Corporate Affairs executives, but also for government and not-for-profit leaders, this book helps you come up with a solid plan for giving back to society, producing real sustainable value.

GENERAL & INTRODUCTORY BUSINESS & MANAGEMENT

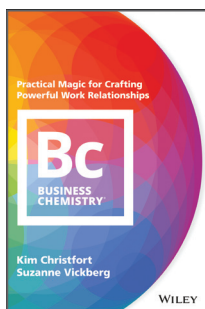
Affected

Affected

Cara Wrigley & Karla Straker

ISBN: (18) 978-0-7303-5701-8 • Paper • 240pp • May 2018 • S\$39.54 incl GST | US\$24.95

In this book, Wrigley and Straker offer a new approach—one that examines channel relationships and useful concepts for clarifying and refining the emotional meaning behind company strategy and their relationship to corresponding channels. A synthesis of theories and methodologies within the field of design and emotion breaks new ground by challenging and broadening the horizons of many existing notions of business innovation and management. Using case study examples from the authors past decade of research in the area they discuss the process and impact of such emotionally aware channel designs. Spanning entrepreneurial start-up techniques of Uber through to the lucrative retail sector of luxury brand Burberry; this multi-channel design approach provides recommendations regarding how companies can select, design, and maintain digital engagements based on their strategy and industry needs.



Business Chemistry

Practical Magic for Crafting Powerful Work Relationships

Kim Christfort & Suzanne Vickberg

ISBN: (H) 978-1-119-50156-5 • Cloth • 280pp • May 2018 • S\$41.68 incl GST | US\$38.95

People's working styles differ in significant ways – from diplomacy to directness, and from conceptual to concrete – just to name a few. In order to help business professionals and leaders activate this potential, Deloitte created *Business Chemistry*, a system which applies advanced analytics to observable business behaviors in order to identify four primary working styles and associated strategies to engage with each. *Business Chemistry* explains, 1) how to recognize each of the four different styles, 2) the unique strengths of these styles and the value they can bring to teams and organizations, 3) the distinct needs of each style and how to provide conditions in which their strengths can be cultivated, and 4) how to incorporate these styles together into an integrated whole that is greater than the sum of its parts.

MANAGEMENT

Coaching Sales
Leaders into Sales
Champions

Coaching Sales Leaders into Sales Champions

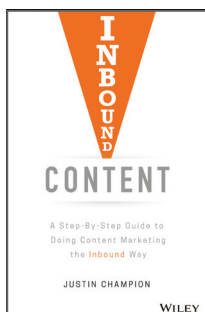
The Evolution of Coaching Salespeople into Sales Champions

Keith Rosen

ISBN: (H) 978-1-119-48325-0 • Cloth • 352pp • May 2018 • S\$43.82 incl GST | US\$28.95

In *Coaching Sales Leaders into Sales Champions*, Keith answers the questions on how to coach, when to coach, and why training fails without coaching. This framework is used by the world's top organizations and will get any sales and management teams to perform better – fast. Winner of Five International Best Book Awards and #1 best-selling management book on Amazon, *Coaching Sales Leaders into Sales Champions* is your tactical, step-by-step playbook for any sales leaders looking to boost sales, productivity and personal accountability; achieves a long term ROI from coaching by ensuring it's woven into your daily rhythm of business; design, launch and sustain a successful internal coaching program; build deeper trust and handle difficult conversations by creating alignment around each person's goals and your objectives and coach and retain your sales leaders into sales champions.

MARKETING & SALES



Inbound Content

A Step-By-Step Guide To Doing Content Marketing the Inbound Way

Justin Champion

ISBN: (H) 978-1-119-48895-8 • Cloth • 256pp • Apr 2018 • S\$37.40 incl GST | US\$24.95

Content marketing is a strategic marketing and business process focused on creating and distributing valuable, relevant, and consistent content. This content is meant to attract and retain a clearly defined audience and, ultimately, drive profitable customer action. When done correctly, content marketing helps create a relationship with your audience, which leads to trust. And if your audience trusts you, they'll be more willing to do business with you when they're ready to make a purchasing decision. *Inbound Content* will teach readers how their content should attract the right people to their site, convert those people into leads, and nurture and help close them into customers.

No Small Change

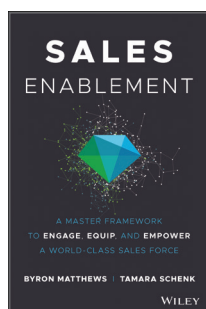
No Small Change

Why Financial Services Needs A New Kind of Marketing

Anthony Thomson & Lucian Camp

ISBN: (77) 978-1-119-37803-7 • Cloth • 248pp • May 2018 • S\$74.85 incl GST | US\$49.95

The two authors with their extensive experience in financial services put their heads together to write *No Small Change*, a passionate, opinionated and practical manifesto arguing that the fast-changing financial services world urgently needs to rethink the whole of its approach to marketing. Rich in anecdotes, comments from leading industry figures, personal experiences on the part of both authors and findings from original research, *No Small Change* is an entertaining and rewarding read – and, at this point in the development of financial services, a timely and important one. The book is intended for a wider audience and the authors challenge senior management in financial firms to appreciate the real value that marketers can bring to shaping the business agenda at the highest level.



Sales Enablement

A Master Framework to Engage, Equip, and Empower a World-Class Sales Force

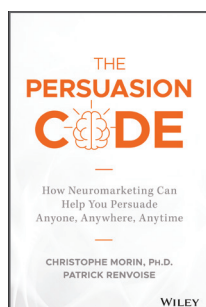
Byron Matthews & Tamara Schenk



Nov 2017

ISBN: (H) 978-1-119-44027-7 • Cloth • 218pp • Apr 2018 • S\$37.40 incl GST | US\$24.95

From the CEO of Miller Heiman Group, *Sales Enablement* is the essential guide to boosting revenue through smarter selling. A thorough, practical introduction to sales enablement best practices, this book provides step-by-step approaches for implementation alongside expert advice. In clarifying the sales enablement space and defining its practices, this invaluable guidance covers training, content, and coaching using a holistic approach that ensures optimal implementation with measureable results. Case studies show how enablement is used effectively in real-world companies, and highlight the essential steps leaders must take to achieve their desired sales results.



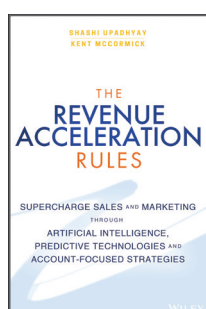
The Persuasion Code

How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime

Christophe Morin & Patrick Renvoise

ISBN: (H) 978-1-119-44070-3 • Cloth • 348pp • Apr 2018 • S\$37.40 incl GST | US\$24.95

This book will satisfy your interest in neuromarketing, scientific persuasion, sales, advertising effectiveness, website conversion, marketing strategy and sales presentations. It'll teach you the value of the award-winning persuasion model NeuroMap™: the only model based on the science of how your customers use their brain to make any decision including a buying decision. You will appreciate why this scientific approach has helped hundreds of companies and thousands of executives achieve remarkable results. Written by the founders of SalesBrain who pioneered the field of neuromarketing, it includes guidance for creating your own neuromarketing plan and advance your business or career by creating persuasive messages based on the working principle of the brain.



The Revenue Acceleration Rules

Supercharge Sales and Marketing Through Artificial Intelligence, Predictive Technologies, and Account-Focused Strategies

Shashi Upadhyay & Kent McCormick

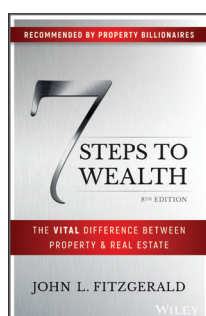
ISBN: (H) 978-1-119-37195-3 • Cloth • 240pp • May 2018 • S\$40.61 incl GST | US\$26.95

The Revenue Acceleration Rules is a unique guide in the business-to-business space, providing a clear framework for more effective marketing in an accounts-based environment. Written by a veteran in the predictive marketing sphere, this book explains how strategies typically used on the consumer end can be tailored to drive revenue in B2B sales. Industry experts offer advice and best practices, using real-world examples to illustrate the power of analytics and on-the-ground implementation of predictive ABM initiatives. Covering the complete spectrum from "why?" to "how?", this book provides an invaluable resource for B2B marketers seeking a step forward in the rapidly-evolving marketplace. This guide is the only resource to merge these two critical forces and provide clear guidance for the B2B space.



Nov 2017

PROPERTY & REAL ESTATE



7 Steps to Wealth

The Vital Difference Between Property & Real Estate

John L. Fitzgerald

ISBN: (18) 978-0-7303-5860-2 • Paper • 192pp • Mar 2018 • S\$27.77 incl GST | US\$17.95

This book is not for the quick flip property investor, 'On the Block' fans who do renovations and then on sell. This book, this educational step by step guide changes the paradigm of thinking from just property (a house) to that of the land and to accumulate land for which creates a compound growth effect and leverage to acquire further property, while the house provides cashflow (income) to service the debt (loan). *7 Steps to Wealth* is a how to guide to building wealth through property (real estate). It has a proven plan, backed by case studies, testimonials, including thousands of clients who have amassed property portfolios to set themselves up for a comfortable lifestyle. It is proven, tried and tested by the author, John Fitzgerald.

POLITICS OF DEVELOPMENT

**CAN DEMOCRACY
HANDLE CLIMATE
CHANGE?**

Daniel J. Fiorino

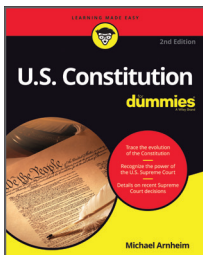
Can Democracy Handle Climate Change?

Daniel J. Fiorino

ISBN: (5F) 978-1-5095-2396-2 • Paper • 160pp • May 2018 • S\$19.21 incl GST | US\$12.95

Global climate change poses an unprecedented challenge for governments across the world. Small wonder that many experts question whether democracies have the ability to cope with the causes and long-term consequences of a changing climate. Some even argue that authoritarian regimes are better equipped to make the tough choices required to tackle the climate crisis. In this incisive book, Daniel Fiorino challenges the assumptions and evidence offered by sceptics of democracy and its capacity to handle climate change. Democracies, he explains, typically enjoy higher levels of environmental performance and produce greater innovation in technology, policy, and climate governance than autocracies. Rather than less democracy, Fiorino calls for a more accountable and responsive politics that will provide democratically-elected governments with the enhanced capacity for collective action on climate and other environmental issues.

GENERAL & INTRODUCTORY HISTORY

**U.S. Constitution For Dummies, 2nd Edition**

Dr. Michael Arnheim

ISBN: (TK) 978-1-119-38729-9 • Paper • 408pp • May 2018 • S\$29.91 incl GST | US\$19.95

Want to make sense of the U.S. Constitution? This new edition walks you through this revered document, explaining how the articles and amendments came to be and how they have guided legislators, judges, and presidents—and sparked ongoing debates along the way. You'll get the lowdown on all the big issues—from separation of church and state to impeachment to civil rights—that continue to affect Americans' daily lives. Plus, you'll find out about U.S. Constitution concepts and their origins, the different approaches to interpretation, and how the document has changed over the past 200+ years.

FILM STUDIES

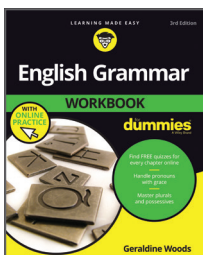
**Doctor Strange and
Philosophy****Doctor Strange and Philosophy**

William Irwin & Mark D. White

ISBN: (LH) 978-1-119-43794-9 • Paper • 240pp • May 2018 • S\$23.49 incl GST | US\$15.95

Doctor Strange and Philosophy takes readers even further into the world of Steven Strange, pondering many of the philosophical questions raised throughout his adventures. Gathering wisdom from some of the world's greatest Philosophers Supreme, this collection of 22 essays explores the Master of the Mystic Arts in relation to essential concepts in philosophy, including existentialism, epistemology, metaphysics, and ethics. Also addressed are key questions that every fan has pondered: How does Strange reconcile his beliefs in science and magic? What does his astral self say about the relationship between mind and body? What does he mean when he says we're just "tiny momentary specks within an indifferent universe"? You won't need the Eye of Agamotto to comprehend all that is wise within. *Doctor Strange and Philosophy* is the perfect book for philosophers, fans, and sorcerers alike.

APPLIED LINGUISTICS

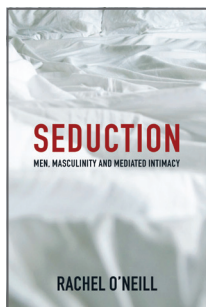
**English Grammar Workbook For Dummies, with Online Practice, 3rd Edition**

Geraldine Woods

ISBN: (TK) 978-1-119-45539-4 • Paper • 312pp • Mar 2018 • S\$29.91 incl GST | US\$19.95

You have nothing to lose and everything to gain by using proper English language and grammar. The ability to articulate and communicate effectively is a valuable asset in all aspects of life. From writing a research paper to giving a presentation at work or just holding a casual conversation with friends or family, strong verbal and written skills are necessities in everyday communication. *English Grammar Workbook For Dummies* is the perfect solution for sharpening the tools in your grammar kit, with lessons and plenty of practice opportunities to help reinforce learning. Whether you need to brush up on the finer points of punctuation, need help making sense of those pesky parts of speech—or anything in between—this approachable guide makes it fast and easy.

GENDER STUDIES



Seduction

Men, Masculinity, and Mediated Intimacy

Rachel O'Neill

ISBN: (5F) 978-1-5095-2156-2 • Paper • 256pp • May 2018 • S\$37.40 incl GST | US\$24.95

In the first book-length study of this fascinating community-industry, Rachel O'Neill takes us into the world of seduction seminars, training events, instructional guidebooks and video tutorials. Going beyond established understandings of 'pickup artists' as pathetic, pathological, or perverse, she examines what makes the industry so compelling for those drawn into its folds. Based on detailed ethnographic fieldwork, *Seduction* vividly portrays how the twin rationalities of neoliberalism and post-feminism are reorganising contemporary intimate life, as labour-intensive and profit-orientated modes of sociality consume other forms of being and relating. It is essential reading for students and scholars of gender, sexuality, media and cultural studies, as well as anyone who wants to understand the seduction industry's underpinning logics and internal workings.

20TH CENTURY PHILOSOPHY



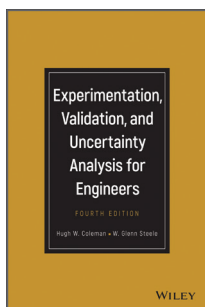
Why Read Hannah Arendt Now?

Richard J. Bernstein

ISBN: (5F) 978-1-5095-2860-8 • Paper • 120pp • May 2018 • S\$19.21 incl GST | US\$12.95

Richard J. Bernstein argues that Arendt should be read today because her penetrating insights help us to think about both the darkness of our times and the sources of illumination. He explores her thinking about statelessness and refugees; the right to have rights; her critique of Zionism; the meaning of the banality of evil; the complex relations between truth, lying, power, and violence; the tradition of the revolutionary spirit; and the urgent need for each of us to assume responsibility for our political lives. This short and very readable book will be of great interest to anyone who wants to understand the forces that are shaping our world today.

CONTROL PROCESS & MEASUREMENTS

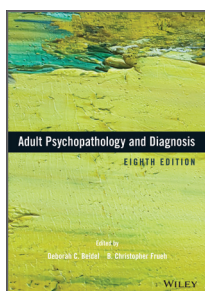
**Experimentation, Validation, and Uncertainty Analysis for Engineers, 4th Edition**

Hugh W. Coleman & W. Glenn Steele

ISBN: (Z1) 978-1-119-41751-4 • Cloth • 392pp • Apr 2018 • S\$TBA | US\$TBA

Experimentation, Validation, and Uncertainty Analysis for Engineers, Fourth Edition includes examples throughout, contains end of chapter problems, and is accompanied by the authors' website www.uncertainty-analysis.com. It guides readers through all aspects of experimentation, validation, and uncertainty analysis; emphasizes the use of the Monte Carlo Method in performing uncertainty analysis; includes complete new examples throughout; and features workable problems at the end of chapters. This is an ideal text and guide for researchers, engineers, and graduate and senior undergraduate students in engineering and science disciplines.

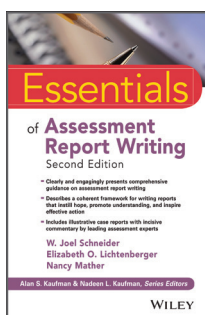
CLINICAL PSYCHOLOGY

**Adult Psychopathology and Diagnosis, 8th Edition**

Deborah C. Beidel, B. Christopher Frueh & Michel Hersen

ISBN: (PS) 978-1-119-38360-4 • Cloth • 880pp • Apr 2018 • S\$164.73 incl GST | US\$109.95

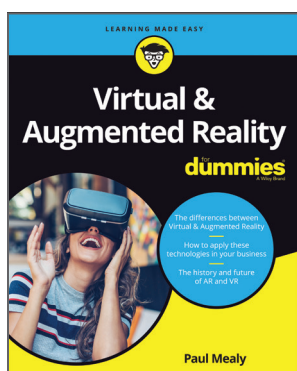
Adult Psychopathology and Diagnosis offers comprehensive coverage of psychological disorders and presents a balanced integration of empirical data and diagnostic criteria to aid in understanding diagnosis and psychopathology. Designed to support students of clinical psychology, counseling, nursing, and social work, this invaluable resource merges overviews, case studies, and examination of individual disorders in an accessible format that facilitates easy reference. Broad-reaching issues such as interviewing and cross cultural considerations are discussed in detail for their effect on the clinical presentation of every disorder and case studies illustrate how diagnoses are reached and applied in real-world clinical settings.

**Essentials of Assessment Report Writing, 2nd Edition**

W. Joel Schneider, Elizabeth O. Lichtenberger, Nancy Mather, Nadeen L. Kaufman & Alan S. Kaufman

ISBN: (PS) 978-1-119-21868-5 • Paper • 400pp • May 2018 • S\$74.85 incl GST | US\$49.95

Essentials of Assessment Report Writing offers effective solutions to the creation of reader-friendly, yet targeted, psychological, and educational assessment reports. This book provides clear guidance for busy practitioners seeking ways to improve their report writing skills. With a focus on current practice, this new second edition covers DSM-5 updates and the latest assessment instruments including the WJ IV, WISC-V, WAIS-IV, KTEA-3, and the CAS2. New discussion includes advice on tailoring the report to the audience, and annotated case reports provide illustrative models of effective report styles, interpretation, and analysis. Key concepts are highlighted for quick reference throughout, and end-of-chapter questions help reinforce understanding.



ISBN: (TA) 978-1-119-48134-8
Paper • 320pp • May 2018
S\$44.89 incl GST | US\$29.95

Virtual & Augmented Reality For Dummies

Paul Mealy

Virtual Reality (VR) and Augmented Reality (AR) are driving the next technological revolution. If you want to get in on the action, this book helps you understand what these technologies are, their history, how they're being used, and how they'll affect consumers both personally and professionally in the very near future. With VR and AR poised to become mainstream within the next few years, an accessible book to bring users up to speed on the subject is sorely needed—and that's where this handy reference comes in! Rather than focusing on a specific piece of hardware (HTC Vive, Oculus Rift, iOS ARKit) or software (Unity, Unreal Engine), *Virtual & Augmented Reality For Dummies* offers a broad look at both VR and AR, giving you a bird's eye view of what you can expect as they continue to take the world by storm.



Other Related Titles

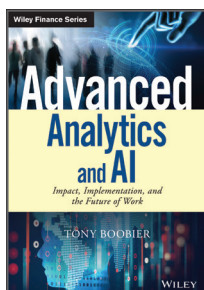


Machine Learning For Dummies
John Paul Mueller & Luca Massaron
ISBN 978-1-119-24551-3
S\$44.89 incl GST | US\$29.95



Algorithms For Dummies
John Paul Mueller & Luca Massaron
ISBN 978-1-119-33049-3
S\$44.89 incl GST | US\$29.95

ARTIFICIAL INTELLIGENCE



Advanced Analytics and AI Impact, Implementation, and the Future of Work

Tony Boobier

ISBN: (77) 978-1-119-39030-5 • Cloth • 312pp • May 2018 • S\$57.73 incl GST | US\$38.95

Advanced Analysis and AI prepares business users for the era of cognitive analytics / artificial intelligence. Building on established texts and commentary, it specifically prepares you in terms of expectation, impact on personal roles, and responsibilities. It focuses on the specific impact on key industries (retail, financial services, utilities and media) and also on key professions (such as accounting, operational management, supply chain and risk management). The book shows you how users interact with the system in natural language; explains how cognitive analysis/AI can source 'big data'; provides a roadmap for implementation; and gets you up to speed now before you get left behind. If you're a decision maker or budget holder within the corporate context, this invaluable book helps you gain an advantage from the deployment of cognitive analytics tools.

COMPUTER SECURITY & CRYPTOGRAPHY



Investigating Cryptocurrencies Understanding, Extracting, and Analyzing Blockchain Evidence

Nick Furneaux

ISBN: (TD) 978-1-119-48058-7 • Paper • 350pp • May 2018 • S\$89.83 incl GST | US\$59.95

Bitcoin has traditionally been the payment system of choice for a criminal trading on the Dark Web, and now many other blockchain cryptocurrencies are entering the mainstream as traders are accepting them from low-end investors putting their money into the market. Worse still, the blockchain can even be used to hide information and covert messaging, unknown to most investigators. *Investigating Cryptocurrencies* is the first book to help corporate, law enforcement, and other investigators understand the technical concepts and the techniques for investigating crimes utilizing the blockchain and related digital currencies such as Bitcoin and Ethereum. With nearly \$150 billion in cryptocurrency circulating and \$3 billion changing hands daily, crimes committed with or paid for with digital cash are a serious business.

DATABASE & DATA WAREHOUSING TECHNOLOGIES

**Social Media Data Mining and Analytics**

Gabor Szabo & Oscar Boykin

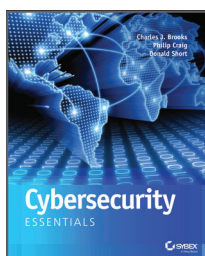
ISBN: (TD) 978-1-118-82485-6 • Paper • 432pp • May 2018 • S\$67.36 incl GST | US\$44.95

Social Media Data Mining and Analytics isn't just another book on the business case for social media. Rather, this book provides hands-on examples for applying state-of-the-art tools and technologies to mine social media – examples include Twitter, Facebook, Pinterest, Wikipedia, Reddit, Flickr, Web hyperlinks, and other rich data sources. Szabo and Boykin wrote this book to provide businesses with the competitive advantage they need to harness the rich data that is available from social media platforms.



Oct 2016

NETWORKING

**Cybersecurity Essentials**

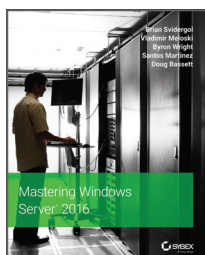
Charles J. Brooks, Philip Craig & Donald Short

ISBN: (TD) 978-1-119-36239-5 • Paper • 450pp • May 2018 • S\$59.87 incl GST | US\$39.95

Cybersecurity Essentials provides a comprehensive introduction to the field, with expert coverage of essential topics required for entry-level cybersecurity certifications. An effective defense consists of four distinct challenges: securing the infrastructure, securing devices, securing local networks, and securing the perimeter. Overcoming these challenges requires a detailed understanding of the concepts and practices within each realm. This book covers each challenge individually for greater depth of information, with real-world scenarios that show what vulnerabilities look like in everyday computing scenarios. Each part concludes with a summary of key concepts, review questions, and hands-on exercises, allowing you to test your understanding while exercising your new critical skills.



Sep 2017

**Mastering Windows Server 2016**

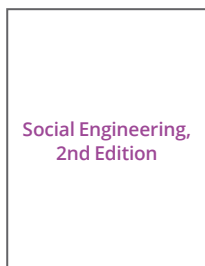
Brian Svidergol, Vladimir Meloski, Byron Wright, Santos Martinez & Doug Bassett

ISBN: (TD) 978-1-119-40497-2 • Paper • 1000pp • Apr 2018 • S\$89.83 incl GST | US\$59.95

Mastering Windows Server 2016 is a complete resource for IT professionals needing to get quickly up to date on the latest release. Designed to provide comprehensive information in the context of real-world usage, this book offers expert guidance through the new tools and features to help you get Windows Server 2016 up and running quickly. Straightforward discussion covers all aspects, including virtualization products, identity and access, automation, networking, security, storage and more, with clear explanations and immediately-applicable instruction. Find the answers you need, and explore new solutions as Microsoft increases their focus on security, software-defined infrastructure, and the cloud; new capabilities including containers and Nano Server, Shielded VMs, Failover Clustering, PowerShell, and more give you plenty of tools to become more efficient, more effective, and more productive.



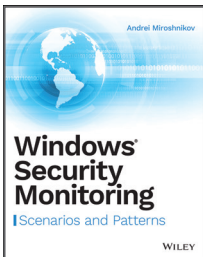
Dec 2017

**Social Engineering, 2nd Edition****The Science of Human Hacking**

Christopher Hadnagy

ISBN: (TD) 978-1-119-43338-5 • Paper • 416pp • May 2018 • S\$52.38 incl GST | US\$34.95

Social Engineering is what the world's most famous hacker Kevin Mitnick referred to as "the art of deception." It is the bag of tricks that hackers good and bad use to con unsuspecting users into providing a password, unauthorized access to files and networks, or to gain access to secure facilities. This is a total revision of the best selling book on the security exploit that experts call the biggest cybersecurity threat, updated with examples and case studies with stories ripped from the news and the author's own experiences showing organizations their weaknesses.



Windows Security Monitoring Scenarios and Patterns

Andrei Miroshnikov



Dec 2017

ISBN: (TD) 978-1-119-39064-0 • Paper • 648pp • Apr 2018 • S\$74.85 incl GST | US\$49.95

Windows Security Monitoring goes beyond Windows admin and security certification guides to provide in-depth information for security professionals. Written by a Microsoft security program manager, DEFCON organizer and CISSP, this book digs deep into the underused tools that help you keep Windows systems secure. Expert guidance brings you up to speed on Windows auditing, logging, and event systems to help you exploit the full capabilities of these powerful native tools, while scenario-based instruction provides clear illustration of how these events unfold in the real world. From security monitoring and event detection to incident response procedures and best practices, this book provides detailed information on all of the security tools your Windows system has to offer.

PARALLEL AND DISTRIBUTED COMPUTING

The IBM Cloud Adoption Playbook

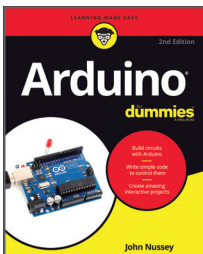
The IBM Cloud Adoption Playbook

Mohamed Abdula, Kyle Brown, Roland Barcia, Ndu Emuchay & Ingo Averdunk

ISBN: (TA) 978-1-119-49181-1 • Paper • 256pp • Mar 2018 • S\$44.89 incl GST | US\$29.95

Cloud is one of the technologies that is fundamentally changing the way businesses work. Even with the major growth in cloud solutions, many traditional IT providers are finding it difficult to decide exactly what it means to adopt the cloud ... or even what "cloud" truly means to them. *The IBM Cloud Adoption Playbook* provides a way to sort through the options and make the best cloud decision. Written by a quartet of IBM Distinguished Engineers, this book defines the cloud, shows how adopting the cloud differs in small and large businesses, and provides proven roadmaps for successful cloud adoption in the enterprise. Benefitting from numerous use cases and customer examples, this guide helps you pick the winning play that will allow your business to take advantage of all the cloud has to offer.

PROGRAMMING & SOFTWARE DEVELOPMENT



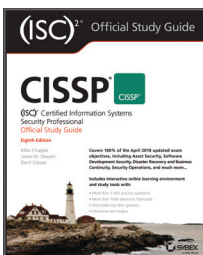
Arduino For Dummies, 2nd Edition

John Nussey

ISBN: (TA) 978-1-119-48954-2 • Paper • 408pp • May 2018 • S\$40.61 incl GST | US\$26.95

Arduino For Dummies is a great place to start if you want to find out about Arduino and make the most of its incredible capabilities. It helps you become familiar with Arduino and what it involves, and offers inspiration for completing new and exciting projects. The book covers the latest software and hardware currently on the market and includes updated examples and circuit board diagrams in addition to new resource chapters. It also offers simple examples to teach fundamentals needed to move onto more advanced topics and helps user grasp what's possible with this fantastic little board. Whether you're a teacher, student, programmer, hobbyist, hacker, engineer, designer, or scientist, get ready to learn the latest this new technology has to offer!

CERTIFICATION (MSCE, NOVELL, ETC.)



CISSP, 8th Edition

(ISC)² Certified Information Systems Security Professional Official Study Guide

Mike Chapple, James M. Stewart & Darril Gibson

ISBN: (TD) 978-1-119-47593-4 • Paper • 1100pp • Apr 2018 • S\$104.81 incl GST | US\$69.95

Completely updated for the latest 2018 CISSP Body of Knowledge, this bestselling Sybex study guide covers 100% of all exam objectives. Along with the book, you also get access to Sybex's superior online interactive learning environment that includes four unique 250 question practice exams to help you identify where you need to study more. Get more than 90 percent of the answers correct, and you're ready to take the certification exam and more than 650 Electronic Flashcards to reinforce your learning and give you last-minute test prep before the exam. A searchable glossary in PDF to give you instant access to the key terms you need to know for the exam is also included in this edition.

CISSP For Dummies, 6th Edition

CISSP For Dummies, 6th Edition

Lawrence C. Miller & Peter H. Gregory

ISBN: (TA) 978-1-119-50581-5 • Paper • 504pp • May 2018 • S\$67.36 incl GST | US\$44.95

If you are a security professional seeking your CISSP certification, this book is a perfect way to prepare for the exam. Covering in detail all eight domains, the expert advice in this book gives you key information you'll need to pass the exam. In addition to the information covered on the exam, you'll get tips on setting up a 60-day study plan, tips for exam day, and access to an online test bank of questions.



CompTIA Security+ Certification Kit, 5th Edition (Exam SY0-501)

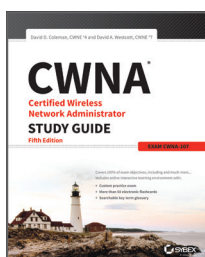
Emmett Dulaney

ISBN: (TD) 978-1-119-41697-5 • Paper • 1104pp • Apr 2018 • S\$149.75 incl GST | US\$99.95

The *CompTIA Security+ Certification Kit* is the ultimate preparation experience for Exam SY0-501. Updated to align with the latest changes to the exam, this kit provides complete, expert coverage of all six exam domains. The *CompTIA Security+ Study Guide* clarifies crucial security topics and provides practical examples drawn from real-world experience, while the *CompTIA Security+ Review Guide* condenses essential information down into bite-sized pieces organized by domain. The *CompTIA Security+ Practice Tests* help you gauge your progress along the way, with six unique practice tests that help you diagnose weak points while there is still time to review. The *CompTIA Security+* exam tests your knowledge of network security, compliance and operation security, threats and vulnerabilities, application, data, and host security.



Dec 2017

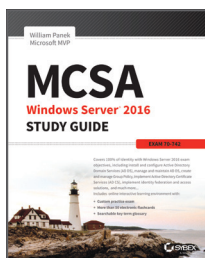


CWNA Certified Wireless Network Administrator Study Guide, 5th Edition Exam CWNA-10X

David D. Coleman & David A. Westcott

ISBN: (TD) 978-1-119-42578-6 • Paper • 912pp • May 2018 • S\$97.32 incl GST | US\$64.95

Fully updated to align with the latest version of the exam, this book features expert coverage of all exam objectives to help you internalize essential information. A pre-assessment test reveals what you already know, allowing you to focus your study time on areas in need of review, while hands-on exercises allow you to practice applying CWNA concepts to real-world scenarios. Expert-led discussion breaks complex topics down into easily-digestible chunks to facilitate clearer understanding, and chapter review questions help you gauge your progress along the way. You also get a year of free access to the Sybex online interactive learning environment, which features additional resources and study aids including bonus practice exam questions.



MCSA Windows Server 2016 Study Guide: Exam 70-742

William Panek

ISBN: (TD) 978-1-119-35932-6 • Paper • 552pp • Mar 2018 • S\$59.87 incl GST | US\$39.95

MCSA Windows Server 2016 Study Guide: Exam 70-742 is the ultimate preparation resource for the third and final MCSA exam. Tightly focused and highly relevant, this guide provides everything you need to go into the exam fully prepared; expert coverage of all exam objectives helps ensure comprehensive understanding, and hundreds of practice questions help you track your progress and prioritize areas most in need of review. Access to online study aids allows you to study on the go, with electronic flashcards, practice tests, and a glossary to help you get the most out of your preparation plan. Hands-on exercises test your practical skills, while real-world scenarios give you a preview of how MCSA skills and concepts are applied in the workplace.



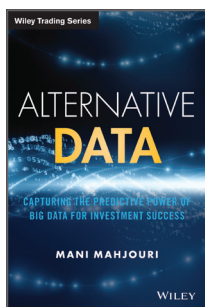
Oct 2017



June



FINANCE & INVESTMENTS SPECIAL TOPICS

**Alternative Data****Capturing the Predictive Power of Big Data for Investment Success**

Mani Mahjouri

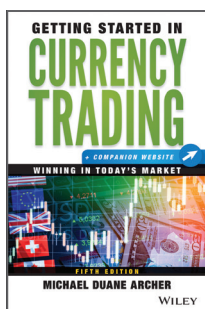


Jan 2018

ISBN: (E) 978-1-119-46500-3 • Cloth • 256pp • Jun 2018 • S\$74.85 incl GST | US\$49.95

Alternative Data opens a gateway to the future of investing, using Open Halo technology to provide real-time performance analysis and breathtaking data visualization. This book takes you inside the datasets and shows you how to turn them into profit. The companion website features interactive videos that reinforce major topics, giving you everything you need to start getting creative with data. It leverages Open Halo technology to visualize highly complex market phenomena and allows users to learn how to turn transactional and observational data into smart investing moves. It gets ahead of the curve by conducting a more granular analysis and forecast performance in real time with systematic evaluation of large swaths of stocks.

PERSONAL FINANCE

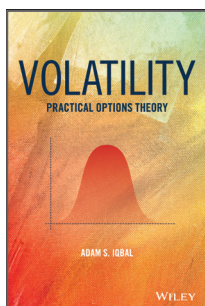
**Getting Started in Currency Trading, 5th Edition****Winning in Today's Market + Companion Website**

Michael D. Archer

**ISBN: (E) 978-1-119-48689-3 • Paper • 464pp • Jun 2018 • S\$37.40 incl GST | US\$24.95**

Getting Started in Currency Trading is an excellent introduction and reference manual for beginning and intermediate traders. The FOREX market has evolved dramatically in recent years, and this new edition is designed to help you adapt and take advantage of these changes. The book includes relevant FOREX terms, clearly defined with examples and offers coverage of how to open a trading account. Providing a step-by-step walk through of the physical processes of placing and liquidating currency orders, it covers information on trading strategy and tactics, complete with fundamental and technical analysis. This edition includes a new section with complete coverage on bitcoin and cryptocurrencies.

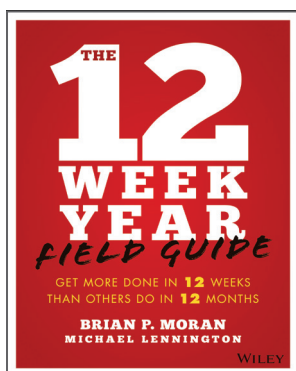
TRADING

**Volatility****Practical Options Theory**

Adam S. Iqbal

ISBN: (E) 978-1-119-50161-9 • Cloth • 160pp • Jun 2018 • S\$89.83 incl GST | US\$59.95

The main challenges in successful options trading are conceptual, not mathematical. *Volatility* provides financial professionals, academics, students and others with an intuitive as well as technical understanding of both the basic and advanced ideas in options theory to a level that facilitates practical options trading. The approach taken in this book will prove particularly valuable to options traders and other practitioners tasked with making pricing and risk management decisions in an environment where time constraints mean that simplicity and intuition are of greater value than mathematical formalism.



ISBN: (H) 978-1-119-47524-8
Paper • 112pp • Jun 2018
S\$48.10 incl GST | US\$31.95

The 12 Week Year Field Guide



Brian P. Moran & Michael Lennington

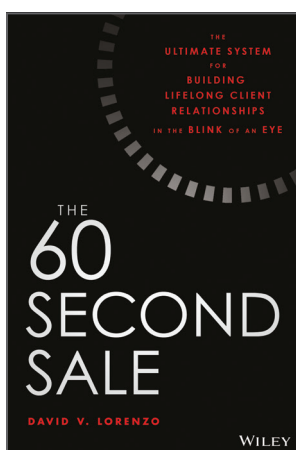
Are you ready to change your life? This full-color, hands-on template for implementing advice from the game-changing book *The 12 Week Year Field Guide* is a guide that makes it easy for anyone to apply the 12 week year to their own lives. Instead of getting bogged down in annualized thinking that produces pitfalls and saps productivity, follow along with this guide to redefine your “year” to be just 12 weeks long. By doing so, you’ll avoid complacency, begin to focus on what matters most, create better clarity, and develop a sense of urgency so that “now” is always the right time to act.

Also by Brian Moran



The 12 Week Year
Get More Done in 12 Weeks than
Others Do in 12 Months
Brian P. Moran & Michael Lennington

ISBN 978-1-118-50923-4
S\$34.19 incl GST | US\$22.95



ISBN: (H) 978-1-119-49976-3
Cloth • 256pp • Jun 2018
S\$37.40 incl GST | US\$24.95

The Sixty Second Sale

The Ultimate System for Building Lifelong Client Relationships in the Blink of an Eye



Dave Lorenzo

First impressions are essential in relationships and relationships are essential to sales. In the first 60 seconds you meet someone, you either make a connection with them, or you don't. When you are working to sell to a prospect, you have just 60 seconds to connect with them, establish your credibility, and have them understand you can add value to their life. In *The Sixty Second Sale*, readers will be introduced to The 15-Step 60 Second Sales System. This system is a combination of marketing and sales techniques that allows you to control who you target and how you approach them, while positioning you as a credible, helpful expert.

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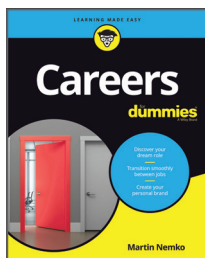
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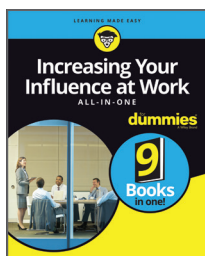
GENERAL & INTRODUCTORY BUSINESS & MANAGEMENT

**Careers For Dummies**

Martin Nemko

ISBN: (TA) 978-1-119-48233-8 • Paper • 336pp • Jun 2018 • S\$37.40 incl GST | US\$24.95

If you're slogging through your days in a boring or unrewarding job, it may be time to make a big change. *Careers For Dummies* is a comprehensive career guide from a top career coach and counselor that will help you jump start your career and your life. Dive in to learn more about career opportunities, with a plethora of job descriptions and the certifications, degrees, and continuing education that can help you build the career you've always wanted. Whether you're entering the workforce for the first time or a career-oriented person who needs or wants a change, this book has valuable information that can help you achieve your career goals. Find out how you can build your personal brand to become more attractive to potential employers, how to create a plan to "get from here to there" on your career path, and access videos and checklists that help to drive home all the key points.

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Dummies Press

ISBN: (TK) 978-1-119-48906-1 • Paper • 600pp • Jun 2018 • S\$44.89 incl GST | US\$29.95

This practical book, filled with easy-to-apply information for influencing managers, peers, and subordinates, will show you how to: Contribute more fully to important decisions, resolve conflicts more easily, lead and manage more effectively, and much more. You'll discover how to develop the most important attributes necessary for influence—trustworthiness, reliability, and assertiveness—and find out how to move beyond. Books featured in this collection includes Employee Engagement FD; Mindfulness at Work FD, XE; Coaching & Mentoring FD, 2E; Body Language FD; Conflict Resolution at Work FD; Critical Conversations FD; Managing Millennials FD; Company Culture FD; and Values-Based Leadership FD.

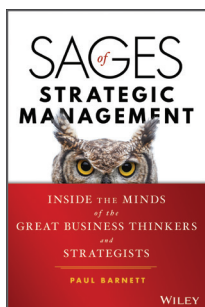
MANAGEMENT

Full Potential Paradigm**Full Potential Paradigm****Leading with Strategy Across the Capital Agenda**

William Achtmeyer & Isabella Allen

ISBN: (H) 978-1-119-38260-7 • Cloth • 256pp • Jun 2018 • S\$38.47 incl GST | US\$25.95

In today's complex business and social environments—with 24/7 news cycles, volatile geopolitical events, and ever shifting cultural trends—we all must be sharp and nimble, poised to shift strategy when advantageous. Based on over 30 years as an advisor to executive teams and a member of boards of leading growth organizations, William Achtmeyer shares insights on the hallmarks of successful strategy development. In *The Full Potential Paradigm™*, he demonstrates the critical nature of cutting through the glut of data to forge a clear view ahead, to set the right targets, optimize value creation, and instill the clarity of maniacal realism. Join William as he lays out a framework that business leaders, team managers, and motivated individuals can follow to break through the noise around them and set the right roadmap to achieving their full potential.

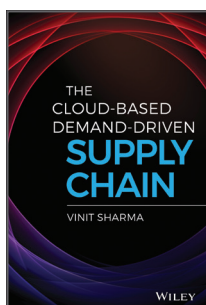
**Sages of Strategic Management****Inside the Minds of the Great Business Thinkers and Strategists**

Paul Barnett

ISBN: (E) 978-1-119-22899-8 • Cloth • 400pp • Jun 2018 • S\$59.87 incl GST | US\$39.95

Sages of Strategic Management features the latest razor sharp insights from some of the most important management thinkers, and an exploration of the most important and urgent management issues. Each expert interviewed brings decades of experience to bear on enduring and topical matters from financial management, leadership, and organizational design to competition, collaboration, and competitive advantage. And from technology driven disruption to stakeholder versus stockholder focus and emerging opportunities and risks. The book helps you to grasp the fundamental issues of contemporary management; prioritize your problems and handle them effectively; speaks with greater authority on issues of strategy and gains the insight and perspective of leaders in the field.





The Cloud-Based Demand-Driven Supply Chain

Vinit Sharma

ISBN: (E) 978-1-119-47733-4 • Cloth • 240pp • Jun 2018 • S\$74.85 incl GST | US\$49.95

With the help of this accessible book, you'll get a clear sense of cloud computing and understand how to communicate the benefits, drawbacks, and options to your clients so they can make the best choices for their unique needs. Plus, case studies give you the opportunity to relate real-life examples of how the latest technologies are giving organizations worldwide the opportunity to thrive as supply chain solutions in the cloud. The book demonstrates how improvements in forecasting, collaboration, and inventory optimization can lead to cost savings and explores why cloud computing is becoming increasingly important. It takes a close look at the types of cloud computing and makes sense of demand-driven forecasting using Amazon's cloud.

PROPERTY & REAL ESTATE

Real Estate Dangers
and How to
Avoid Them

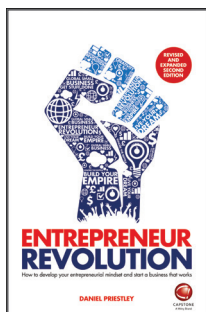
Real Estate Dangers and How to Avoid Them

Andrew Trim

ISBN: (18) 978-0-7303-5920-3 • Paper • 192pp • Jun 2018 • S\$33.12 incl GST | US\$21.95

Real estate, as with many other industries, experienced a digital revolution with the advent of Internet advertising. However, the fundamentals of a real estate agent's job didn't change. They are still responsible for representing their client's best interests. Unfortunately, not everyone involved in the real estate industry sees it this way. Plenty of agents and many of the associated businesses that hang off its success see it as an opportunity to make easy money through unnecessary add-on charges and costs. It seems that everybody wants a piece of the real estate pie. *Real Estate Dangers* has been written to shine a light on many of the flawed and unnecessary aspects of the industry and act as a guide to making smarter decisions for those who aren't experts but who strive to improve their lives through owning residential property.

SMALL BUSINESS & ENTREPRENEURSHIP



Entrepreneur Revolution, 2nd Edition

How to Develop your Entrepreneurial Mindset and Start a Business that Works

Daniel Priestley

ISBN: (63) 978-0-85708-782-9 • Paper • 240pp • Jun 2018 • S\$33.12 incl GST | US\$22.00

Entrepreneur Revolution means taking the initiative to do something that you love, something that you're good at, and something that will make you money. This masterclass in gaining an entrepreneurial mindset will show how to change the way you think, the way you network, and the way you make a living. It includes new statistics, activities, case studies, and research and takes a look at how the brain can affect the entrepreneurial mindset. The book offers new ideas for entrepreneurs starting a new business and helps you shake off old ideas and make a great, independent leap forward. This inspiring and practical book shows you how to break free from The Industrial Revolution mindset, quit working so hard, follow your dream—and make a fortune along the way.

Japanese Character Writing For Dummies

ISBN: (TK) 978-1-119-47543-9
Paper • 192pp • Jun 2018
S\$22.42 incl GST | US\$14.95

Japanese Character Writing For Dummies



Dummies Press

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.

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- Offers easy-to-follow instruction for writing 100 Japanese characters
- Helps you take your understanding of the language to a new level
- Shows you how to use the written word to communicate with native speakers

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Japanese For Dummies, 3rd Edition

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Paper • 384pp • Jun 2018
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Japanese For Dummies, 3rd Edition



Eriko Sato

Japanese language enrollment is up by 27.5 percent since 2006, making it the sixth most popular language studied on college campuses. Whether studying for school, business, or travel, *Japanese For Dummies* provides complete coverage of all Japanese language essentials including grammar, usage, and vocabulary. Complete with free conversational audio tracks online, this handy book offers everything you need to learn the Japanese language to get ahead in class or on a trip to Japan.

- Includes expanded coverage of grammar, verb conjugations, and pronunciations
- Provides a refreshed mini-dictionary with even more essential vocabulary
- Offers useful exercises and practice opportunities
- Helps you learn to speak conversational Japanese with ease

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Arabic Character Writing For Dummies

Arabic Character Writing For Dummies

Dummies Press

ISBN: (TK) 978-1-119-47533-0 • Paper • 192pp • Jun 2018 • S\$22.42 incl GST | US\$14.95

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. Learn to write the Arabic alphabet and find free instructional videos, flashcards, and printable writing pages online. It builds upon your mastery of the language and helps you get ahead at work or in your personal life.

Arabic For Dummies, 3rd Edition

Arabic For Dummies, 3rd Edition

Amine Bouchentouf

ISBN: (TK) 978-1-119-47539-2 • Paper • 384pp • Jun 2018 • S\$37.40 incl GST | US\$24.95

Arabic For Dummies helps readers start speaking Modern Standard Arabic in no time. Whether you're a student, traveler, or work in business or government, you'll find this title to be packed with practical lessons, cultural facts, and handy references. Inside, you'll find guidance on basic grammar, as well as the necessary vocabulary to make introductions and greetings, use proper etiquette, make small talk, make transportation arrangements, order food and beverages, ask directions, deal with money, shop, access recreation, and handle an emergency.

Chinese Character Writing For Dummies

Chinese Character Writing For Dummies

Consumer Dummies

ISBN: (TK) 978-1-119-47553-8 • Paper • 192pp • Jun 2018 • S\$22.42 incl 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.

Chinese For Dummies, 3rd Edition

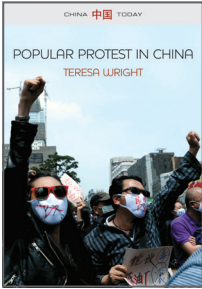
Chinese For Dummies, 3rd Edition

Wendy Abraham

ISBN: (TK) 978-1-119-47544-6 • Paper • 384pp • Jun 2018 • S\$37.40 incl GST | US\$24.95

Chinese For Dummies teaches basic grammar, as well as the necessary vocabulary to make introductions and greetings, use proper etiquette, make small talk, make transportation arrangements, order food and beverages, ask directions, deal with money, shop, access recreation, and handle an emergency. It concentrates on Mandarin Chinese and features new and revised content and includes major updates to all the necessary foundational information needed to speak Chinese. As the Chinese economy continues to grow, the importance of Chinese as a trade language will also increase. If you're a student or business professional who has a basic understanding of the language, you'll be poised to surpass your peers when it comes to dealing with international markets. So get started today!

POLITICAL SOCIOLOGY

**Popular Protest in China**

Teresa Wright

ISBN: (5F) 978-1-5095-0356-8 • Paper • 256pp • Jun 2018 • \$34.19 incl GST | US\$22.95

In this comprehensive book, leading scholar of Chinese government and politics Teresa Wright analyzes the array of protests that have swept China in the post-Mao period to answer these pressing questions. Exploring the origins and nature of political protest through a range of different groups in China - from farmers to factory workers, urban homeowners to environmentalists, nationalists to dissidents, Wright shows that popular protest has achieved adequate government responses to the public's most serious grievances. Indeed, to the extent that protest demands have been met with sympathy or support on the part of national political leaders, protest may actually have worked to strengthen central government legitimacy in China.

GLOBAL POLITICS

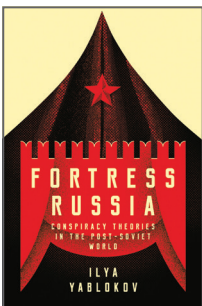
**Fanatical Military Recruiting****How Ultra High Performers Prospect, Focus, and Adapt to the Mission To Recruit the Best Every Time**

Jeb Blount

ISBN: (H) 978-1-119-47364-0 • Cloth • 304pp • Jun 2018 • \$52.38 incl GST | US\$34.95

There are 40,000 military recruiters serving the United States Military Branches. It is estimated that there are another 30,000 military recruiters deployed by volunteer armies worldwide. In the United States, the annual turnover rate for the military recruiting force is 35%, due to a huge gap between the formal training given to recruiters at recruiting school and the real-world requirements of being a military recruiter. *Fanatical Military Recruiting* fills that gap, and will become the major resource to become an ultra-high performing military recruiter. The book provides instruction on prospecting and pipeline management, developing centers of influence in schools and the community, time management, the recruiting process, recruiting specific emotional intelligence (Recruiting EQ), interpersonal skills, gaining commitment, and objection handling.

EUROPEAN POLITICS

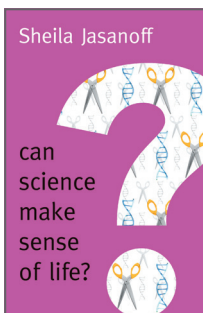
**Fortress Russia****Conspiracy Theories in The Post-Soviet World**

Ilya Yablokov

ISBN: (5F) 978-1-5095-2266-8 • Paper • 288pp • Jun 2018 • \$37.40 incl GST | US\$24.95

This book is the first-ever study of Russian conspiracy theories in the post-Soviet period. It explores how the West is portrayed in these conspiracy theories and how this image is used to create public support for the Kremlin. It examines why these conspiracy theories have emerged and gained currency in Russia and what role intellectuals have played in this process. The book shows how, in the new millennium, the image of the 'dangerous, conspiring West' provides national unity and has helped legitimize Russia's rapid turn to authoritarianism under Vladimir Putin. *Fortress Russia* provides a unique and valuable insight into the political climate in Russia, where conspiracy theories play a significant role in shaping attitudes and policies towards the West.

POLITICAL SOCIOLOGY

**Can Science Make Sense of Life?**

Sheila Jasanoff

ISBN: (5F) 978-1-5095-2271-2 • Paper • 156pp • Jun 2018 • \$19.21 incl GST | US\$12.95

Since the discovery of the structure of DNA heralded the birth of the genetic age, an entire vocabulary has emerged to express our growing command over the matter of life, from decoding and sequencing to manipulating and editing. This book looks at flash points in law, politics, ethics, and culture – artificial reproduction, stem cell research, gene drives, the creation of synthetic organoids - to argue that the claims of rewriting life are overblown. Science may have editorial authority over one of the books of life, but not over the entire library that defines the values that have held us together through human history: the meanings of autonomy, integrity, and privacy; the bonds of kinship and family; and the place of humans in nature.



Building Codes
Illustrated, 6th Edition

Building Codes Illustrated, 6th Edition

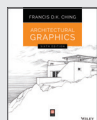
A Guide to Understanding the 2018 International Building Code

Francis D. K. Ching & Steven R. Winkel

This unique reference to the 2018 International Building Code marries the graphic skills of bestselling author Frank Ching with the code expertise of Steven Winkel, FAIA. It pulls out the portions of the building code that are most relevant for the architect and provides an easy-to-understand interpretation in both words and illustrations.

ISBN: (Z1) 978-1-119-48035-8
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DESIGN, DRAWING & PRESENTATION

The SketchUp
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The SketchUp Workflow for Architecture, 2nd Edition

Modeling Buildings, Visualizing Design, and Creating Construction Documents with SketchUp Pro and LayOut

Michael Brightman

ISBN: (Z1) 978-1-119-38363-5 • Paper • 400pp • Jun 2018 • S\$74.85 incl GST | US\$49.95

This book is for architects and related design professionals who want to take their SketchUp use to the next level. In-depth tips and techniques show users how to use SketchUp and its related suite of tools in every stage of the design process. The author presents a flexible workflow that makes common design tasks easier and allows users to incorporate varying degrees of SketchUp use into their design process. Included are best practices for organizing projects, drafting schematics. A section devoted to LayOut guides readers through an often-underused component of SketchUp Pro. Tutorial videos compliment the book, demonstrating some of the more advanced methods.

K-12 GENERAL



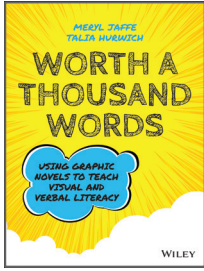
Better Together

How to Leverage School Networks For Smarter Personalized and Project Based Learning

Lydia Dobyns & Tom Vander Ark

ISBN: (BY) 978-1-119-43910-3 • Cloth • 200pp • Jun 2018 • S\$44.89 incl GST | US\$29.95

School networks are one of the most important innovations in modern era of K-12 education. There are more than 50 high quality scaled charter networks in the U.S.--most share a learning model, professional learning supports, and increasingly platform tools. While these charter networks get most of the attention, there are more than a dozen networks like New Tech Network that connect district schools, are equal in scale, and have also made important contributions. By providing design principles, curriculum materials, technology tools, and professional learning opportunities, these networks make it easier to create a good new school or transform an existing school. As a result, school networks will play an increasingly important role in bringing quality to scale. This book will present learning models, innovations, success stories and strategies from many of the most prominent networks.



Worth A Thousand Words

Using Graphic Novels to Teach Visual and Verbal Literacy

Meryl J. Jaffe & Talia Hurwich

ISBN: (BY) 978-1-119-39432-7 • Paper • 224pp • Jun 2018 • S\$44.89 incl GST | US\$29.95

Worth a Thousand Words details how and why graphic novels are complex texts with advanced-level vocabulary, and demonstrates how to read and analyze these texts. It includes practical advice on how to integrate these books into both ELA and content-area classrooms and provides an extensive list of appropriate graphic novels for K-8 students, lesson suggestions, paired graphic/prose reading suggestions, and additional resources for taking these texts further. The book provides research to back up why graphic novels are such powerful educational tools; helps you engage diverse student learners with exciting texts; shows you how to make lessons more meaningful; and offers advice on implementing new literary mediums into your classroom.

COMPUTER SECURITY & CRYPTOGRAPHY

Official (ISC)² Guide
to the CISSP CBK,
5th Edition

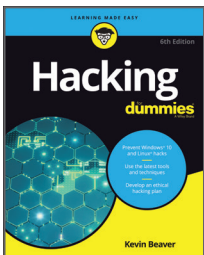
Official (ISC)² Guide to the CISSP CBK, 5th Edition

John Warsinske, Sean Murphy & Mike Vasquez

ISBN: (TD) 978-1-119-42334-8 • Cloth • 1000pp • Jun 2018 • S\$134.77 incl GST | US\$89.95

This CBK covers the new eight domains of CISSP with the necessary depth to apply them to the daily practice of information security. Written by a team of subject matter experts, this comprehensive reference covers all of the more than 300 CISSP objectives and sub-objectives in a structured format with common and good practices for each objective; common vocabulary and definitions; references to widely accepted computing standards; and highlights of successful approaches through case studies. Whether you've earned your CISSP credential or are looking for a valuable resource to help advance your security career, this comprehensive guide offers everything you need to apply the knowledge of the most recognized body of influence in information security.

NETWORKING



Hacking For Dummies, 6th Edition

Kevin Beaver

ISBN: (TA) 978-1-119-48547-6 • Paper • 408pp • Jun 2018 • S\$44.89 incl GST | US\$29.95

In order to outsmart a would-be hacker, you need to get into the hacker's mindset. And with this book, thinking like a bad guy has never been easier. In *Hacking For Dummies*, expert author Kevin Beaver shares his knowledge on penetration testing, vulnerability assessments, security best practices, and every aspect of ethical hacking that is essential in order to stop a hacker in their tracks. Whether you're worried about your laptop, smartphone, or desktop computer being compromised, this no-nonsense book helps you learn how to recognize the vulnerabilities in your systems so you can safeguard them more diligently--with confidence and ease.

Linux All-In-One
For Dummies,
6th Edition

Linux All-In-One For Dummies, 6th Edition

Emmett Dulaney

ISBN: (TA) 978-1-119-49046-3 • Paper • 816pp • Jun 2018 • S\$59.87 incl GST | US\$39.95

This update will refocus the book on Ubuntu and Debian since they are the most common distributions, while still including coverage of Red Hat, SuSE, and others. The market is looking for administrators and part of the qualifications needed for job openings is the authentication of skills by vendor-neutral third parties (CompTIA/Linux Professional Institute) and that is something competing books do not address. *Linux All-in-One For Dummies, 6th Edition*, is written in the friendly, humorous, and easy-to-understand style and covers all the aspects of Linux to get you the knowledge required for an administrator role.

WEB SITE DEVELOPMENT



JavaScript The New Toys

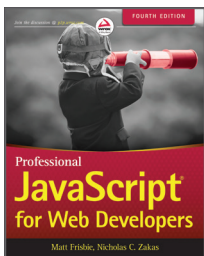
T.J. Crowder

ISBN: (TD) 978-1-119-36795-6 • Paper • 216pp • Jun 2018 • S\$44.89 incl GST | US\$29.95

JavaScript: The New Toys explores 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 and techniques to help you get up to date with modern JavaScript. The bulk of the coverage consists of point-by-point "just the facts" explanations of each new feature, plus expert recommendations for tweaking old habits to integrate new techniques. Each feature is introduced with the problem it solves and the details of how it works—including brief source code demonstrating syntax and behavior. With comprehensive coverage of the new features and techniques, this book provides an invaluable resource for web programmers everywhere.



Apr 2017



Professional JavaScript for Web Developers, 4th Edition

Matt Frisbie & Nicholas C. Zakas

ISBN: (TD) 978-1-119-36644-7 • Paper • 900pp • Jun 2018 • S\$67.36 incl GST | US\$44.95



Jan 2018

Professional JavaScript for Web Developers is the essential guide to next-level JavaScript development. Written for intermediate-to-advanced programmers, this book jumps right into the technical details to help you clean up your code and become a more sophisticated JavaScript developer. From JavaScript-specific object-oriented programming and inheritance, to combining JavaScript with HTML and other markup languages, expert instruction walks you through the fundamentals and beyond. This new fourth edition has been updated to cover ECMAScript 6 and 7 (also known as ES2015 and ES2016) and the major re-imagination and departure from ES 5.1; new frameworks and libraries, new techniques, new testing tools, and more are explained in detail for the professional developer, with a practical focus that helps you put your new skills to work on real-world projects.

COMPUTER HARDWARE (GENERAL)

Samsung Galaxy S X For Dummies

Samsung Galaxy S X For Dummies

Bill Hughes

ISBN: (TA) 978-1-119-50290-6 • Paper • 320pp • Jun 2018 • S\$37.40 incl GST | US\$24.95

This book documents all the features and capabilities of Samsung Galaxy S X device, approaching them from the point of view of a user who is intimidated by the technology and baffled by the documentation and online support that comes with the phones. All aspects of the suite of devices are covered, and the accessible and fun writing style provides clear direction and doesn't hinder the book's important content and coverage. Readers will keep this book close by, referring to it often as they explore the features of their new Samsung Galaxy S X smartphone.

OFFICE PRODUCTIVITY- NON-MICROSOFT (GENERAL & SUITES)

Mastering AutoCAD 2019 and AutoCAD LT 2019

Mastering AutoCAD 2019 and AutoCAD LT 2019

George Omura & Brian C. Benton

ISBN: (TD) 978-1-119-49500-0 • Paper • 1080pp • Jun 2018 • S\$104.81 incl GST | US\$69.95

Each year, *Mastering AutoCAD* appears at the top of the AutoCAD book sales charts, and it is the world's all-time best-selling AutoCAD series, with more than a half million copies in print. *Mastering AutoCAD and AutoCAD LT* teaches AutoCAD essentials using concise explanations, focused examples, step-by-step instructions, and hands-on projects for both AutoCAD and AutoCAD LT. This detailed resource works as both a tutorial and stand-alone reference. The supporting website includes all the project files necessary for the tutorials and other bonus content.

OPERATING SYSTEMS (GENERAL)

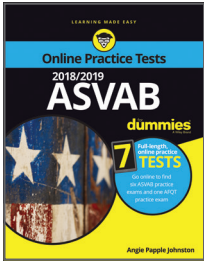
Windows 10 All-In-One For Dummies, 3rd Edition

Windows 10 All-In-One For Dummies, 3rd Edition

Woody Leonhard

ISBN: (TA) 978-1-119-48483-7 • Paper • 1008pp • Jun 2018 • S\$59.87 incl GST | US\$39.95

Are you ready to become the resident Windows 10 expert in your office? Look no further! This book is your one-stop shop for everything related to the latest updates to this popular operating system. With the help of this comprehensive resource, you'll be able to back up your data and ensure the security of your network, use Universal Apps to make your computer work smarter, and personalize your Windows 10 experience. You'll find out how to personalize Windows, use the universal apps, control your system, secure Windows 10, and so much more. If you're a businessperson or Windows power-user looking to make this popular software program work for you, the buck stops here!



2018/2019 ASVAB For Dummies with Online Practice Tests

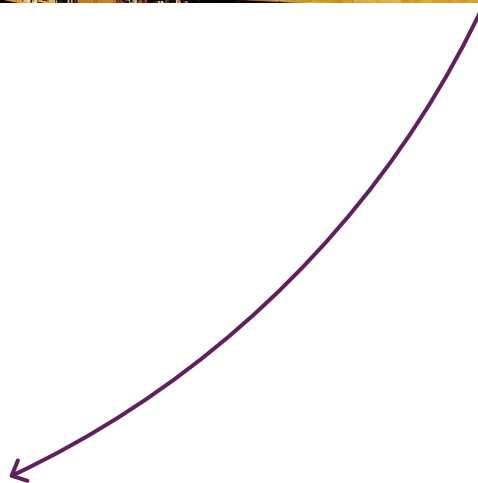
Angie Papple Johnston

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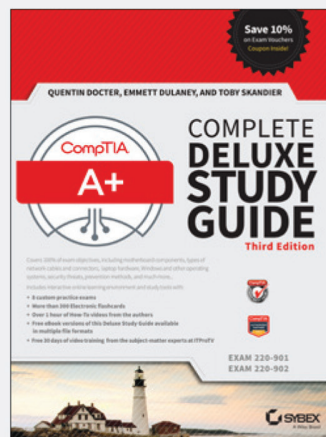
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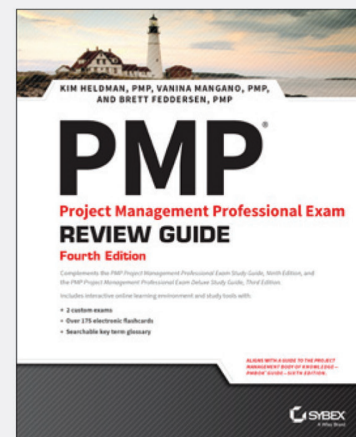
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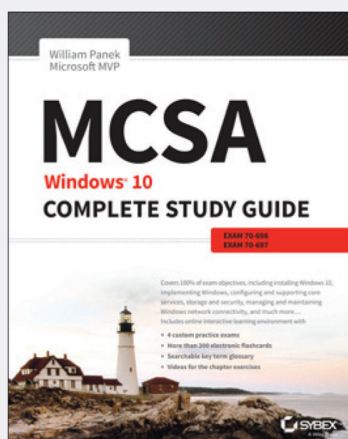
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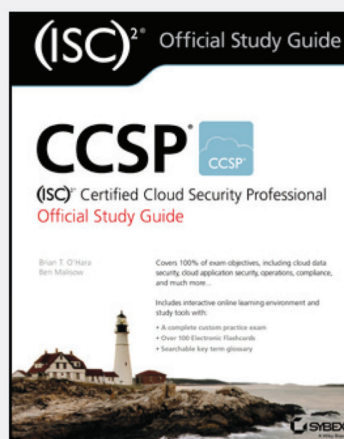
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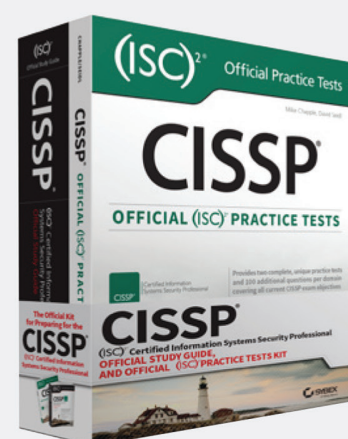
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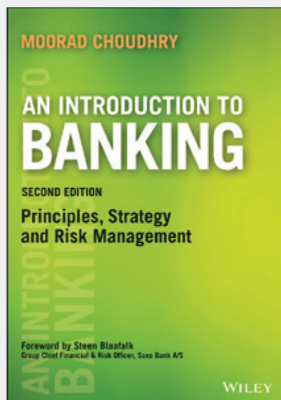
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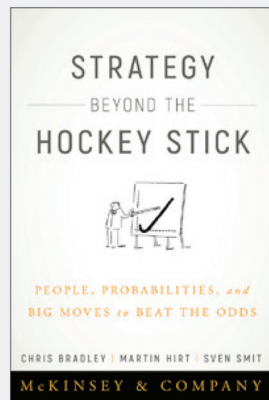
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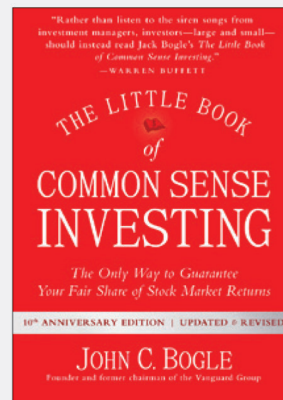
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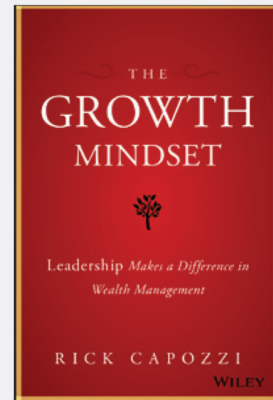
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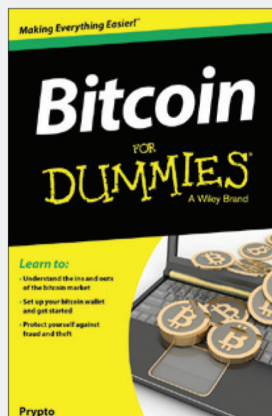
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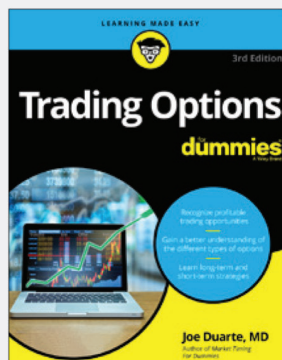
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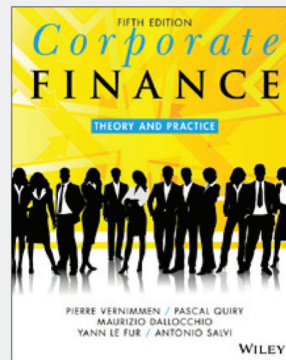
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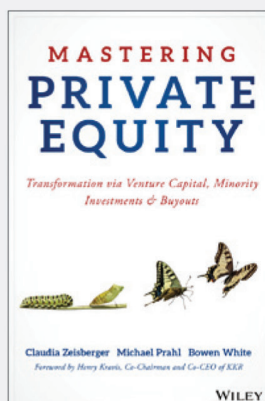
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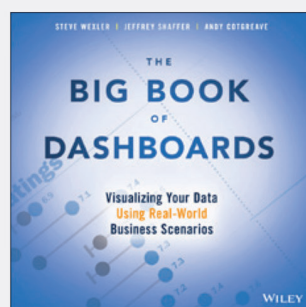
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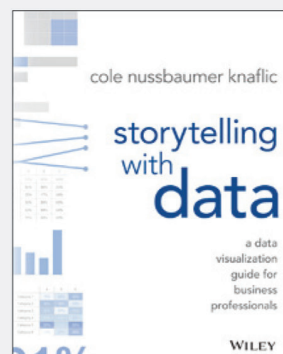
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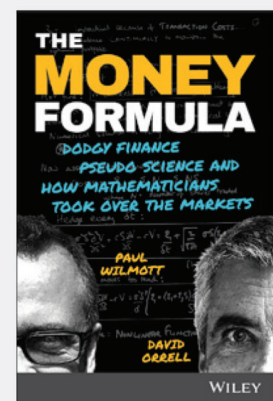
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