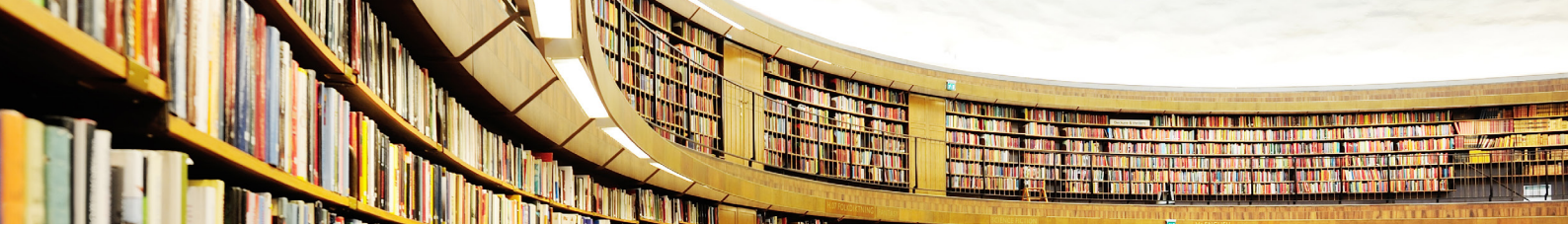




# Retail Catalogue New Releases

January to February 2018



# Table of Contents

|                      |          |
|----------------------|----------|
| <b>January</b>       | <b>1</b> |
| Accounting & Finance | 2        |
| Business             | 5        |
| Consumer             | 11       |
| Professional         | 13       |
| Technology           | 16       |

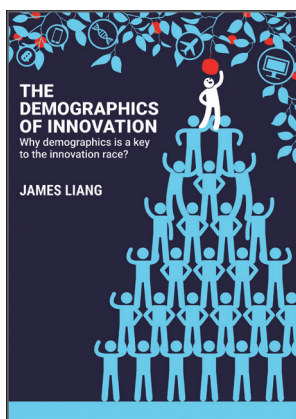
|                      |           |
|----------------------|-----------|
| <b>February</b>      | <b>21</b> |
| Accounting & Finance | 22        |
| Business             | 24        |
| Consumer             | 28        |
| Professional         | 29        |
| Technology           | 31        |





# January





ISBN: (77) 978-1-119-40892-5  
Cloth • 288pp • Jan 2018  
S\$44.89 incl GST | US\$29.95

## Demographics of Innovation

### Why Demographics is a Key to the Innovation Race



James Liang

*Demographics of Innovation* takes a deep, investigative look at the link between economic growth, innovation, vitality and entrepreneurship in an aging population, and provides smart strategy for the future. Written by a Stanford-trained economist and demographics expert, who is also a prominent internet entrepreneur, this book examines demographic trends across nations and digs into the divergence to find awakening innovation. An aging population hampers growth; while many are focused on the care-related financial burden, few have fully explored the ways in which a seismic demographic shift could transform the face of global business. This book charts the trends, connects the dots and reveals which nations will be best placed to build an innovation economy and grow in the future.

- Delve into the aging of society and the economic issues it creates
- Learn how shifting demographics affects innovation and prosperity
- Examine trends in growth, policy and more alongside the rise in average age
- Make smarter planning decisions in light of the changing population

## CORPORATE FINANCE

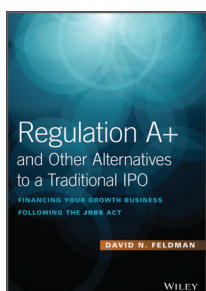


### Mergers, Acquisitions, and Corporate Restructurings, 7th Edition

Patrick A. Gaughan

ISBN: (E) 978-1-119-38076-4 • Cloth • 696pp • Dec 2017 • S\$142.26 incl GST | US\$94.95

*Mergers, Acquisitions, and Corporate Restructurings* provides a comprehensive look at the field's growth and development, and places M&As in realistic context amidst changing trends, legislation, and global perspectives. All-inclusive coverage merges expert discussion with extensive graphs, research, and case studies to show how M&As can be used successfully, how each form works, and how they are governed by the laws of major countries. Strategies and motives are carefully analyzed alongside legalities each step of the way, and specific techniques are dissected to provide deep insight into real-world operations. This seventh edition has been revised to improve clarity and approachability, and features the latest research and data to provide the most accurate assessment of the current M&A landscape.



### Regulation A+ and Other Alternatives to a Traditional IPO

Financing Your Growth Business Following the JOBS Act

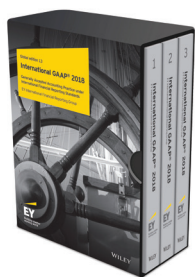
David N. Feldman

ISBN: (E) 978-1-119-41615-9 • Cloth • 240pp • Jan 2018 • S\$74.85 incl GST | US\$49.95

*Regulation A+ and Other Alternatives to a Traditional IPO* delves into the details of the new SEC rules under the JOBS Act of 2012 to examine the benefits and pitfalls for entrepreneurs and investors. Written by the 'Godfather of Reg A+', this book breaks down the complex details of Regulation A+ and other alternative funding methods to help small businesses determine how best to go public and raise capital. This book explains how Regulation A+ differs from a traditional IPO and the early experience with this exciting new approach, and explores the past, present, and future of reverse mergers, special purpose acquisition companies (SPACs) and self-filings. Straightforward explanations, smart strategy, and illustrative examples make this book an invaluable guide for those seeking to truly understand the nuances of Regulation A+ in order to work more effectively within its bounds.



## INTERNATIONAL ACCOUNTING

**International GAAP 2018**

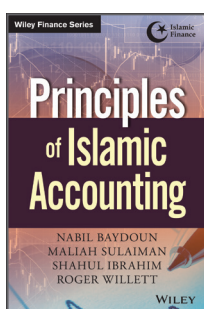
Ernst &amp; Young LLP

**ISBN: (77) 978-1-119-46372-6 • Paper • 600pp • Jan 2018 • S\$TBA | US\$TBA**

*International GAAP® 2018* is a guide to interpreting and implementing International Financial Reporting Standards (IFRS), setting IFRS in a relevant business context and providing

insights into how complex practical issues should be resolved in the real world of global financial reporting. This guide is an essential tool for anyone applying, auditing, interpreting, regulating, studying or teaching IFRS. Complex technical accounting issues are explained clearly, and IFRS is set in a practical context with numerous worked examples and hundreds of illustrations from the published financial reports of major listed companies from around the world.

## ACCOUNTING SPECIAL TOPICS

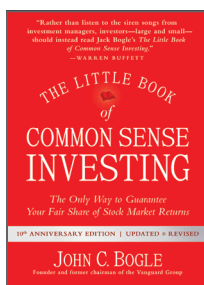
**Principles of Islamic Accounting**

Nabil Baydoun (HBMeU, UAE), Maliah Sulaiman (IIUM, Malaysia), Shahul Hameed bin Mohamed Ibrahim (INCEIF, Malaysia) & Roger John Willett (University of Tasmania)

**ISBN: (AE) 978-1-119-02329-6 • Paper • 600pp • Jan 2018 • S\$TBA | US\$TBA**

*Principles of Islamic Accounting* is the first and only text that covers the fundamentals of Islamic accounting in English. A comprehensive guide, this groundbreaking reference offers both insight into Islamic accounting best practices and disclosure for Shariah-compliant instruments. Covering everything from basic transaction analysis to the preparation of financial statements, this reference serves as a broad framework around which undergraduate students can build their understanding of the Islamic business environment by offering context and showcasing how Islamic values can influence the disclosure of financial information.

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

**The Little Book of Common Sense Investing, Updated and Revised****The Only Way to Guarantee Your Fair Share of Stock Market Returns**

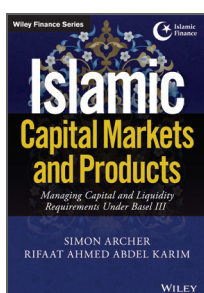
John C. Bogle

**ISBN: (E) 978-1-119-40450-7 • Cloth • 304pp • Oct 2017 • S\$37.40 incl GST | US\$24.95**

*The Little Book of Common Sense Investing* is the classic guide to getting smart about the market. John C. Bogle reveals his key to getting more out of investing: low-cost index funds. Bogle describes the simplest and most effective investment strategy for building wealth over the long term: buy and hold, at very low cost, a mutual fund that tracks a broad stock market Index such as the S&P 500. A portfolio focused on index funds is the only investment that effectively guarantees your fair share of stock market returns, and is a strategy favoured by Warren Buffett. Bogle shows you how to make index investing work for you and help you achieve your financial goals, and finds support from some of the world's best financial minds: not only Warren Buffett, but Benjamin Graham, Paul Samuelson, Burton Malkiel, Yale's David Swensen, Cliff Asness of AQR, and many others. This tenth anniversary edition includes updated data and new information, and two new chapters designed to provide further guidance to investors: one on asset allocation, the other on retirement investing.



Aug 2017

**Islamic Capital Markets and Products****Managing Capital and Liquidity Requirements Under Basel III**

Simon Archer &amp; Rifaat Ahmed Abdel Karim

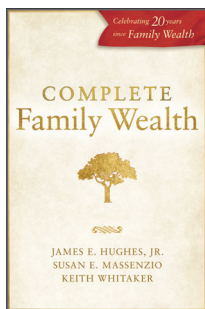
**ISBN: (77) 978-1-119-21880-7 • Cloth • 328pp • Oct 2017 • S\$187.20 incl GST | US\$125.00**

*Islamic Capital Markets and Products* provides a thorough examination of Islamic capital markets (ICM), with particular attention to the products that they offer and the legal and regulatory infrastructure within which they operate. Since Islamic banks act as asset managers, attention is paid to the regulatory challenges which they face in the light of Basel III, as regards both eligible capital and liquidity risk management. The contributing authors are professionals and practitioners, and write from their in-depth experience; while both editors, Archer and Karim are acknowledged global authorities in Islamic capital markets.



Aug 2017

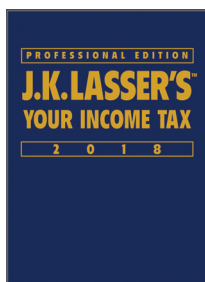
## PERSONAL FINANCE

**Complete Family Wealth**

James E. Hughes Jr., Keith Whitaker &amp; Susan E. Massenzio

ISBN: (E) 978-1-119-45321-5 • Cloth • 208pp • Nov 2017 • \$559.87 incl GST | US\$39.95

*Complete Family Wealth* is a comprehensive resource for growing, maintaining, and managing wealth across generations. A successor to the classic *Family Wealth*, now in its 25th year, this book provides updated and expanded guidance to change the way you think about your wealth and legacy. This team of expert authors ground *Complete Family Wealth* in a clear account of the 'five capitals': human, intellectual, social, spiritual, and financial. The discussion covers the what, who, and how of family wealth management in clearly-delineated chapters that allow you to dip in as needed, from the principles of family enterprise to family governance, philanthropy, and more. Each family member plays a distinct role, and by exploring each member's responsibilities in terms of the family enterprise, this book provides insights and ideas for real-world families struggling with all-too-common challenges. This is a Bloomberg Press title.

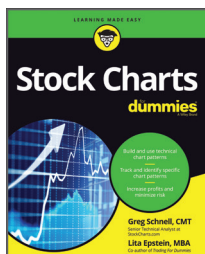
**J.K. Lasser's Your Income Tax 2018, Professional Edition**

J.K. Lasser Institute

ISBN: (E) 978-1-119-38005-4 • Cloth • 1024pp • Jan 2018 • \$5134.77 incl GST | US\$89.95

*J.K. Lasser's Your Income Tax Professional Edition 2018* is the tax preparer's guide to smart tax filing and planning. The Professional Edition not only includes the trusted guidance, clear advice, and money-saving tips featured in *Your Income Tax*, but also provides citations of tax authorities to help tax professionals easily locate the law, IRS rulings and court decisions that support the text. Fully up to date with the newest changes for 2017 tax returns, expert guidance from J.K. Lasser helps you maximize deductions and shelter income while providing hundreds of examples of how tax laws apply to individual situations. While evolving tax law can get very complex very quickly, this invaluable guide is designed to help you find the answers you need without wading through volumes of the Internal Revenue Code or IRS materials. Special icons call out new laws, IRS rulings, court decisions, filing pointers and planning strategies, allowing you to locate important information without breaking your workflow.

## TRADING

**Stock Charts For Dummies**

Greg Schnell &amp; Lita Epstein

ISBN: (TK) 978-1-119-43439-9 • Paper • 360pp • Jan 2018 • \$540.61 incl GST | US\$26.95

The easy way to get started in stock charts. Many trading and technical analysis books focus on how to use charts to make stock trading decisions, but what about how to actually build a chart? *Stock Charts For Dummies* reveals the important stories charts tell, and how different parameters can impact what you see on the screen. This book will explain some of the most powerful display settings that help traders understand the information in a chart to find outperformance as its beginning. *Stock Charts for Dummies* will teach you how to build a visually appealing chart and add tools based on the type of trading or investing decision you're trying to make. It will also introduce you to the pros, cons, and best practices of using three key types of charts: Candlesticks, Bar Charts, and Line Charts.

## FINANCE &amp; INVESTMENTS SPECIAL TOPICS

**Data Visualization for Traders**

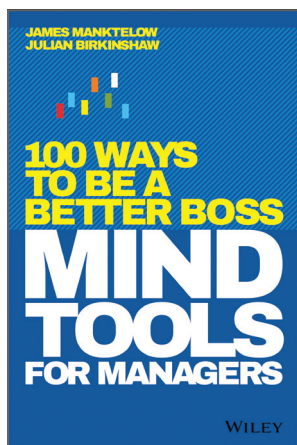
A New Way Investors Can Utilize Data for Profit

Mani Mahjouri

ISBN: (E) 978-1-119-46500-3 • Cloth • 256pp • Jan 2018 • \$574.85 incl GST | US\$49.95

Author Mani Mahjouri created a technology called QuantVR that produces breathtaking visualisations of highly complex phenomena involving markets. With *Data Visualization for Traders*, he shows traders how to utilise these datasets to profit. By utilising Transactional Data — e.g. credit card data, email receipts, and expense reports — and Observational Data, like Satellite Imagery and Server Traffic, a trader can predict changes in the market. For the first time in history investors can study company performance metrics in real time, allowing them to anticipate significant corporate results months before the companies actually report them. Over the next few years, this will completely change the face of Wall Street, in favor of investors. In the meantime, there are huge profits to be made. A series of interactive videos that use cutting edge visualisations illustrate and reinforce the content in the book, and other supplementary content include a companion website and social media posts.





ISBN: (H) 978-1-119-37447-3  
Cloth • 272pp • Jan 2018  
S\$41.68 incl GST | US\$27.95

## Mind Tools for Managers 100 Ways to be a Better Boss

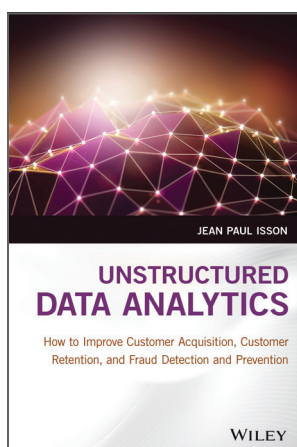
James Manketow



*Mind Tools for Managers* helps new and experienced leaders develop the skills they need to be more effective in everything they do. It brings together the 100 most important leadership skills — as voted for by 15,000 managers and professionals worldwide — into a single volume, providing an easy-access solutions manual for people wanting to be the best manager they can be. Each chapter details a related group of skills, providing links to additional resources as needed, plus the tools you need to put ideas into practice. This book shows you how to manage it all, and manage it well, with practical wisdom and expert guidance:

- Build your ideal team and keep them motivated
- Make better decisions and boost your strategy game
- Manage both time and stress to get more done with less
- Master effective communication, facilitate innovation, and much more.

## MANAGEMENT



ISBN: (E) 978-1-119-12975-2  
Cloth • 304pp • Jan 2018  
S\$74.85 incl GST | US\$49.95

## Unstructured Data Analytics How to Improve Customer Acquisition, Customer Retention, and Fraud Detection and Prevention

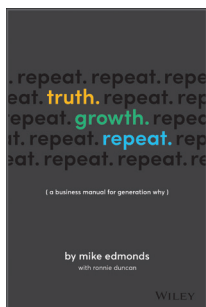
Jean Paul Isson



Dec 2016

*Unstructured Data Analytics* provides an accessible, non-technical introduction to the analysis of unstructured data. Written by global experts in the analytics space, this book presents unstructured data analysis (UDA) concepts in a practical way, highlighting the broad scope of applications across industries, companies, and business functions. The discussion covers key aspects of UDA implementation, beginning with an explanation of the data and the information it provides, then moving into a holistic framework for implementation. Case studies show how real-world companies are leveraging UDA in security and customer management, and provide clear example of both traditional business applications and newer, more innovative practices.

- Understand the power of UDA across business functions
- Leverage UDA into a competitive advantage
- Learn best practices and key requirements for implementing UDA
- Discover how UDA benefits real business in tangible ways



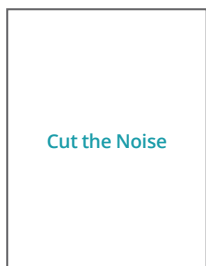
### Truth, Growth, Repeat

#### A Business Manual for Generation Why

Mike Edmonds

ISBN: (18) 978-0-7303-4952-5 • Paper • 276pp • Jan 2018 • S\$36.33 incl GST | US\$24.00

*Truth, Growth, Repeat* sets out to make a difference to the way people think about business, not just by describing the ideas, but showing readers the steps to apply and implement them specifically for their business needs. Mike Edmonds introduces the concepts of The Circle and Spiral of True Purpose — which are the book's core philosophical system. The author cuts through the corporate babble, illusions, half-truths and myths to show businesses how they can connect directly with their customers, and provides an action-oriented, street-smart approach to organisational purpose to transform a business from just being commercially successful but of a broader good to people and their families and society.

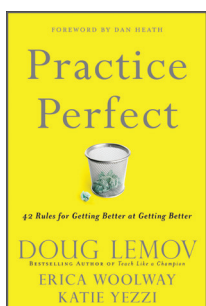


### Cut the Noise

Chris Helder

ISBN: (18) 978-0-7303-4987-7 • Paper • 112pp • Jan 2018 • S\$23.49 incl GST | US\$16.00

There is so much mental noise. Never before in history have we had so many options of things to look up, think about, worry about and most of all, feel guilty about. In this media age, where people are compelled to push their best version of their lives out to their friends and followers, the gap between their personal brand and actual life can be a lot to live up to. *Cut the Noise* shares with readers ideas to help in understanding that so often our desire to be perfect actually prohibits us from having an outstanding life. This book takes readers on a journey to self-awareness, and an improved approach to business and relationships. Readers will learn how to cut out the things in life that are not useful, deal with the obstacles that get in the way, prioritise what is really important and give permission to make the most of every situation with less guilt.



### Practice Perfect

#### 42 Rules for Getting Better at Getting Better

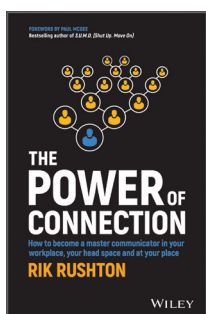
Doug Lemov, Erica Woolway, Katie Yezzi & Dan Heath

ISBN: (BY) 978-1-119-42233-4 • Paper • 288pp • Jan 2018 • S\$29.91 incl GST | US\$19.95

Now in paperback edition. In *Practice Perfect*, the authors engage the dream of better, both in fields and endeavours where participants know they should practice and also in those where many do not yet recognise the transformative power of practice. And it's not just whether you practice. How you practice may be a true competitive advantage. Deliberately engineered and designed practice can revolutionize our most important endeavors. The clear set of rules presented in *Practice Perfect* will make us better in virtually every performance of life. The 'how-to' rules of practice cover such topics as rethinking practice, modeling excellent practice, using feedback, creating a culture of practice, making new skills stick, and hiring for practice.



Sep 2017



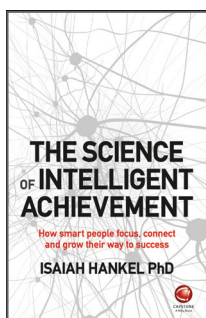
### The Power of Connection

How to Become a Master Communicator in Your Workplace, Your Head Space and at Your Place

Rik Rushton

ISBN: (18) 978-0-7303-4947-1 • Paper • 176pp • Nov 2017 • S\$29.91 incl GST | US\$20.00

We all carry around the technology to stay connected 24/7, yet many of us are disengaged and challenged with our lack of communication skills. *The Power of Connection* provides you with practical, real-world solutions for improving your professional performance, your personal relationships and your outlook — one conversation at a time. Becoming a confident and compelling communicator might be the most important skill for leaders in the modern business landscape, parents in the modern home and individuals who use 'self-talk' to help shape their world. This book helps you understand your communication strengths and weaknesses; become a better listener to build a deeper connection; learn how communication sits at the heart of all relationships; and develop the skills to connect, inspire, engage and empower.



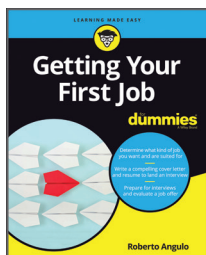
## The Science of Intelligent Achievement

### How Smart People Focus, Create and Grow Their Way to Success

Isaiah Hankel

ISBN: (63) 978-0-85708-760-7 • Paper • 320pp • Dec 2017 • S\$38.47 incl GST | US\$26.00

*The Science of Intelligent Achievement* teaches you the scientific process of finding success through your most valuable assets through three factors: selectivity, ownership, and pragmatism. The book aims to help you improve your mental performance, increase your productivity, and provide you with a lasting sense of fulfillment. Based on experience, evidence and cutting-edge science, this guide shows you how to make smart investments in your career and personal life through creating opportunities, sharpening your focus and working on your personal growth.



## Getting Your First Job For Dummies

Roberto Angulo

ISBN: (TA) 978-1-119-43146-6 • Paper • 264pp • Dec 2017 • S\$37.40 incl GST | US\$24.95

Find — and land — your first job! Finding a job can seem daunting, especially when it's a brand new experience. There's a lot to know, and often a lot of pressure. Written by the founder of AfterCollege.com, *Getting Your First Job For Dummies* is designed to take the stress out of the job search process and help you get an offer. In this book, you'll discover how to identify your talents and strengths, use your network to your advantage, interview with confidence, and evaluate an offer. Written in plain English and packed with step-by-step instructions, it'll have you writing customised resumes, conducting company research, and utilising online job search sites, faster than you can say 'I got the job!'



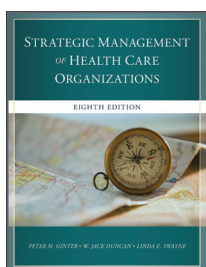
## Lose the Resume, Land the Job

Gary Burnison

ISBN: (H) 978-1-119-47520-0 • Paper • 256pp • Jan 2018 • S\$44.89 incl GST | US\$29.95

Getting a job and, more importantly, building a career has never been more complex. Job seekers need a plan for the future, a trajectory toward bigger and better things that showcases the ability to do more, take on more, and, above all, contribute more to the next employer. At every level today, you need to 'lose the resume' in order to land the right job. Rather, you must learn to tell a story about yourself that speaks to your competencies, purpose and passion, and values. *Lose the Resume* gleans insights and stories from Korn Ferry recruiters across the globe who work with thousands of candidates each day. The book also includes assessments, questionnaires, and other tools that will help readers gain deeper perspective on who they are, what they're passionate about, the cultures in which they fit, the kind of bosses they should work for, and where they can bring the most value to organizations.

## MANAGEMENT



## The Strategic Management of Healthcare Organizations, 8th Edition

Peter M. Ginter, Jack Duncan & Linda E. Swayne

ISBN: (77) 978-1-119-34970-9 • Cloth • 512pp • Jan 2018 • S\$116.58 incl GST | US\$78.00

A structured strategic management approach is needed to tackle the revolutionary change the health care system has been experiencing. Today, health care organisations have almost universally embraced the strategic perspective first developed in the business sector and now have developed strategic management processes that are uniquely their own. Health care leaders have found that strategic thinking, planning, and managing strategic momentum are essential for coping with the dynamics of the health care industry. Strategic Management has become the single clearest manifestation of effective leadership of health care organizations. The book has brand new case studies, updated examples and the inclusion of new Acts since the 2013 edition, as well as thorough, overall update.







Aug 2017

Shikumi

## Shikumi

### An Entrepreneur's Secret System for Success

Hiroshi Mikitani

ISBN: (E) 978-1-119-41222-9 • Cloth • 160pp • Oct 2017 • S\$44.89 incl GST | US\$29.95

*Shikumi* is your personal handbook for achieving happiness by systematically turning your dreams into reality. Success looks different to everyone, but author Hiroshi Mikitani exemplifies its essential, universal qualities: as the founder and CEO of Rakuten, Mikitani is a self-made entrepreneur who became Japan's leader in the new global economy — a journey that made him a billionaire. In this book, he shows you how to achieve your own version of success in work and in life. Paying homage to Japan's ethos of quality and discipline, this book shares 89 principles Mikitani has gathered over the course of his remarkable career. These thought-provoking, action-oriented rules show you everything from how useful your dreams are, to the best way to harness the internet, to what management techniques work to the importance of self-improvement. The result: your own powerful, personal playbook straight from the mind of an inspirational trailblazer.



## The CEO of Technology

Lead, Reimagine, and Reinvent to Drive Growth and Create Value in Unprecedented Times

Hunter Muller

ISBN: (E) 978-1-119-27023-2 • Cloth • 224pp • Jan 2018 • S\$67.36 incl GST | US\$44.95

*The CEO of Technology* shows today's CIOs how to become exceptional leaders and bring value to their organization. By taking lessons from some of the world's best CEOs, you'll develop the traits and characteristics that drive legendary leadership. Interviews with top executives at leading global technology companies including Apple, Boeing, Direct TV, Facebook, Texas Instruments, and more provide valuable lessons that don't come from a classroom, but only from the in-the-trenches experience of the world's best leaders — coupled with a groundbreaking leadership approach designed for the demands of today's markets, to give you the ultimate CIO handbook.

## HUMAN RESOURCE MANAGEMENT



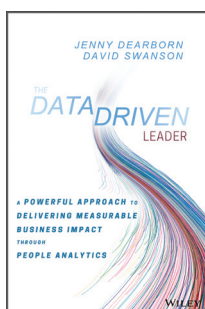
## Better Together

8 Ways Working with Women Leads to Extraordinary Products and Profits

Jonathan Sposato

ISBN: (H) 978-1-119-45218-8 • Cloth • 208pp • Nov 2017 • S\$37.40 incl GST | US\$24.95

*Better Together* provides powerful and implementable solutions to fostering gender equality in your business. As a result, your business will be more successful, your customers will be happier with better products/services, and your employees will be much more fulfilled. Women are one half of our species and over half of the earth's population. There is no product or service women don't buy. And yet, today only twenty-four women CEOs lead America's Fortune 500 companies. The goal of *Better Together* is to provide managers, employees, CEOs, and board members a guide to build a sustainable robust female workforce at all levels.



## The Data Driven Leader

A Powerful Approach to Leading with Analytics, Driving Decisions, and Delivering Breakthrough Business Results

Jenny Dearborn

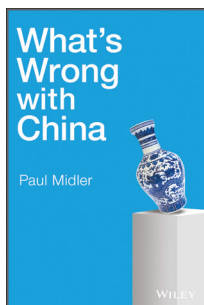
ISBN: (H) 978-1-119-38220-1 • Cloth • 272pp • Oct 2017 • S\$41.68 incl GST | US\$27.95

*The Data Driven Leader* presents a clear, accessible guide to solving important leadership challenges through human resources-focused and other data analytics. This engaging book shows you how to transform the HR function and overall organisational effectiveness by using data to make decisions grounded in facts vs. opinions, identify root causes behind your company's thorniest problems and move toward a winning, future-focused business strategy. Realistic and actionable, this book tells the story of a successful sales executive who, after leading an analytics-driven turnaround, faces a new turnaround challenge as chief human resources officer. Each chapter features insightful commentary and practical notes on the points the story raises, guiding you to put HR analytics into action in your organisation.



Aug 2017

## BUSINESS &amp; SOCIETY

**What's Wrong With China**

Paul Midler

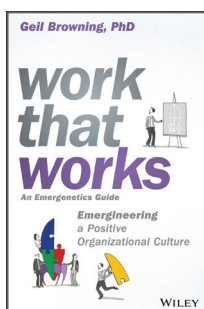
ISBN: (H) 978-1-119-21371-0 • Cloth • 256pp • Nov 2017 • S\$37.40 incl GST | US\$24.95

*What's Wrong With China* opens the doors to one of the least understood countries in the world. Paul Midler author of bestselling title *Poorly Made in China*, draws on over twenty years of manufacturing experience, working with Asian suppliers in a broad range of industries, to provide an insider's perspective on what China's rise means to the rest of the world. This book tackles the subject matter head-on to help readers recognise and understand China's growing economic and cultural impact on the world. The author's own anecdotes explore and explain the major challenges that come along with doing business in China, and a deep appreciation and illustration of the country's rich culture embroider the lessons every businessperson should learn.



Jun 2017

## MARKETING &amp; SALES

**Work That Works****Emergenetics a Positive Organizational Culture**

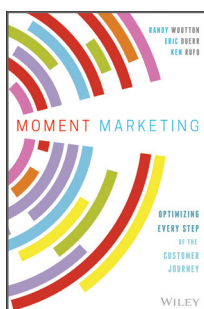
Geil Browning

ISBN: (H) 978-1-119-38702-2 • Cloth • 224pp • Nov 2017 • S\$55.59 incl GST | US\$36.95

*Work That Works* is a guide to building better teams and an exceedingly positive workplace culture. Based on the tools and principles of Emergenetics, this book helps you improve communication, connection, and performance through an enlightening process of self-discovery and sharing. You'll discover the unique combination of strengths you bring to the table, and understand the power of your Thinking and Behavioural Preferences to gain greater clarity and a better understanding of your skills, habits and behaviour. As people understand and share their Profiles, the real magic happens — teams can be built synergistically, and team members can collaborate more effectively by 'borrowing another person's brain.'



Aug 2017

**Moment Marketing****Optimizing Every Step of the Customer Journey**

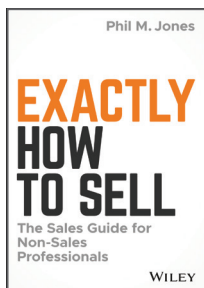
Randy Wootton, Eric Duerr &amp; Ken Rufo

ISBN: (H) 978-1-119-36129-9 • Cloth • 256pp • Dec 2017 • S\$37.40 incl GST | US\$24.95

For years, we believed that the monumental amounts of data being collected would allow us to fine-tune segments to a perfected audience of one — but as the data stream became a deluge, a new reality set in: market segments don't really make sense when all marketing has gone digital. A more effective way is to reach the right audience with the right message, at the right time: when their attention is available and their interest is piqued. In *Moment Marketing*, the CEO of Rocket Fuel shows you how to optimize marketing with a proven approach that exploits the new digital landscape. This book offers an analysis of the current paradigm; from contemporary case studies to ancient philosophy, from unexpected happenstance to carefully orchestrated campaigns, situated between the art and science of knowing when your audience is who you think they are, this invaluable guidance will help you enhance marketing for the new era.



Jul 2017

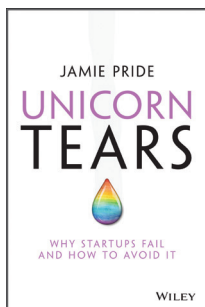
**Exactly How to Sell****The Sales Guide for Non-Sales Professionals**

Phil M. Jones

ISBN: (H) 978-1-119-47345-9 • Cloth • 256pp • Jan 2018 • S\$37.40 incl GST | US\$24.95

*Exactly How to Sell* is your sales aid, designed to inspire business owners and employees throughout their sales process using tried, tested and proven methods to attract more customers. Phil Jones writes from experience and explains how to get more customers and keep them all happy, while they are spending more money, more often. Using simple, practical and easy to implement methods in-line with the modern business landscape, Phil will educate and guide you, giving you the confidence you need to develop into the business you want to be.

## SMALL BUSINESS &amp; ENTREPRENEURSHIP

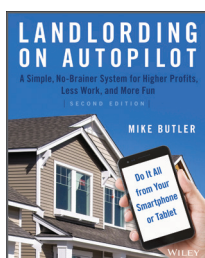
**Unicorn Tears**

Jamie Pride

**ISBN: (18) 978-0-7303-4869-6 • Paper • 208pp • Jan 2018 • S\$36.33 incl GST | US\$24.00**

*Unicorn Tears* is the smart entrepreneur's guide to startups. A full 92% of startups fail in the first three years — but failure is not inevitable. Most of these companies self-sabotage, unconsciously eliminating any chance at success before they even get started. It's not the economy, it's not politics, it's not external factors; failure comes from within. This book shows you how to be one of the unicorns — one of the 8% who make it. Be prepared to un-learn everything you thought you knew about startups, as author Jamie Pride busts the harmful myths that lead so many companies to failure. Drawing upon his history as a venture capitalist, he reveals what investors want to see and hear, and what final factor puts your venture firmly into the 'yes' column.

## PROPERTY &amp; REAL ESTATE

**Landlording on AutoPilot****A Simple, No-Brainer System for Higher Profits, Less Work and More Fun (Do It All from Your Smartphone or Tablet!)**

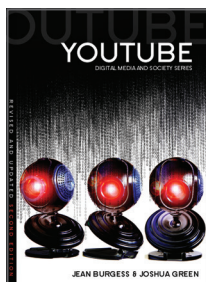
Mike Butler

**ISBN: (H) 978-1-119-46791-5 • Paper • 256pp • Jan 2018 • S\$37.40 incl GST | US\$24.95**

While author Mike Butler was a full-time police officer, he developed systems that allowed him to manage dozens of apartments on the side — on autopilot. He shares his experience in this second edition of *Landlording on AutoPilot*. This book covers everything from A to Z, from a one person getting started with zero rentals up to the old pro with hundreds. Mike shares his experience in a no-nonsense manner, and provides proven strategies learned from the school of hard knocks, along with the stories, so you know why each strategy is important.



## GENERAL COMMUNICATION &amp; MEDIA STUDIES



### YouTube, 2nd Edition

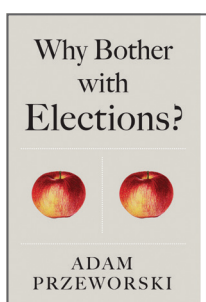
#### Online Video and Participatory Culture

Jean Burgess & Joshua Green

ISBN: (5F) 978-0-7456-6019-6 • Paper • 180pp • Jan 2018 • S\$29.89 incl GST | US\$19.95

YouTube is now firmly established as the dominant platform for online video, and it continues to be a site of both experimentation and conflict among media industries, creators and audiences. *YouTube, Second Edition* explains how the platform is being used, how it is changing, and why it matters. The new edition includes more detailed coverage of YouTube's institutional and economic contexts, while retaining the discussions of YouTube's relation to wider transformations in culture, society and the economy. The book critically examines the public debates surrounding the site, demonstrating how it is central to struggles for authority and control in the new media environment. Drawing on a range of theoretical sources and empirical research, the authors discuss how YouTube is being used by the media industries, by audiences and amateur producers, and by particular communities of interest, and the ways in which these uses challenge existing ideas about cultural 'production' and 'consumption'.

## GLOBAL POLITICS



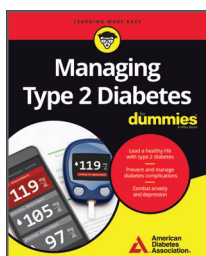
### Why Bother With Elections?

Adam Przeworski

ISBN: (5F) 978-1-5095-2660-4 • Paper • 210pp • Jan 2018 • S\$22.42 incl GST | US\$14.95

Why bother with elections? With the collapse of traditional parties around the world and with many pundits predicting a 'crisis of democracy', the value of elections as a method for selecting by whom and how we are governed is being questioned. What are the virtues and weaknesses of elections? Are there limitations to what they can realistically achieve? In this deeply-informed and wide-ranging book world-renowned democratic theorist Adam Przeworski offers a warts-and-all analysis of elections and the ways in which they affect our lives. Elections, he argues, are inherently imperfect but they remain the least bad way of choosing our rulers. Even if their imperfections could be addressed, it would be naive to assume they could solve all society's ills. According to Przeworski, the greatest value of elections, by itself sufficient to cherish them, is that they process whatever conflicts may arise in society in relative liberty and peace. Whether they succeed in doing so in today's turbulent political climate remains to be seen.

## NUTRITION &amp; DIETETICS GENERAL

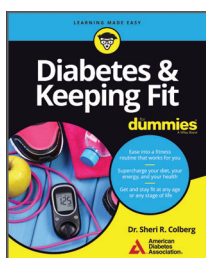


### Managing Type 2 Diabetes For Dummies

American Diabetes Association

ISBN: (TK) 978-1-119-36329-3 • Paper • 336pp • Jan 2018 • S\$29.91 incl GST | US\$19.95

The number of adults worldwide affected by diabetes has quadrupled since 1980 to 422 million, the World Health Organization warned in a report on World Health Day. Nearly one in 11 people are now affected by the disease, with obesity and unhealthy eating included in the factors driving the rise. *Managing Type 2 Diabetes For Dummies*, powered by the authority in preventing, curing, and managing diabetes, American Diabetes Association, will provide the most current information, research, and helpful tips and advice to quickly improve blood glucose management and quality of life.

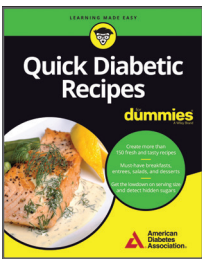


### Diabetes & Keeping Fit For Dummies

American Diabetes Association & Dr. Sheri R. Colberg

ISBN: (TK) 978-1-119-36324-8 • Paper • 360pp • Jan 2018 • S\$34.19 incl GST | US\$22.95

When you have diabetes, physical activity is an important component of your treatment plan. *Diabetes & Keeping Fit For Dummies* takes patients with diabetes through all the steps toward lasting weight loss, better health, and improved blood glucose control. Readers will gain the tools, knowledge, power, and confidence to achieve all their exercise, health and fitness goals and much more.



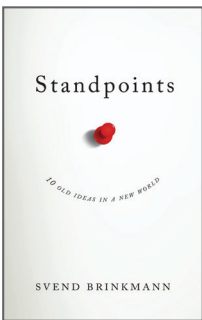
## Quick Diabetic Recipes For Dummies

American Diabetes Association

ISBN: (TK) 978-1-119-36323-1 • Paper • 360pp • Jan 2018 • S\$34.19 incl GST | US\$22.95

*Quick Diabetic Recipes For Dummies*, powered by the authority in preventing, curing, and managing diabetes, American Diabetes Association (ADA), provides the most current information, as well as helpful tips and advice for making 175-200 easy-to-prepare healthy recipes at home.

## SOCIOLOGY OF HEALTH & ILLNESS



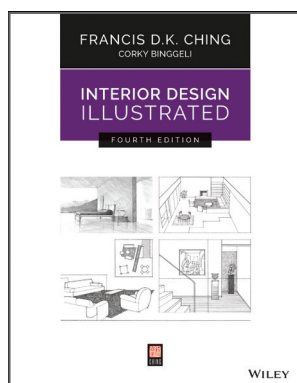
## Standpoints

### 10 Old Ideas In a New World

Svend Brinkmann

ISBN: (5F) 978-1-5095-2373-3 • Paper • 160pp • Jan 2018 • S\$22.42 incl GST | US\$14.95

Self-help gurus, life coaches and business consultants love to tell us that we must strive for constant self-improvement to realise our full potential and become truly happy. But it doesn't seem to work — for many of us, life still seems hollow and meaningless. So focused are we on personal development and material possessions that we've overlooked the things that make life truly fulfilling and worthwhile. So how do we figure out what's really worth striving for? In this compelling follow-up to his bestselling book *Stand Firm*, Danish philosopher and psychologist Svend Brinkmann shows us that the important things in life are those with intrinsic value, like goodness, freedom, truth and love. We should stop asking 'what's in it for me?', and turn our attention outwards to our friends, families and communities. By putting others first and embracing these unconditional principles, or standpoints, he argues, we can find a more meaningful and sustainable way of living.



## Interior Design Illustrated, 4th Edition

Francis D. K. Ching & Corky Binggeli

*Interior Design Illustrated* introduces complex design concepts in a visually stunning format; from defining the space and using the elements of design, to planning building systems and incorporating sustainable materials, this volume embodies the idea that beauty and function are not separate entities, but two parts of a whole. This fourth edition has been updated to reflect the latest building codes and design practices, with discussion of new materials related to acoustics, lighting, and sustainable furnishings. Renewed attention to sustainability includes new information on energy conservation, design for longevity and adaptive reuse of existing buildings, as well as an updated discussion on LED lighting, workplace design, use of color, and computer modeling software to provide a well-rounded view of how interior design firms are working today.

ISBN: (Z1) 978-1-119-37720-7

Paper • 384pp • Jan 2018

\$S\$89.83 incl GST | US\$59.95

### Also Available Titles



**Residential Interior Design, 3rd Edition**  
A Guide To Planning Spaces

Maureen Mitton & Courtney Nystuen

ISBN (Z1) 978-1-119-01397-6

\$S\$97.32 incl GST | US\$64.95



**Designing Interiors, 2nd Edition**

Rosemary Kilmer & W. Otie Kilmer

ISBN (Z1) 978-1-118-02464-5

\$S\$194.69 incl GST | US\$129.95



**SketchUp for Interior Design**  
3D Visualizing, Designing, and Space Planning

Lydia Cline

ISBN (Z1) 978-1-118-62769-3

\$S\$82.34 incl GST | US\$54.95



**Construction Drawings and Details for Interiors, 3rd Edition**

Rosemary Kilmer & W. Otie Kilmer

ISBN (Z1) 978-1-118-94435-6

\$S\$97.32 incl GST | US\$64.95

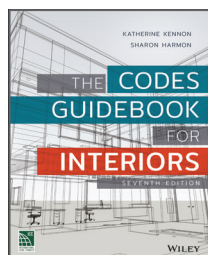
Study Guide for The Codes Guidebook for Interiors, 7th Edition

### Study Guide for The Codes Guidebook for Interiors, 7th Edition

Sharon K. Harmon & Katherine E. Kennon

ISBN: (Z1) 978-1-119-34317-2 • Paper • 168pp • Jan 2018 • \$S\$59.87 incl GST | US\$39.95

This revised and updated seventh edition of the *Study Guide for the Codes Guidebook for Interiors* is an essential companion to *The Codes Guidebook for Interiors*, the industry's reference of choice, with complete coverage of all codes and standards that apply to interiors. This Study Guide includes practice questions, code tables, and checklists, helping designers and architects prepare for the NCIDQ and ARE exams. Throughout the guide, the author covers the latest requirements, standards, terminology, and federal regulations, including the 2012 ICC, changes to the ADA standards, and ICC/ANSI requirements as well as information on green construction. Before taking the exams, readers can easily test their understanding of interior codes and better appreciate how they apply to real-world projects.



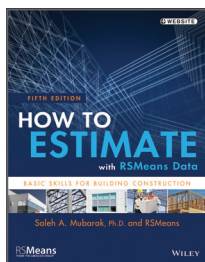
### The Codes Guidebook for Interiors, 7th Edition

Katherine E. Kennon & Sharon K. Harmon

ISBN: (Z1) 978-1-119-34319-6 • Cloth • 624pp • Jan 2018 • \$S\$142.26 incl GST | US\$94.95

Completely revised and updated, the seventh edition of *The Codes Guidebook for Interiors* is the only book devoted exclusively to codes that are applicable to interior designers. The guide features jargon-free explanations of all the codes and standards that are relevant to designers and architects, including performance codes, building and finish standards, energy codes, and ADA standards. In addition, the dozens of examples and a greatly enhanced with a set of illustrations, including floor plans, that clearly show how codes apply to real-world project. Updated coverage contains the most recent ICC codes, including the International Building Code and new material on the ICC International Green Construction Code, as well as the NFPA's most recent Life code. The authors address a wide-variety of building and project types (large and small) and they offer information on single family homes and historical and existing buildings.

## CONSTRUCTION



### How to Estimate with RSMeans Data, 5th Edition

#### Basic Skills for Building Construction

RSMeans & Saleh A. Mubarak

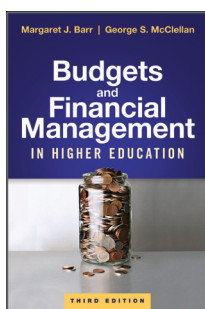


May 2017

ISBN: (Z1) 978-1-118-97796-5 • Paper • 336pp • Jan 2018 • S\$127.28 incl GST | US\$84.95

*How to Estimate with RSMeans Data* is the only instructional book on construction cost estimating that uses the most popular source of construction cost data, RS Means. This updated fifth edition includes new coverage on the role of Building Information Modeling (BIM) in the estimating process, and over 300 sample problems and exercises that show you how to apply cost data to your building project based on the RS Means 2015 Building Construction Cost Data. The companion website provides access to RS Means CostWorks data, allowing you to use real-world numbers in your practice estimates, and the included Instructor's Manual provides step-by-step solutions to problems in the book. Focused on the practical aspects of estimating, this book emphasizes the application of estimating techniques — which are transferable to any estimating software — through problem solving and the ground-up creation of complete construction project estimates.

## HIGHER EDUCATION GENERAL

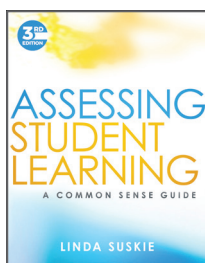


### Budgets and Financial Management in Higher Education, 3rd Edition

Margaret J. Barr & George S. McClellan

ISBN: (BY) 978-1-119-28773-5 • Cloth • 240pp • Jan 2018 • S\$71.64 incl GST | US\$47.95

*Budgets and Financial Management in Higher Education* will help new administrators, including department chairs, directors, and deans, understand and become more proficient in their financial management role within the institution. Readers will be introduced to Bowen's theory of resources and expenses as an important way to understand budgetary decision making in colleges and universities. Special attention is paid to the use of restricted funds, the budget implications of faculty appointments and the challenges caused by personnel policies for staff.



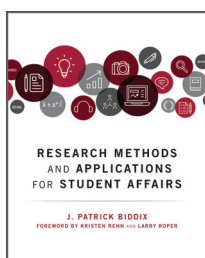
### Assessing Student Learning, 3rd Edition

#### A Common Sense Guide

Linda Suskie

ISBN: (BY) 978-1-119-42693-6 • Paper • 456pp • Jan 2018 • S\$68.43 incl GST | US\$45.95

*Assessing Student Learning* is a standard reference for college faculty and administrators, and the third edition of this highly regarded book continues to offer comprehensive, practical, plainspoken guidance. The third edition adds a stronger emphasis on making assessment useful; greater attention to building a culture in which assessment is used to inform important decisions; an enhanced focus on the many settings of assessment, especially general education and co-curricula; a new emphasis on synthesising evidence of student learning into an overall picture of an integrated learning experience; new chapters on curriculum design and assessing the hard-to-assess; more thorough information on organizing assessment processes; new frameworks for rubric design and setting standards and targets; and many new resources.



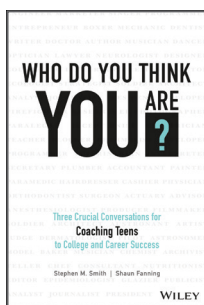
### Research Methods and Applications for Student Affairs

J. Patrick Biddix

ISBN: (BY) 978-1-119-29970-7 • Cloth • 344pp • Jan 2018 • S\$71.64 incl GST | US\$47.95

*Research Methods and Applications for Student Affairs* provides graduate students, faculty, and student affairs professionals with a primary textbook and reference guide for conducting and applying research in student affairs. This textbook teaches readers about the role of research in the field, how to interpret its various forms, how to be critical as a research consumer, and how to use research to inform practice. This book would help the students and current practitioners develop and enhance skills in research methods and learn to apply those skills to work contexts. The book would help faculty by providing a single reference that includes applicable and direct examples to the field. It would significantly aid in course preparation by offering a tested approach to sequencing materials, numerous practice assignments to choose from, and a resource for students to use during the class and beyond.





## Who Do You Think You Are?

Stephen M Smith

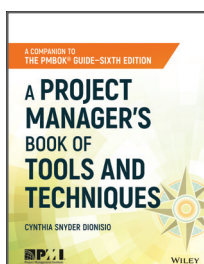
ISBN: (H) 978-1-119-38470-0 • Cloth • 208pp • Oct 2017 • S\$37.40 incl GST | US\$24.95

Give your kids their greatest chance at success. *Who Do You Think You Are?* helps parents, school counselors, and administrators get teens thinking about — and interested in — their future careers. Success in college and beyond relies on thorough prior preparation; by identifying interests and passions early on, young people are better able to plan for the career they want by mapping out the academic path to support it. This book shows you how to guide teens along on this journey, and how to stick with them until they reach the goals they've set. From helping them discover just what it is they're interested in, to finding the institution that will help them flourish and setting out a clear 'plan of attack', this book provides invaluable insight from an expert in student success.



Jul 2017

## INDUSTRIAL ENGINEERING / PROJECT MANAGEMENT



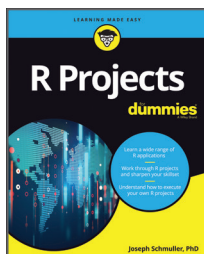
## A Project Manager's Book of Tools and Techniques

Cynthia Snyder

ISBN: (Z1) 978-1-119-42396-6 • Paper • 224pp • Jan 2018 • S\$127.28 incl GST | US\$84.95

*A Project Manager's Book of Tools and Techniques* is an invaluable resource for students and working professionals alike. This book provides detailed explanations for over 100 essential tools described in the Project Management Institute's *A Guide to the Project Management Body of Knowledge (PMBOK Guide) Sixth Edition*. Going beyond theory and concept to real-world practice, these tools and techniques are the 'how' of effective project management; from planning, to implementation, to oversight, and beyond, all phases of the project are represented here to help you more effectively apply critical *PMBOK* concepts. Comprehensive examples illustrate real-world implementation, and detailed discussion provides expert guidance for both new and experienced project management professionals. Knowing *what* to do is much different from knowing *how* to do it; even perfect understanding of the *PMBOK Guide* doesn't automatically translate into effective practice. This book is designed to help you bridge that gap and expertly apply current project management standards.

## COMPUTATIONAL & GRAPHICAL STATISTICS



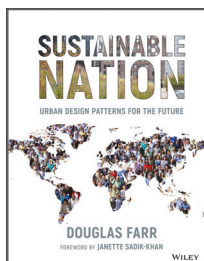
## R Projects For Dummies

Joseph Schmuller

ISBN: (TA) 978-1-119-44618-7 • Paper • 320pp • Jan 2018 • S\$44.89 incl GST | US\$29.95

R is a programming language that is a freely available language for statistical computing, and it is used by companies including Facebook, Twitter, Google, Airbnb, and Uber for behavior analysis, advertising effectiveness and economic forecasting, data visualization and semantic clustering, and to scale data, among other things. *R Projects For Dummies* fills a huge gap in the R community. Most guides to R focus on R functions and procedures, and give limited attention to the foundational statistical concepts that R addresses. *R Projects For Dummies* provides a wealth of experience for R users at all levels. Readers can learn basic R and RStudio, as well as data reduction, mapping, image processing, and take those R skills one step further by carrying out R projects that can apply in real world data scenarios.

## PLANNING



## Sustainable Nation

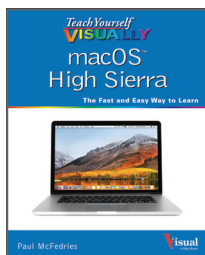
Urban Design Patterns for the Future

Douglas Farr

ISBN: (Z1) 978-0-470-53717-6 • Cloth • 384pp • Jan 2018 • S\$119.79 incl GST | US\$79.95

*Sustainable Urbanism* explores and celebrates innovation in sustainable living, and calls for leadership in the design and development of urban spaces. This updated second edition is fully aligned with LEED-ND, the CNU's 2030 Communities Campaign for low-carbon neighborhoods, Obama administration sustainability initiatives, and the Kyoto Treaty's 80 percent CO<sub>2</sub> decrease by 2050, and includes new case studies that reflect emerging trends and technologies. Contributions by leading authorities include discussion on density, transportation, accessibility, high-performance buildings, walkability, and more, including detailed coverage of the health and environmental benefits of sustainable urban spaces.

## OPERATING SYSTEMS (GENERAL)

**Teach Yourself VISUALLY macOS High Sierra**

Paul McFedries

**ISBN: (TD) 978-1-119-46391-7 • Paper • 352pp • Nov 2017 • S\$44.89 incl GST | US\$29.95****Take a guided tour of macOS High Sierra to discover just how much your Mac can do**

*Teach Yourself VISUALLY macOS High Sierra* is the perfect introduction to Apple's operating system. With clear, step-by-step instructions and plenty of rich visuals, this book walks you through the new macOS High Sierra and demonstrates the essential tasks you need to know. You'll learn how to manipulate Preferences to customise your experience, make the most of your digital media, and streamline your workflow while having a little fun. You'll tour the Game Center, Messages, and Notifications, and get acquainted with Mission Control and the App Store. New Mac users will appreciate the straightforward instruction, while veteran users will enjoy getting up to speed on the latest features introduced or upgraded in macOS High Sierra.

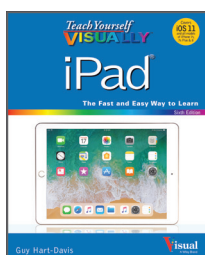
## COMPUTER HARDWARE (GENERAL)

**Android Phones & Tablets For Dummies**

Dan Gookin

**ISBN: (TA) 978-1-119-45385-7 • Paper • 352pp • Jan 2018 • S\$40.61 incl GST | US\$26.95**

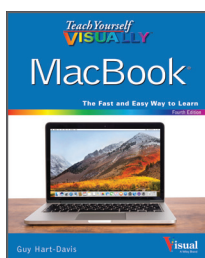
*Android Phones & Tablets For Dummies* documents all the features of the Android phone and/or tablet, approaching them from the point of view of a smart person who is intimidated by the technology and baffled by the scant documentation and online support. All topics for the Android will be covered, from setup and configuration, to use of the phone features: texting, e-mailing, accessing the Internet, maps, navigation, camera and video, synching with a PC, and expanding the device's potential with new software. As usual, humor is generously sprinkled throughout the text. The accessible and fun writing style provides relief but never gets in the way of the book's important content. Readers will end up keeping this book close, referring to it often as they explore the features of their Android phone or tablet.

**Teach Yourself VISUALLY iPad, 6th Edition**

Guy Hart-Davis

**ISBN: (TD) 978-1-119-46389-4 • Paper • 352pp • Nov 2017 • S\$44.89 incl GST | US\$29.95**

*Teach Yourself VISUALLY iPad, 6th Edition* is a clear, concise, image-rich guide to getting the most out of your iPad, iPad mini or iPad Pro running iOS 11. Designed to quickly get you the answers you need, this book cuts to the chase by skipping the long-winded explanations and breaking each task down into bite-sized pieces. You'll find step-by-step instruction for everything from the initial setup to working with key features, plus troubleshooting advice that can help you avoid a trip to the Apple Genius Bar. Helpful sidebars highlight tips and tricks that get things done faster, and plenty of full-color screenshots help you visualize the lesson at hand. New users will learn how to take advantage of all the iPad has to offer, and experienced users will discover techniques to streamline everyday tasks.

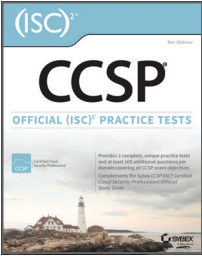
**Teach Yourself VISUALLY MacBook, 4th Edition**

Guy Hart-Davis

**ISBN: (TD) 978-1-119-46390-0 • Paper • 384pp • Dec 2017 • S\$44.89 incl GST | US\$29.95**

Covering all the essential information you need to get up to speed with your MacBook, this new edition provides you with the most up-to-date information on performing everyday tasks quickly and easily. From basics such as powering on or shutting down the MacBook to more advanced tasks such as running Windows applications, this visual guide provides the help and support you need to confidently use your MacBook to its full potential. *Teach Yourself VISUALLY MacBook, Fourth Edition* is an ideal, fully illustrated guide for learning how to make the most of all your MacBook Pro or Air has to offer.

## NETWORKING

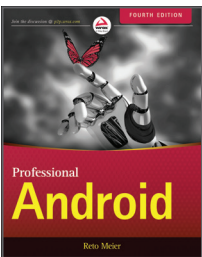
**CCSP Official (ISC)² Practice Tests**

Ben Malisow

ISBN: (TD) 978-1-119-44922-5 • Paper • 480pp • Jan 2018 • S\$59.87 incl GST | US\$39.95

The *CCSP Official (ISC)² Practice Tests* is a vital resource for CCSP candidates, providing more than 1,000 unique practice questions. The first part of the book provides at least 100 questions per each domain so you can practice on any domains you know you need to brush up on. After that, you get two unique complete practice exams to help you master the material and practice simulated exam taking well in advance of the exam. The two practice exams cover all exam domains and are included in proportion to the exam itself to help you gauge the relative importance of each topic covered.

## PROGRAMMING &amp; SOFTWARE DEVELOPMENT

**Professional Android, 4th Edition**

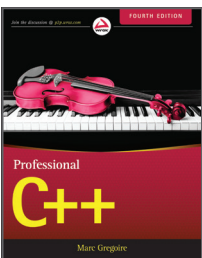
Reto Meier

ISBN: (TD) 978-1-118-94952-8 • Paper • 984pp • Jan 2018 • S\$74.85 incl GST | US\$49.95



Jun 2017

*Professional Android, 4th Edition* shows developers how to leverage the latest features of Android to create robust and compelling mobile apps. This hands-on approach provides in-depth coverage through a series of projects, each introducing a new Android platform feature and highlighting the techniques and best practices that exploit its utmost functionality. The exercises begin simply, and gradually build into advanced Android development. Clear, concise examples show you how to quickly construct real-world mobile applications.

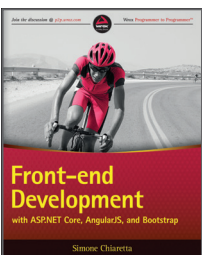
**Professional C++, 4th Edition**

Marc Gregoire

ISBN: (TD) 978-1-119-42130-6 • Paper • 1100pp • Jan 2018 • S\$97.32 incl GST | US\$64.95

Clear explanations and professional-level depth make this book an invaluable resource for any professional needing to get up to date quickly. *Professional C++, Fourth Edition* features updates to the C++17 release, including nested namespaces, structured bindings, string view, template argument deduction for constructors, math functions, parallel algorithms, generalized sum algorithms, Boyer-Moore string searching, string conversion primitives, a filesystem API, clamping values, optional values, the variant type, the any type, and more. Each feature is explained by example, each including actual code snippets that you can plug into your own applications. Case studies include extensive, working code that has been tested on Windows, Linux, and Solaris, and the author's expert tips, tricks, and workarounds can dramatically enhance your workflow.

## WEB SITE DEVELOPMENT

**Front-end Development with ASP.NET Core, Angular, and Bootstrap**

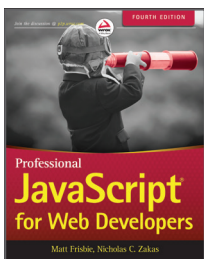
Simone Chiaretta

ISBN: (TD) 978-1-119-18131-6 • Paper • 240pp • Dec 2017 • S\$74.85 incl GST | US\$49.95



Jul 2017

*Front-End Development with ASP.NET Core, Angular, and Bootstrap* is the professional's guide to fast, responsive web development. Utilising the most popular combination of web technologies for Microsoft developers, this guide provides the latest best practices and ASP.NET MVP guidance to get you up to speed quickly. The newest ASP.NET — now called ASP.NET Core — is leaner, easier to use, and less bound to the operating system and IDE, giving you the perfect opportunity to leverage third-party frameworks and libraries that provide functionalities not native to ASP.NET Core and Visual Studio. This book shows you how to integrate ASP.NET Core with Angular, Bootstrap, and similar frameworks, with a bit of jQuery Mobile, Nuget, continuous deployment, Bower dependencies, and Gulp/Grunt build systems, including development beyond Windows on Mac and Linux. With clear, concise instruction and expert insight, this guide is an invaluable resource for meeting the demands of modern web development.

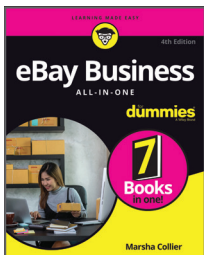


## Professional JavaScript for Web Developers, 4th Edition

Matt Frisbie

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

*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, this book walks you through the fundamentals and beyond. This 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.



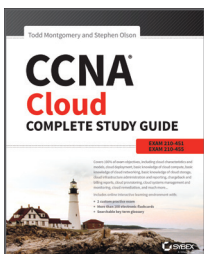
## eBay Business All-in-One For Dummies, 4th Edition

Marsha Collier

ISBN: (TA) 978-1-119-42771-1 • Paper • 744pp • Jan 2018 • S\$59.87 incl GST | US\$39.95

The selling, marketing, and business tips you need to succeed. eBay is the perfect place to learn the ropes of what it's like running an online business. It provides the tools, technology, and platform a would-be entrepreneur needs to launch their first successful small business. It takes some know-how, however, to get that business off the ground and grow it into a success. In *eBay Business All-in-One For Dummies*, Marsha Collier shares the expertise she gained as one of eBay's first Power Sellers on how to get ahead, stay ahead, and expand your business onto other platforms when it's time to grow. Discover the secrets behind driving views for listings; find out how to source merchandise for resale; get advice on the back-office tasks of running a business; and learn how to grow your business beyond the eBay platform.

## PARALLEL AND DISTRIBUTED COMPUTING



## CCNA Cloud Complete Study Guide

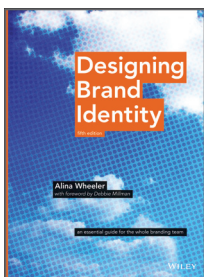
Exam 210-451 and Exam 210-455

Todd Montgomery & Stephen Olson

ISBN: (TD) 978-1-119-40503-0 • Paper • 552pp • Jan 2018 • S\$89.83 incl GST | US\$59.95

*CCNA Cloud Complete Study Guide* helps to prepare you to take two required exams: 210-041 Understanding Cisco Cloud Fundamentals and 210-055 Introducing Cisco Cloud Administration. The CCNA Cloud certification builds and validates basic through advanced knowledge of the skills required to design, install, and maintain Cisco Cloud Solutions. This certification prepares you for work in an SMB cloud environment, and to support a senior cloud engineer in an enterprise environment. *CCNA Cloud Complete Study Guide* covers everything you need to know from start to end, including cloud characteristics and models, cloud computing and networking, and cloud systems management and monitoring. You will also have access to Sybex's superior online interactive learning environment and test bank, including chapter tests, practice exams, a glossary of key terms, and electronic flashcards.

## GRAPHIC DESIGN



## Designing Brand Identity, 5th Edition

Alina Wheeler

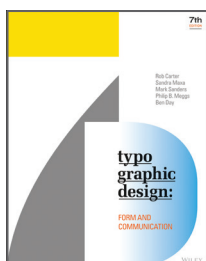
ISBN: (Z1) 978-1-118-98082-8 • Cloth • 336pp • Oct 2017 • S\$74.85 incl GST | US\$49.95

*Designing Brand Identity* provides in-depth guidance for the entire branding team, with a universal five-stage process for brand development and implementation. From research and analysis through launch and governance, this book provides expert insight on all aspects of the process, and describes the best practices that build better brands. This fifth edition includes new and expanded coverage of social media cross channel synergy, crowdsourcing, SEO, experience branding, mobile devices, wayfinding, and placemaking, with 30 all-new case studies of top brands from various industries around the world. Fuel recognition, amplify market differentiation, create cohesion, and project value with the essential concepts and practices that build and maintain strong brands.



Jul 2017





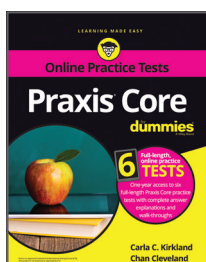
## Typographic Design, 7th Edition Form and Communication

Rob Carter, Mark Sanders & Sandra Maxa

ISBN: (Z1) 978-1-119-31256-7 • Paper • 352pp • Jan 2018 • S\$104.81 incl GST | US\$69.95

*Typographic Design, Seventh Edition* is the definitive reference for graphic designers, providing a comprehensive introduction to the visual word. Done well, type can communicate so much more than the words themselves. Typography design determines how you feel about a message, the associations you make, and ultimately, the overall success of the piece. Typography design extends from the page to the screen, and is a critical element of almost any graphic design project. This book provides essential guidance on everything related to type: from letterforms and negative space, to messaging, processes, and history, aspiring designers will find great utility in mastering these critical concepts. This seventh edition has been fully updated with new coverage of contemporary typography processes, overhauled case studies, and new examples from advertising, packaging, print, web, video, tablet, and more. On-screen typography design processes are discussed in greater detail, and the online supplemental materials include new flashcards, terminology and technique quizzes, and Design Education Projects.

### TEST PREP GENERAL



## Praxis Core For Dummies with Online Practice Tests, 2nd Edition

Carla C. Kirkland & Chan Cleveland

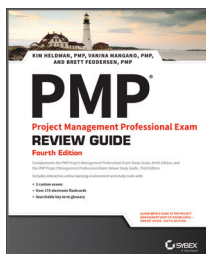
ISBN: (TK) 978-1-119-38240-9 • Paper • 432pp • Jan 2018 • S\$40.61 incl GST | US\$26.95



Jun 2017

Prepping for the Praxis Core can feel like a pain — but it doesn't have to! Beginning with a thorough overview of the exam to ensure there are no surprises on test day, *Praxis Core For Dummies with Online Practice Tests* arms you with expert test-taking strategies and gives you access to the types of questions you're likely to encounter on the reading, writing, and mathematics portions of the Praxis Core Academic Skills For Educators exam. This hands-on study guide gives you all the study guidance, tried-and-true strategies, and practice opportunities you need to brush up on your strong suits, pinpoint where you need more help, and gain the confidence you need to pass the Praxis Core with flying colours.

### CERTIFICATION (MSCE, NOVELL, ETC.)



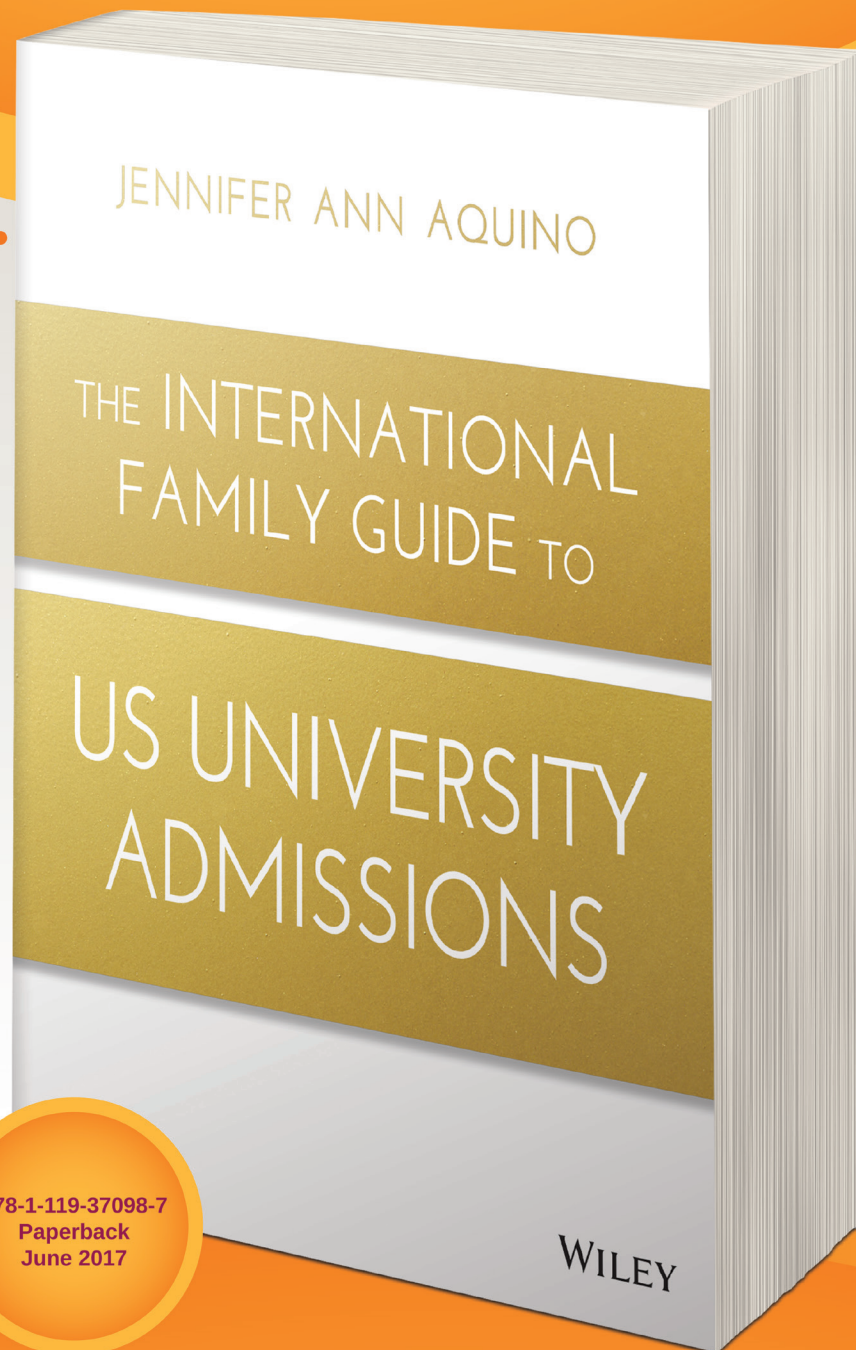
## PMP Project Management Professional Exam Review Guide, 4th Edition

Kim Heldman, Vanina Mangano & Brett Feddersen

ISBN: (TD) 978-1-119-42104-7 • Paper • 408pp • Jan 2018 • S\$44.89 incl GST | US\$29.95

The *PMP Project Management Professional Exam Review Guide, Fourth Edition*, offers complete, concise review of essential project management concepts and practices. Covering 100% of the PMP exam objectives, this book helps you ensure your full preparation in advance of the big day. This new 4th Edition has been updated to align with the newest version of the exam, featuring changes to PMP best practices, greater emphasis on Agile and other iterative processes, as well as the evolution of the project manager's role. Organised by domain area, this handy review guide covers project initiation, planning, execution, monitoring, and closing as detailed in the new *A Guide to the Project Management Body of Knowledge (PMBOK® Guide), 6th Edition*, giving you clear guidance on what you need to know for the exam. You also get a year of free access to the Sybex online interactive learning environment and study tools, which features flashcards, chapter tests, two bonus practice exams, and more.

# Demystify US University Admissions for International Students



978-1-119-37098-7  
Paperback  
June 2017

WILEY

Written by an experienced international educator and counselor, *The International Family Guide to US University Admissions* is an indispensable resource for the increasing number of students applying for places at US Universities each year. Following the timeline of the US university admissions cycle, the book guides the parents and the student through the entire process in order to ensure that they are pacing themselves appropriately – from preparation to submission and through to applying for student visas.

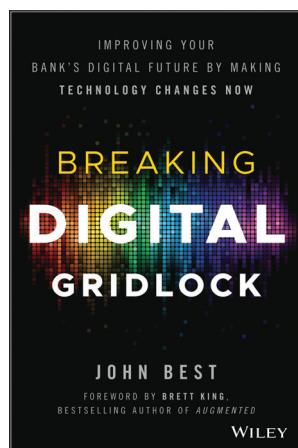
WILEY





# February





ISBN: (E) 978-1-119-42195-5  
 Cloth • 304pp • Feb 2018  
 S\$59.87 incl GST | US\$39.95

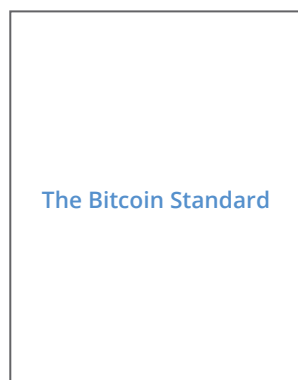
## Breaking Digital Gridlock + Website Improving Your Bank's Digital Future by Making Technology Changes Now



John Best

*Breaking Digital Gridlock* empowers credit unions and community banks to make the shift to digital — even without a seven-figure consulting budget. From leadership, to technology, to security, and more, this book provides effective, real-world strategies for taking the leap without tearing your organization apart. With an emphasis on maintaining the culture, services, and features you have carefully crafted for your customers over the years, these strategies allow you to make your organization more resistant to digital disruption by adopting key technologies at key points in their evolution.

- Shows how FinTech partnerships and strategic technology acquisition can foster new growth with minimal disruption, and how project management can be restructured to most effectively implement any digital solution and how to implement and leverage analytics
- Practical implementation advice coupled with expert approaches offer the ability to modernize in an efficient, organized, financially-sound manner
- Companion website features a digital readiness assessment that helps clarify the breadth and scope of the change, and serves as a progress check every step of the way



ISBN: (E) 978-1-119-47386-2  
 Cloth • 224pp • Feb 2018  
 S\$44.89 incl GST | US\$29.95

## The Bitcoin Standard Sound Money in a Digital Age

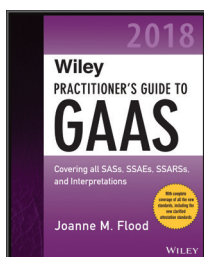


Saifedean Ammous

In *The Bitcoin Standard*, Saifedean Ammous discusses the history of various currencies throughout the world, before discussing the future of bitcoin as digital cash. The first part of the book explains money, its function and properties. By understanding the problems money attempts to solve, readers can get an appreciation of what makes for sound and unsound money, and apply that conceptual framework to understand how and why various goods, such as metals, government money, and Bitcoin, have served the function of money, and how and why they may have failed at it. The second part of the book discusses the individual, social, and global implications of sound and unsound forms of money throughout history, while the third part focuses on critically analyzing the possible uses of Bitcoin as a form of money. The book closes with a guide to using Bitcoin, written to help readers understand the economics of Bitcoin, and how it serves as the digital iteration of the many technologies used to fulfil the functions of money throughout history.



## CORPORATE FINANCE

**Wiley Practitioner's Guide to GAAS 2018**

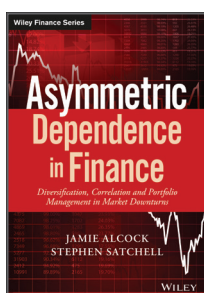
Covering all SAs, SSAEs, SSARs, PCAOB Auditing Standards, and Interpretations

Joanne M. Flood

ISBN: (E) 978-1-119-39648-2 • Paper • 1000pp • Feb 2018 • S\$134.77 incl GST | US\$89.95

*Wiley Practitioner's Guide to GAAS 2018* covers the auditing standards, practices and procedures in use today. To complete an audit successfully, Generally Accepted Auditing Standards must be followed and referenced. This book covers all the latest updates to the standards, and explains and interprets them in clear, easy-to-understand language.

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

**Asymmetric Dependence in Finance**

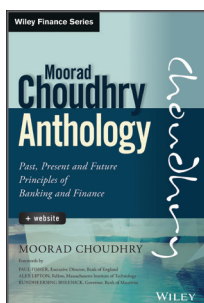
Diversification, Correlation and Portfolio Management in Market Downturns

Jamie Alcock &amp; Stephen Satchell

ISBN: (77) 978-1-119-28901-2 • Cloth • 300pp • Feb 2018 • S\$194.69 incl GST | US\$130.00

Avoid downturn vulnerability by managing correlation dependency. *Asymmetric Dependence in Finance* examines the risks and benefits of asset correlation, and provides effective strategies for more profitable portfolio management. This book delves into the practical measures fund managers and investors can implement to boost fund performance. From managing asymmetric dependence using Copulas, to mitigating asymmetric dependence risk in real estate, credit and CTA markets, the discussion presents a coherent survey of the state-of-the-art tools available for measuring and managing this difficult but critical issue.

## INSURANCE &amp; RISK MANAGEMENT

**Moorad Choudhry Anthology**

Past, Present and Future Principles of Banking and Finance

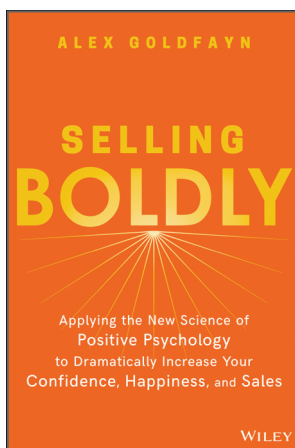
Moorad Choudhry, Paul Fisher, Alex Lipton &amp; Rundheersing Bheenick

ISBN: (AE) 978-1-118-77973-6 • Cloth • 600pp • Feb 2018 • S\$123.00 incl GST | US\$90.00

*Moorad Choudhry Anthology* compiles the best of renowned author Professor Moorad Choudhry's incisive writings on financial markets and bank risk management, together with new material that reflects the legislative changes in the post-crisis world of finance and the impact of digitisation and global competition. Covering the developments and principles of banking from the 1950s to today, this unique book outlines the author's recommended best practices in all aspects of bank strategy, governance and risk management, and describes a 'vision of the future' with respect to a sustainable bank business model. The companion website provides templates that can be applied in virtually any bank, including policy documents, pricing models, committee terms of reference, teaching aids and learning tools including PowerPoint slides and spreadsheet models.



Aug 2017



ISBN: (H) 978-1-119-43633-1  
Cloth • 302pp • Feb 2018  
S\$37.40 incl GST | US\$24.95

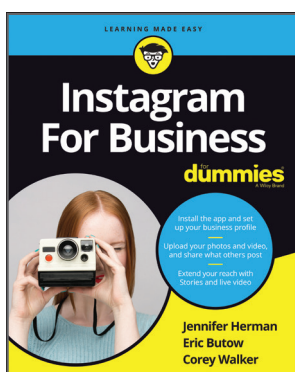
## Selling Boldly

Applying the New Science of Positive Psychology to Dramatically Increase Your Confidence, Happiness, and Sales

Alex Goldfayn

Study after study show that optimistic, confident, happy salespeople outperform pessimistic, meek unhappy ones. *Selling Boldly* will explore these major principles of positive psychology in the world of sales and revenue growth. As a general rule, the salesperson's fear of rejection is more profound than their need to feed their family. This is stunning and incredible, but it's the reason most salespeople do not ask for the business — to avoid the *possibility* of rejection — every time they talk to a customer. They'd rather avoid the *no* than try to get the *yes*. And so, fear costs companies billions. Conversely, joy, boldness, happiness and optimism are at the foundation of most sales success.

- Kill the fear of rejection and learn to ask for the sale
- Systemize positivity, boldness, and happiness to empower yourself and your team
- Employ incredibly positive and powerful customer feedback and employee recognition to dramatically grow sales



ISBN: (TA) 978-1-119-43981-3  
Paper • 312pp • Feb 2018  
S\$37.40 incl GST | US\$24.95

## Instagram For Business For Dummies

Jennifer Herman, Eric Butow & Corey Walker

Instagram is the photo- and video-sharing app used by millions across the globe. More than just a social platform, it's become a vital tool for business owners and marketers to create visual narratives about what makes them, and their products, different from everything else that's out there. *Instagram For Business For Dummies* shows you how to use the app to connect with your audience in a meaningful way as you showcase your products and offer a unique insider's view of your brand. Ideal for Instagram newbies or those who want to spruce up an existing account, this book helps you set up a powerful business profile, compose successful posts, and tell your story to the world. *Instagram For Business For Dummies* book shows you how to:

- Install the app, set up your account, and track analytics
- Upload your photos and videos, and expand your reach with hashtags
- Use Instagram Stories and live video
- Create paid ads to reach your target audience

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

## Indisruptible

**Indisruptible**

Michael McQueen

**ISBN: (18) 978-0-7303-4984-6 • Paper • 304pp • Feb 2018 • S\$TBA | US\$TBA**

*Indisruptible* is designed to follow on from the research Michael McQueen has done over the last 5-7 years on future trends. The book presents a simple tool for businesses to work through to assess their vulnerability to disruption. Supported by case studies, examples and trends, the book outlines the four key trends coming in the next 5-10 years: Widescale Automation, Empowered Consumers, Unconventional Competition and Emerging Generations. Michael McQueen introduces 12 keys to future-proof businesses against disruption, with case studies, research and trend reports presented to provide clear and practical guidance.

## Career Leap

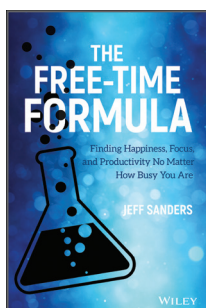
**Career Leap****How to Reinvent and Liberate Your Career**

Michelle Gibbings

**ISBN: (18) 978-0-7303-5219-8 • Paper • 208pp • Feb 2018 • S\$33.12 incl GST | US\$21.95**

The world of work is rapidly changing, yet many are failing to ready themselves for a working environment that is demanding unprecedented levels of career reinvention, deliberate decision making and ongoing action. To thrive in this new working world, people need to be ready, willing and able to leap into the unknown. *Career Leap* illuminates what these choices and turning points should be, with techniques and practices to enable the reader to have the confidence to change and the capability to make career leaps.

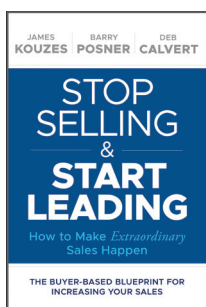
## MANAGEMENT

**The Free-Time Formula****Finding Happiness, Focus, and Productivity No Matter How Busy You Are**

Jeff Sanders

**ISBN: (H) 978-1-119-43296-8 • Cloth • 272pp • Feb 2018 • S\$37.40 incl GST | US\$24.95**

*The Free-Time Formula* helps you slow down time and get the important things done. We're all overworked, stressed, and always being asked to do more, and do it better; the days aren't getting any longer, so something has to give — don't let it be your sanity. This book provides a real-world framework for more effective time management that helps you prioritize, focus, clarify, and go. It provides tools and assessments for you to assess your current stress, strategies, and output. From there, you'll work step-by-step toward a new daily routine that will help you become a focused and efficient achiever.

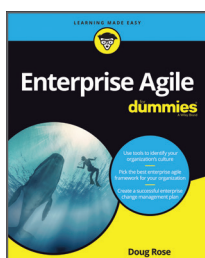
**Stop Selling and Start Leading**  
**How to Make Extraordinary Sales Happen**

James M. Kouzes, Barry Z. Posner &amp; Deb Calvert

**ISBN: (H) 978-1-119-44628-6 • Cloth • 200pp • Feb 2018 • S\$37.40 incl GST | US\$24.95**

In the Age of the Customer, sales effectiveness depends mightily on the buyer experience. Despite the wealth of research documenting the need for creating value in every step of the buyer's journey, sellers continue to struggle with how to create that value and connect meaningfully with buyers. New research with 530 B2B buyers in a 2016 Qualtrics Panel Study reveals the 30 behaviors that would cause buyers to be more likely to meet with sellers and more likely to buy from them. Buyer's preferences are for behaviours that are more often associated with leadership than with sales. This suggests a critical shift in the selling mindset and in the sales role itself is needed, in addition to a behavioral shift, for organizations that want to boost overall sales effectiveness.





## Enterprise Agile For Dummies

Doug Rose

ISBN: (TA) 978-1-119-44613-2 • Paper • 384pp • Feb 2018 • S\$48.10 incl GST | US\$31.95

Adopting an enterprise agile framework is a radical organisational change, and this book will help you get there without ever breaking a sweat. In *Enterprise Agile For Dummies*, you'll discover how to successfully choose and implement the right framework based on your organization's own unique culture. This book takes a neutral stance and covers popular organisational change management techniques that you can implement to suit to your unique needs. Packed with step-by-step instruction and complemented with real-world case studies, this book offers everything you need to know in order to embrace a more agile mindset.

## PRODUCTION OPERATIONS MANAGEMENT

PMP Project  
Management  
Professional Exam  
Certification Kit,  
4th Edition

### PMP Project Management Professional Exam Certification Kit, 4th Edition

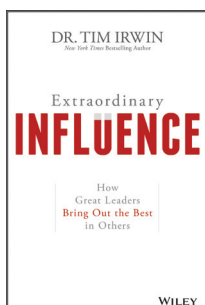
Kim Heldman

ISBN: (TD) 978-1-119-42119-1 • Paper • 1104pp • Feb 2018 • S\$149.75 incl GST | US\$99.95

The PMP Project Management Professional Exam Certification Kit includes the *PMP Project Management Professional Exam Deluxe Study Guide, Third Edition*, and the *PMP Project Management Professional Exam Review Guide, Fourth Edition*.

The *PMP Project Management Professional Exam Deluxe Study Guide, Third Edition*, is a comprehensive study aid for the Project Management Professional (PMP) certification administered by PMI. The book will reflect the Project Management Process and Procedures that are outlined in the revised *A Guide to the Project Management Body of Knowledge, Sixth Edition* — also known as the *PMBOK Guide*. The book will cover 100% of the exam outline, including new and expanded coverage of agile. Organized by exam objectives, the *PMP Project Management Professional Exam Review Guide, Fourth Edition*, is a focused, concise review guide that works hand-in-hand with any learning tool, including the Sybex *PMP: Project Management Professional Exam Study Guide, Ninth Edition*.

## HUMAN RESOURCE MANAGEMENT



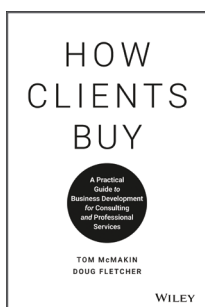
### Extraordinary Influence How Great Leaders Bring out the Best in Others

Tim Irwin

ISBN: (H) 978-1-119-46442-6 • Cloth • 208pp • Feb 2018 • S\$37.40 incl GST | US\$24.95

*Extraordinary Influence* is a groundbreaking new leadership book from *New York Times* bestselling author, Dr Tim Irwin, who explores the powerful case that a particular type of affirmation is a rarely used, yet extraordinarily powerful means to bring out the best in employees, colleagues, and other important people in our lives. Dr Irwin uncovers profound new research that shows the changes that take place in the brains of those who are affirmed in their core vs the toxic effects of harsh criticism. Hard science now allows us to dismiss the patronizing notion that affirmation is a "soft skill." "Words of Life" are not the same as superficial compliments — they lead to profound transformation in those we seek to influence.

## MARKETING & SALES



### How Clients Buy A Practical Guide to Business Development for Consulting and Professional Services

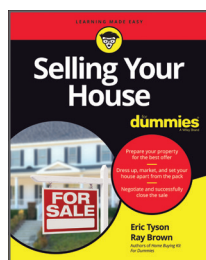
Tom McMakin & Doug Fletcher

ISBN: (H) 978-1-119-43470-2 • Cloth • 256pp • Feb 2018 • S\$43.82 incl GST | US\$28.95

Scrap the sales pitch in favour of honesty, positivity, and value; drop the fear of self-promotion and advertise your accomplishments; and get the word out and make productive connections. *How Clients Buy* is the much-needed guide to selling your services. If you're one of the millions of people whose skills are the 'product', you know that you cannot be successful unless you bring in clients. The problem is, you're trained to do your job — not sell it. No matter how great you may be at your actual role, you likely feel a bit lost, hesitant, or 'behind' when it comes to courting clients, an unfamiliar territory where you're never quite sure of the line between under- and over-selling. This book comes to the rescue with real, practical advice for selling what you do. You'll have to unlearn everything you know about sales, but then you'll learn new skills that will help you make connections, develop rapport, create interest, earn trust, and turn prospects into clients.



## PROPERTY &amp; REAL ESTATE



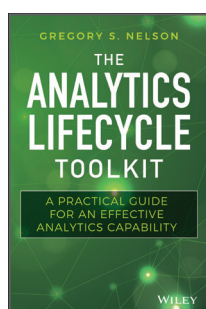
## Selling Your House For Dummies

Eric Tyson & Ray Brown

ISBN: (TK) 978-1-119-43423-8 • Paper • 384pp • Feb 2018 • S\$34.19 incl GST | US\$22.95

Sell your house in any market. Whether you're selling your home yourself or using a realtor, this helpful guide offers all the information you need to make an otherwise-stressful undertaking go smoothly. In *Selling Your House For Dummies*, you'll find plain-English, easy-to-follow information on the latest mortgage application and approval processes, the hottest websites used in the house-selling process, and revised tax laws that affect the housing and real estate markets. From staging your home to utilizing technology to sell your house directly to home buyers, this trusted resource is packed with tips and ideas to make your home the most appealing house on the block.

## BUSINESS &amp; MANAGEMENT SPECIAL TOPICS



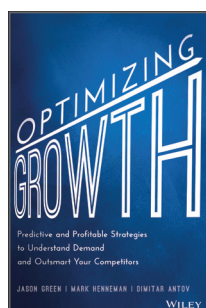
## The Analytics Lifecycle Toolkit

A Practical Guide for an Effective Analytics Capability

Gregory S. Nelson

ISBN: (E) 978-1-119-42506-9 • Cloth • 384pp • Feb 2018 • S\$74.85 incl GST | US\$49.95

*The Analytics Lifecycle Toolkit* provides managers with a practical manual for integrating data management and analytic technologies into their organisation. In this book, Gregory Nelson details the concepts, people and processes that contribute to exemplary results, and shares an organisational framework for analytics team functions and roles. By merging analytic culture with data and technology strategies, this framework creates understanding for analytics leaders and a toolbox for practitioners.



## Optimizing Growth

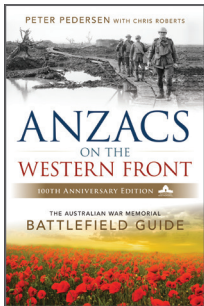
Predictive and Profitable Strategies to Understand Demand and Outsmart Your Competitors

Jason Green

ISBN: (H) 978-1-119-46222-4 • Cloth • 224pp • Feb 2018 • S\$41.68 incl GST | US\$27.95

*Optimizing Growth* is intended to provide a unique perspective on achieving profitable growth in a rapidly changing environment by leveraging big data for a more precise understanding of demand, customers, competitors and opportunities. The business environment is changing dramatically due to macroeconomic shifts, consumer trends, technology advances and changing competitive dynamics. Given these changes, successfully achieving growth will require a much more precise understanding of customer demand, exactly how to fulfill demand and how to win versus a changing competitive set and disruptive technologies. This book will describe the approaches, analytics, frameworks and organizational capabilities required to capture growth opportunities by developing a more precise understanding of demand.

## GENERAL &amp; INTRODUCTORY HISTORY



### ANZACS on the Western Front

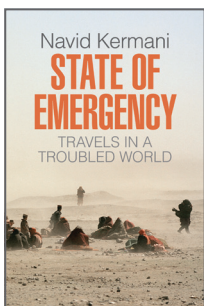
#### The Australian War Memorial Battlefield Guide

Peter Pedersen

ISBN: (HA) 978-0-7303-3739-3 • Paper • 600pp • Feb 2018 • S\$55.59 incl GST | US\$35.95

With rare photographs and documents from the Australian War Memorial archive and extensive travel information, *ANZACS on the Western Front* is the most comprehensive guide to the battlefields of the Western Front on the market. Following a chronological order from 1916 through 1918, the book leads readers through every major engagement the Australian and New Zealanders fought in and includes tactical considerations and extracts from the personal diaries of soldiers.

## POLITICAL SOCIOLOGY



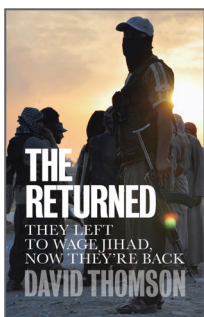
### State of Emergency

#### Travels in a Troubled World

Navid Kermani & Tony Crawford

ISBN: (5F) 978-1-5095-1471-7 • Paper • 240pp • Feb 2018 • S\$37.40 incl GST | US\$24.95

This book ventures into the world beyond Lampedusa: the crisis belt that stretches from Kashmir across Pakistan and Afghanistan to the Arab world and beyond, to the borders and coasts of Europe. Author Navid Kermani reports from a region which is our immediate neighbour, despite all too often being depicted as remote and distant from our daily concerns. Kermani has visited the places where no CNN transmitter truck is parked and yet smouldering fires threaten world peace. In his widely praised, wonderfully agile and careful prose, he reports on NATO's war in Afghanistan and the underside of globalization in India, on the civil war in Syria and the struggle of Shiites and Kurds against the 'Islamic State' in Iraq. He was the only Western reporter present at the suppression of the mass protests in Tehran, travelled with Sufis through Pakistan, talked with Grand Ayatollah Sistani in Najaf, and observed the disastrous Mediterranean refugee route in Lampedusa. Kermani's gripping reports allow us to understand a world in turmoil, to share the suspense and the suffering of the people in it.



### The Returned

#### They left to wage jihad, now they're back

David Thomson

ISBN: (5F) 978-1-5095-2691-8 • Paper • 240pp • Feb 2018 • S\$29.91 incl GST | US\$19.95

Since 2012, hundreds of men and women have left Western countries to join jihadist groups fighting in Syria. Many are still there, many have been killed, but some have chosen to return to their countries of origin. French Journalist David Thomson met some of those who came back. Bilel, Yassin, Zoubeir, Lena, each has a different profile and story. Some have returned disgusted by the violence of the Syrian battlefields, or the terrorist attacks that have struck across Europe; they try to become forgotten, living under extreme surveillance. Others return seriously wounded or psychologically destroyed. Others still are in jail, a breeding ground for broader radicalisation. And some have come back to continue to carry out jihad in Europe. In utmost secrecy, David Thomson gathered their testimonies and recounts them in this remarkable and revealing book.

## GLOBAL POLITICS



### China and Russia

#### The New Rapprochement

Alexander Lukin

ISBN: (5F) 978-1-5095-2171-5 • Paper • 272pp • Feb 2018 • S\$37.40 incl GST | US\$24.95

With many predicting the end of US hegemony, Russia and China's growing cooperation in a number of key strategic areas looks set to have a major impact on global power dynamics. This book by leading expert on Sino-Russian relations Alexander Lukin offers a deeply-informed and nuanced assessment of Russia and China's ever-closer ties. Tracing the evolution of this partnership from the 1990s to the present day, he shows how economic and geopolitical interests drove the two counties together in spite of political and cultural differences. Key areas of cooperation and possible conflict are explored from bilateral trade and investment to immigration and security. Combining accessibility with expert sensitivity to the complexities of the subject, Lukin's vision of the new China-Russia rapprochement will be essential reading for anyone interested in understanding this evolving partnership and the way in which it is altering the contemporary geopolitical landscape.



ISBN: (Z1) 978-1-119-46885-1  
Cloth • 784pp • Feb 2018  
S\$148.68 incl GST | US\$98.95

## Project Management Best Practices, Fourth Edition



### Achieving Global Excellence

Harold Kerzner

*Project Management Best Practices: Achieving Global Excellence, Fourth Edition* contains contributions leading global organizations and supplies information on the implementation of project management in these firms. Real executive and PMO managers discuss what makes their project management processes succeed, and what it took to get there. Included companies are both large and small, in all sectors of the market. This Fourth Edition presents both updated information from companies covered in the earlier editions along with new information from new companies.

#### Also Available Titles



#### Project Management Case Studies, 4th Edition

Harold Kerzner

ISBN (Z1) 978-1-118-02228-3  
S\$97.32 incl GST | US\$64.95



#### Your Project Management Coach

Best Practices for Managing Projects in the Real World

Bonnie Biafore & Teresa Stover

ISBN (TD) 978-1-118-14424-4  
S\$67.36 incl GST | US\$44.95



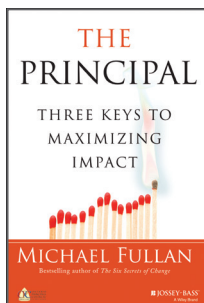
#### Projects Without Boundaries

Successfully Leading Teams and Managing Projects in a Virtual World

Russ J. Martinelli, James M. Waddell & Tim J. Rahschulte

ISBN (Z1) 978-1-119-14254-6  
S\$97.32 incl GST | US\$64.95

#### K-12 GENERAL



#### The Principal

Three Keys to Maximizing Impact

Michael Fullan

ISBN: (BY) 978-1-119-42235-8 • Paper • 192pp • Feb 2018 • S\$33.12 incl GST | US\$21.95

The author of *Six Secrets of Change* describes how and why the principal's role must change to maximize student achievement. Principals are often called the second most crucial in-school influencers (after teachers) of student learning. But what should the principal do in order to maximize student achievement? One of the best-known leadership authors in education, Michael Fullan explains why the answer lies neither in micro-managing instruction nor in autonomous entrepreneurialism. He shows systematically how the principal's role should change, demonstrating how it can be done in short order, at scale.

#### HIGHER EDUCATION GENERAL



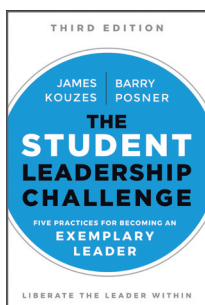
#### Interactive Lecturing

A Handbook for College Faculty

Elizabeth F. Barkley & Claire H. Major

ISBN: (BY) 978-1-119-27730-9 • Paper • 300pp • Feb 2018 • S\$74.85 incl GST | US\$49.95

*Interactive Lecturing* is designed to help faculty do a better job of lecturing. It is intended to provide information about what a lecture is and the various ways to go about it, to provide solid tips for lecturing better, and to provide techniques that can help them help students be better, more active, and more engaged participants in the lecture process. This book will be a focused, up-to-date resource that draws on the collected wisdom from scholarship and practice, and will begin with a synthesis of relevant, contemporary research and theory on lecturing; and offer 30 active lecturing techniques used across instructional methods and academic disciplines for both onsite (including large lecture) and online teaching.



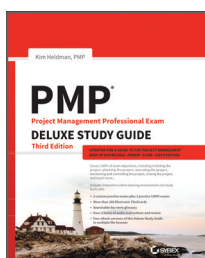
## The Student Leadership Challenge, 3rd Edition Five Practices for Becoming an Exemplary Leader

James M. Kouzes & Barry Z. Posner

ISBN: (BY) 978-1-119-42191-7 • Paper • 250pp • Feb 2018 • S\$53.45 incl GST | US\$35.95

Based on the same concepts and research that inform the classic leadership book *The Leadership Challenge*, *The Student Leadership Challenge* is a clear and accessible guide to the Five Practices of Exemplary Leadership, which is foundation of the Student Leadership Challenge approach. Incorporating stories of leadership development from real students, and language to which college students and other young and emerging leaders can relate, the book also features reflective and critical thinking activities at the end of each chapter to help students engage in each of the Five Practices. This third edition includes reflection and discussion questions to engage students and Student Leadership Practices Inventory (SLPI) access and questions regarding scores on SLPI for students to more learn about their current leadership skills.

## INDUSTRIAL ENGINEERING / PROJECT MANAGEMENT

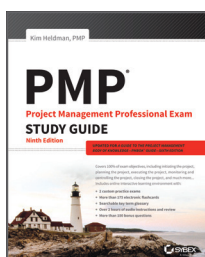


## PMP Project Management Professional Exam Deluxe Study Guide, 3rd Edition

Kim Heldman

ISBN: (TD) 978-1-119-42094-1 • Cloth • 672pp • Feb 2018 • S\$119.79 incl GST | US\$79.95

*PMP Project Management Professional Exam Deluxe Study Guide* reflects the Project Management Process and Procedures that are outlined in the revised *A Guide to the Project Management Body of Knowledge (PMBOK® Guide)*, 6th Edition. Readers will benefit from the detailed discussion of the wide-range of project management and exam topics, concepts, and key terms, and will present the material in a logical manner; each section builds upon previous sections and a chapter on previous chapters. The book covers 100% of the exam outline, including new and expanded coverage of agile. Each chapter will include a list of topics covered in that chapter, following by in-depth discussion of those objectives, complete with hands-on Real World Scenarios and 'How This Applies to Your Current Project' sidebars. Chapters will conclude with an Exam Essentials section and comprehensive review questions.



## PMP: Project Management Professional Exam Study Guide, 9th Edition

Kim Heldman

ISBN: (TD) 978-1-119-42090-3 • Paper • 672pp • Feb 2018 • S\$89.83 incl GST | US\$59.95

The *PMP: Project Management Professional Exam Study Guide, Ninth Edition*, provides comprehensive review for the Project Management Institute's (PMI) PMP certification exam. This ninth edition has been completely revised to align with the latest version of the exam, which includes new tasks that reflect changes to best practices, the role of the project manager, and the growing importance of agile and other adaptive and iterative practices. Detailed discussion draws from the latest *A Guide to the Project Management Body of Knowledge (PMBOK® Guide)*, 6th Edition, to provide the most up-to-date information on critical topics, while hands-on exercises provide insight on real-world implementation. Receive one year of free access to the Sybex online interactive learning environment, to help you prepare with superior study tools, rigorous chapter tests, and two practice exams that allows you to gauge your readiness and avoid surprises on exam day.

## BIOSTATISTICS

Managerial  
Epidemiology  
for Health Care  
Organizations,  
3rd Edition

## Managerial Epidemiology for Health Care Organizations, 3rd Edition

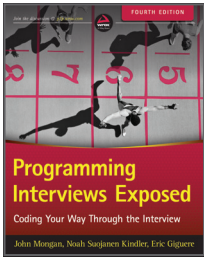
Peter J. Fos, David J. Fine & Miguel A. Zuniga

ISBN: (PS) 978-1-119-39881-3 • Paper • 416pp • Feb 2018 • S\$TBA | US\$TBA

*Managerial Epidemiology for Health Care Organizations* has introduced the science of epidemiology and population health to students and practitioners in health management and health services for over sixteen years. The book covers epidemiology basics, introducing principles and traditional uses, and then expertly showing its contemporary uses in planning, evaluating, and managing health care for populations and the practical application in health care management. The book's practical and applied approach, with real-world examples sprinkled throughout, has made it the go-to book for managerial epidemiology and population health courses. The third edition will address the Patient Protection and Affordable Care Act and the incorporation of ICD-10, as well as several other changes that have taken place. The third edition also includes a new chapter on reimbursement approaches and updates to the four case study chapters that anchor the book.



## PROGRAMMING &amp; SOFTWARE DEVELOPMENT

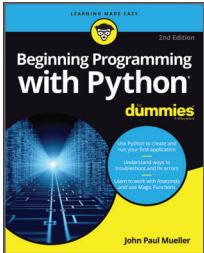


### Programming Interviews Exposed, 4th Edition Coding Your Way Through the Interview

John Mongan, Noah Kindler & Eric Giguere

ISBN: (TD) 978-1-119-41847-4 • Paper • 336pp • Feb 2018 • S\$44.89 incl GST | US\$29.95

The fourth edition of *Programming Interviews Exposed* builds on the great track record of previous editions of helping tens of thousands of programmers prepare for the all-important programming interview. The fourth edition reflects changes in the modern programming interview including the reality of non-technical recruiters conducting screens, the use of online problem-solving sites or GitHub as screening tools, and new problems with new languages and technologies. The authors also provide a unique and broad set of interviewing and hiring experiences including one of the largest tech companies in the world (Google), hiring for programmers within an informatics group in a university hospital, and a technology startup. Their broad range of candidate interviews will help prepare readers for the range of programming opportunities.



### Beginning Programming with Python For Dummies

John Paul Mueller

ISBN: (TA) 978-1-119-45789-3 • Paper • 408pp • Feb 2018 • S\$52.38 incl GST | US\$34.95

Add Python to your skill set! Python is continually growing in popularity, due its ease of use and flexibility. It also provides a great way to gain an understanding of both procedural and object-oriented programming. If you've never used Python or are new to programming in general, *Beginning Programming with Python For Dummies* is a helpful resource that will set you up for success. In this book, expert author John Paul Mueller gives a complete step-by-step overview of all there is to know about Python. Learn how to perform common and advanced tasks; understand the importance of IDEs; collect various typesets of data; and more!

## WEB SITE DEVELOPMENT



### PHP & MySQL

Jon Duckett

ISBN: (TD) 978-1-119-14922-4 • Paper • 704pp • Feb 2018 • S\$TBA | US\$TBA

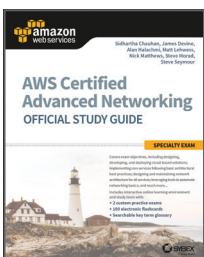
ISBN: (TD) 978-1-119-14921-7 • Cloth • 704pp • Feb 2018 • S\$78.06 incl GST | US\$51.95

Through clear descriptions, expert examples, and easy-to-follow diagrams this colorful guide is for anyone interested in personalised websites that offer unique individual experiences. Author Jon Duckett uses his highly effective visual style to teach the core theory behind database-driven websites and the practical aspects needed to develop sites using PHP and MySQL. All you need is a computer or laptop to run a web server, and a basic understanding of HTML and CSS. Discover how database-driven websites function; learn the features of the PHP language that are built into the PHP processor; design and structure a database to house information and more.



Apr 2017

## PARALLEL AND DISTRIBUTED COMPUTING

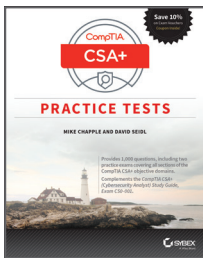


### AWS Certified Advanced Networking Official Study Guide Specialty Exam

Sidhartha Chauhan, Dave Cuthbert, James Devine, Alan Halachmi, Matt Lehwess, Nick Matthews, Steve Morad, Steve Seymour & Dave Walker

ISBN: (TD) 978-1-119-43983-7 • Paper • 456pp • Feb 2018 • S\$TBA | US\$TBA

The *AWS Certified Advanced Networking Official Study Guide: Specialty Exam* validates advanced technical skills and experience in designing and implementing AWS and hybrid IT network architectures at scale. Written by AWS subject-matter experts, this official study guide covers exam concepts, and provides key review on exam topics, including design and implement hybrid IT network architectures at scale; design and implement AWS networks; automate AWS tasks; configure network integration with application services; design and implement for security and compliance; and manage, optimize, and troubleshoot the network. Readers will also have access to Sybex's superior online interactive learning environment and test bank, including chapter tests, practice exams, a glossary of key terms, and electronic flashcards.



## CompTIA CSA+ Practice Tests

### Exam CS0-001

Mike Chapple & David Seidl

**ISBN: (TD) 978-1-119-43320-0 • Paper • 408pp • Feb 2018 • S\$59.87 incl GST | US\$39.95**

*CompTIA CSA+ Practice Tests* provides invaluable preparation for the Cybersecurity Analyst exam CS0-001. With 1,000 questions covering 100% of the exam objectives, this book offers a multitude of opportunities for the savvy CSA+ candidate. These questions are organised into four full-length tests, plus two bonus practice exams that show you what to expect and help you develop your personal test-taking strategy. Each question includes full explanations to help you understand the reasoning and approach, and reduces the chance of making the same error twice.



# Index

- 15 A Project Manager's Book of Tools and Techniques
- 16 Android Phones & Tablets For Dummies
- 28 ANZACS on the Western Front: The Australian War Memorial Battlefield Guide
- 14 Assessing Student Learning, 3rd Edition: A Common Sense Guide
- 23 Asymmetric Dependence in Finance: Diversification, Correlation and Portfolio Management in Market Downturns
- 31 AWS Certified Advanced Networking Official Study Guide: Specialty Exam
- 31 Beginning Programming with Python For Dummies
- 8 Better Together: 8 Ways Working with Women Leads to Extraordinary Products and Profits
- 22 Breaking Digital Gridlock + Website: Improving Your Bank's Digital Future by Making Technology Changes Now
- 14 Budgets and Financial Management in Higher Education, 3rd Edition
- 25 Career Leap: How to Reinvent and Liberate Your Career
- 18 CCNA Cloud Complete Study Guide: Exam 210-451 and Exam 210-455
- 17 CCSP Official (ISC)2 Practice Tests
- 28 China and Russia: The New Rapprochement
- 4 Complete Family Wealth
- 32 CompTIA CSA+ Practice Tests: Exam CS0-001
- 6 Cut the Noise
- 4 Data Visualization for Traders: A New Way Investors Can Utilize Data for Profit
- 2 Demographics of Innovation: Why Demographics is a Key to the Innovation Race
- 18 Designing Brand Identity, 5th Edition : An Essential Guide for the Whole Branding Team
- 11 Diabetes & Keeping Fit For Dummies
- 18 eBay Business All-in-One For Dummies, 4th Edition
- 26 Enterprise Agile For Dummies
- 9 Exactly How to Sell: The Sales Guide for Non-Sales Professionals
- 26 Extraordinary Influence: How Great Leaders Bring out the Best in Others
- 17 Front-end Development with ASP.NET Core, Angular, and Bootstrap
- 7 Getting Your First Job For Dummies
- 26 How Clients Buy: A Practical Guide to Business Development for Consulting and Professional Services
- 14 How to Estimate with RSMeans Data, 5th Edition: Basic Skills for Building Construction
- 25 Indisruptible
- 24 Instagram For Business For Dummies
- 29 Interactive Lecturing: A Handbook for College Faculty
- 13 Interior Design Illustrated, 4th Edition
- 3 International GAAP 2018
- 3 Islamic Capital Markets and Products: Managing Capital and Liquidity Requirements Under Basel III
- 4 J.K. Lasser's Your Income Tax 2018, Professional Edition
- 10 Landlording on AutoPilot: A Simple, No-Brainer System for Higher Profits, Less Work and More Fun (Do It All from Your Smartphone or Tablet!)
- 7 Lose the Resume, Land the Job
- 30 Managerial Epidemiology for Health Care Organizations, 3rd Edition
- 11 Managing Type 2 Diabetes For Dummies
- 2 Mergers, Acquisitions, and Corporate Restructurings, 7th Edition
- 5 Mind Tools for Managers: 100 Ways to be a Better Boss

- 9 Moment Marketing: Optimizing Every Step of the Customer Journey
- 23 Moorad Choudhry Anthology: Past, Present and Future Principles of Banking and Finance
- 27 Optimizing Growth: Predictive and Profitable Strategies to Understand Demand and Outsmart Your Competitors
- 31 PHP & MySQL
- 26 PMP Project Management Professional Exam Certification Kit, 4th Edition
- 30 PMP Project Management Professional Exam Deluxe Study Guide, 3rd Edition
- 19 PMP Project Management Professional Exam Review Guide, 4th Edition
- 30 PMP: Project Management Professional Exam Study Guide, 9th Edition
- 6 Practice Perfect: 42 Rules for Getting Better at Getting Better
- 19 Praxis Core For Dummies with Online Practice Tests, 2nd Edition
- 3 Principles of Islamic Accounting
- 17 Professional Android, 4th Edition
- 17 Professional C++, 4th Edition
- 18 Professional JavaScript for Web Developers, 4th Edition
- 31 Programming Interviews Exposed, 4th Edition: Coding Your Way Through the Interview
- 29 Project Management Best Practices, Fourth Edition: Achieving Global Excellence
- 12 Quick Diabetic Recipes For Dummies
- 15 R Projects For Dummies
- 2 Regulation A+ and Other Alternatives to a Traditional IPO: Financing Your Growth Business Following the JOBS Act
- 14 Research Methods and Applications for Student Affairs
- 24 Selling Boldly: Applying the New Science of Positive Psychology to Dramatically Increase Your Confidence, Happiness, and Sales
- 27 Selling Your House For Dummies
- 8 Shikumi: An Entrepreneur's Secret System for Success
- 12 Standpoints: 10 Old Ideas In a New World
- 28 State of Emergency: Travels in a Troubled World
- 4 Stock Charts For Dummies
- 25 Stop Selling and Start Leading: How to Make Extraordinary Sales Happen
- 13 Study Guide for The Codes Guidebook for Interiors, 7th Edition
- 15 Sustainable Nation: Urban Design Patterns for the Future
- 16 Teach Yourself VISUALLY iPad, 6th Edition
- 16 Teach Yourself VISUALLY MacBook, 4th Edition
- 16 Teach Yourself VISUALLY macOS High Sierra
- 27 The Analytics Lifecycle Toolkit: A Practical Guide for an Effective Analytics Capability
- 22 The Bitcoin Standard: Sound Money in a Digital Age
- 8 The CEO of Technology: Lead, Reimagine, and Reinvent to Drive Growth and Create Value in Unprecedented Times
- 13 The Codes Guidebook for Interiors, 7th Edition
- 8 The Data Driven Leader: A Powerful Approach to Leading with Analytics, Driving Decisions, and Delivering Breakthrough Business Results
- 25 The Free-Time Formula: Finding Happiness, Focus, and Productivity No Matter How Busy You Are
- 3 The Little Book of Common Sense Investing, Updated and Revised: The Only Way to Guarantee Your Fair Share of Stock Market Returns
- 6 The Power of Connection: How to Become a Master Communicator in Your Workplace, Your Head Space and at Your Place
- 29 The Principal: Three Keys to Maximizing Impact
- 28 The Returned: They left to wage jihad, now they're back
- 7 The Science of Intelligent Achievement: How Smart People Focus, Create and Grow Their Way to Success
- 7 The Strategic Management of Healthcare Organizations, 8th Edition
- 30 The Student Leadership Challenge, 3rd Edition: Five Practices for Becoming an Exemplary Leader
- 6 Truth, Growth, Repeat: A Business Manual for Generation Why
- 19 Typographic Design, 7th Edition: Form and Communication
- 10 Unicorn Tears
- 5 Unstructured Data Analytics: How to Improve Customer Acquisition, Customer Retention, and Fraud Detection and Prevention
- 9 What's Wrong With China
- 15 Who Do You Think You Are?
- 11 Why Bother With Elections?
- 23 Wiley Practitioner's Guide to GAAS 2018: Covering all SASs, SSAEs, SSARs, PCAOB Auditing Standards, and Interpretations
- 9 Work That Works: Emergineering a Positive Organizational Culture
- 11 YouTube, 2nd Edition: Online Video and Participatory Culture



# Wiley Offices in Asia Pacific Region

**For product and order inquiries, please contact our Customer Services Department.**

1 Fusionopolis Walk, #07-01 Solaris South Tower, Singapore 138628

Mainline: (65) 6643 8000 ■ Fax: (65) 6643 8008

Email: [asiaorders@wiley.com](mailto:asiaorders@wiley.com)

Customer Hotline: (65) 6643 8333 ■ Fax: (65) 6643 8397

**For Marketing and Publicity inquiries,**  
email [publicityasia@wiley.com](mailto:publicityasia@wiley.com)

**Wiley Homepage:** [www.wiley.com](http://www.wiley.com)

## **China Beijing**

Room 805-808, Floor 8, Sun Palace,  
No. 12A, Taiyanggong Middle Road  
Chaoyang District, Beijing, P.R. China  
Postal code 100028  
Tel: (86) 10 8418 7800  
Fax: (86) 10 8418 7810  
[china\\_marketing@wiley.com](mailto:china_marketing@wiley.com)

## **Shanghai**

Units A&B, 15th Floor, Office Building Phase  
II, Shinmay Union Square, No. 506 Shang  
Cheng Road, Pudong New District, Shanghai  
200120, P.R. China  
Tel: (86) 21 8036 1200  
Fax: (86) 21 6160 1661  
[china\\_marketing@wiley.com](mailto:china_marketing@wiley.com)  
[www.wileychina.com](http://www.wileychina.com)

## **Hong Kong**

Unit 2203, APEC Plaza, 49 Hoi Yuen Road  
Kwun Tong, Kowloon, Hong Kong  
Tel: (852) 2793 4652  
Fax: (852) 2793 4663  
[ahongkong@wiley.com](mailto:ahongkong@wiley.com)

## **India**

### **New Delhi**

4435-36/7, Ansari Road, Daryaganj,  
New Delhi 110 002, India  
Tel: (91) 11 4 363 0000/01  
Fax: (91) 11 2 327 5895  
[csupport@wileyindia.com](mailto:csupport@wileyindia.com)

### **East India**

Tel: (91) 9973156158  
[csupport@wileyindia.com](mailto:csupport@wileyindia.com)

### **Bangalore**

Tel: (91) 80 23132383  
Fax: (91) 80 23124319  
[csupport@wileyindia.com](mailto:csupport@wileyindia.com)

### **Mumbai**

Tel: (91) 22 27889272  
Fax: (91) 22 27889263  
[csupport@wileyindia.com](mailto:csupport@wileyindia.com)

### **Chennai**

Tel: (91) 98410 22399  
[csupport@wileyindia.com](mailto:csupport@wileyindia.com)

## **Hyderabad**

Tel: (91) 98661 43949  
[csupport@wileyindia.com](mailto:csupport@wileyindia.com)

## **Indonesia**

Ruko Golden Boulevard II,  
Block R/41 Jl. Pahlawan Seribu,  
Bumi Serpong Damai,  
Sector IV Com, Tangerang,  
Indonesia  
Tel: (62) 21 5316 3245  
Fax: (62) 21 537 0309  
[aindonesia@wiley.com](mailto:aindonesia@wiley.com)

## **Japan**

Koishikawa Sakura Bldg. 4F  
1-28-1 Koishikawa, Bunkyo-ku  
Tokyo 112-0002, Japan  
Tel: (81) 3 3830 1232  
Fax: (81) 3 5689 7276  
[marketing@wiley.co.jp](mailto:marketing@wiley.co.jp)  
[www.wiley.co.jp](http://www.wiley.co.jp)

## **Malaysia**

Unit B-3A-3A, Menara BATA,  
PJ Trade Centre  
No 8, Jalan PJU 8/8A,  
Bandar Damansara Perdana  
47800 Petaling Jaya, Selangor  
Tel: (60) 3 7712 2000  
Fax: (60) 3 7722 5901  
[ayeo@wiley.com](mailto:ayeo@wiley.com)

## **Philippines**

Unit C Ground Floor  
Belvedere Tower San Miguel Avenue,  
Ortigas Center Pasig City 1605,  
Philippines  
Tel: (63) 2 687 3186  
Fax: (63) 2 687 3187  
[aphilippines@wiley.com](mailto:aphilippines@wiley.com)

## **South Korea**

Suite #405, BR Elitel Building,  
101, Dongmak-ro, Mapo-gu,  
Seoul (04068), Rep of Korea  
Tel: (82) 2 338 9700  
Fax: (82) 2 337 1929  
[akorea@wiley.com](mailto:akorea@wiley.com)

## **Taiwan**

4F, 218 Sec 2 JinShan S Road  
Taipei 10643, Taiwan  
Tel: (886) 2 2357 3900  
Fax: (886) 2 2391 1068  
[ataiwan@wiley.com](mailto:ataiwan@wiley.com)

## **Thailand**

1 Fusionopolis Walk  
#07-01 Solaris South Tower  
Singapore 138628  
Tel: (65) 6643 8000  
Fax: (65) 6643 8008  
[ayeo@wiley.com](mailto:ayeo@wiley.com)

## **Singapore**

1 Fusionopolis Walk  
#07-01 Solaris South Tower  
Singapore 138628  
Customer Hotline: (65) 6643 8333  
Fax: (65) 6643 8397  
Email: [asiaorders@wiley.com](mailto:asiaorders@wiley.com)  
Returns Centre Email: [returnsasia@wiley.com](mailto:returnsasia@wiley.com)

## **Australia & New Zealand**

### **For marketing, please contact:**

155 Cremorne Street,  
Richmond, Victoria 3121  
Australia  
Tel: (61) 3 9274 3100  
Fax: (61) 3 9274 3101  
[melbourne\\_office@johnwiley.com.au](mailto:melbourne_office@johnwiley.com.au)

### **For orders in ANZ region, please contact:**

PO Box 3065  
Stafford BC  
Queensland 4053  
Australia  
Toll-free telephone: 1800 777 474  
Toll-free fax: 1800 802 258  
[Aus-custservice@wiley.com](mailto:Aus-custservice@wiley.com)

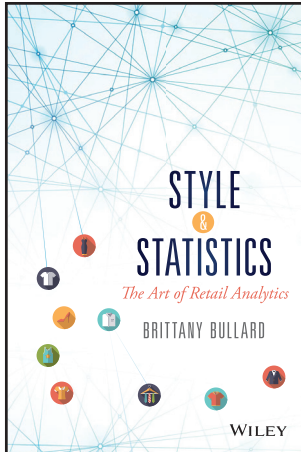
## **Asian Publishing & Distribution Centre for**

Australia • Bangladesh • Brunei • Cambodia • Hong Kong • India • Indonesia • Japan •  
Laos • Maldives • Malaysia • Mauritius • Myanmar • Nepal • People's Republic of China •  
Philippines • Singapore • South Korea • Sri Lanka • Taiwan • Thailand • Vietnam

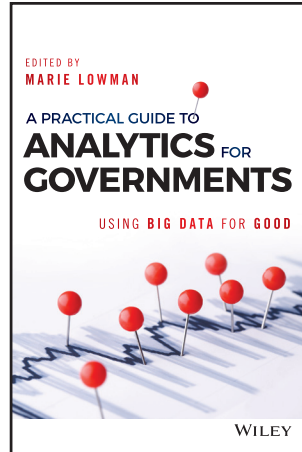
# WILEY

# Smarter Business Decisions. Better Results.

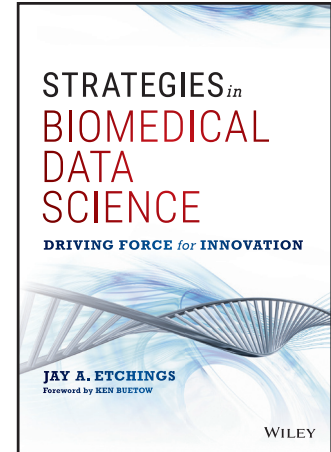
The power of business analytics  
with Wiley and SAS Business series.



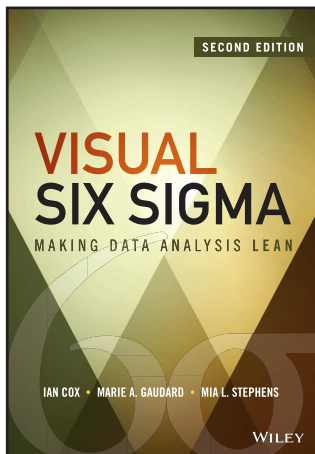
978-1-119-27031-7 | Nov-16



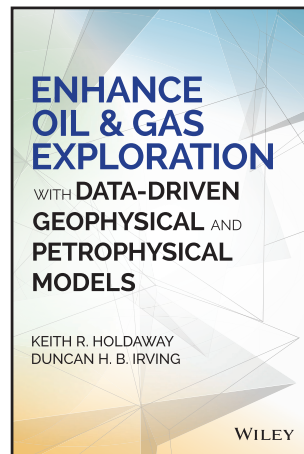
978-1-119-36282-1 | May-17



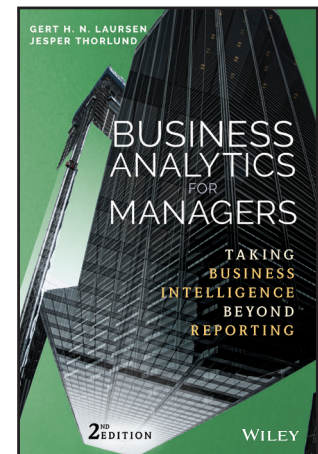
978-1-119-23219-3 | Dec-16



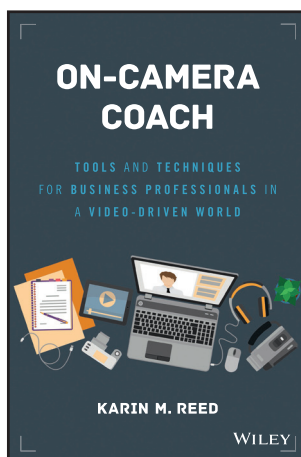
978-1-118-90568-5 | Jun-16



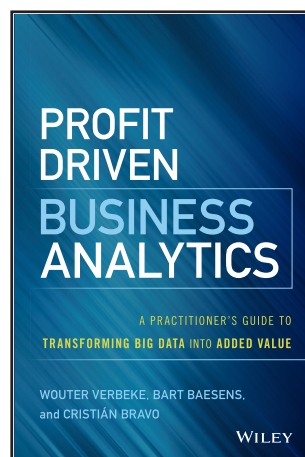
978-1-119-21510-3 | Oct-17



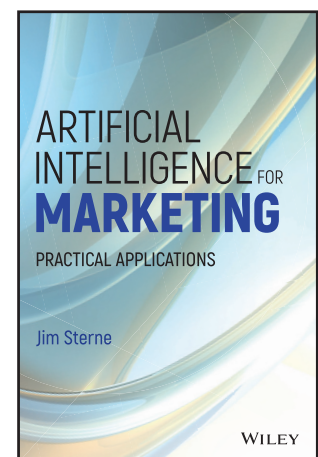
978-1-119-29858-8 | Oct-16



978-1-119-31603-9 | Mar-17



978-1-119-28655-4 | Sep-17

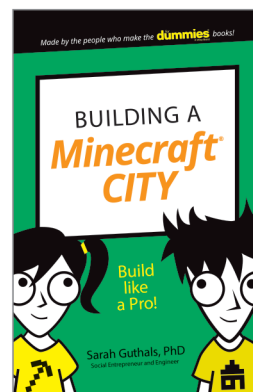
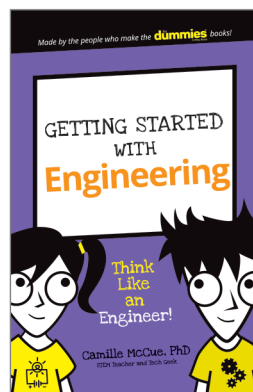
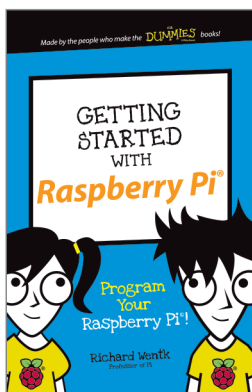
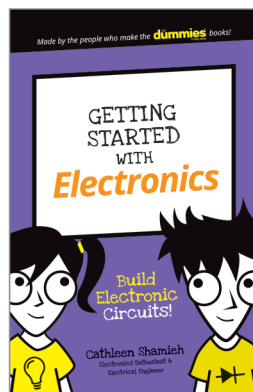
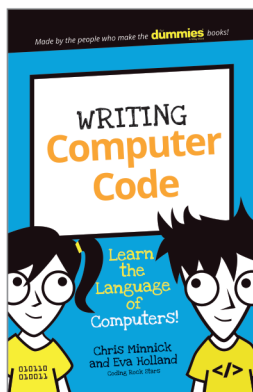
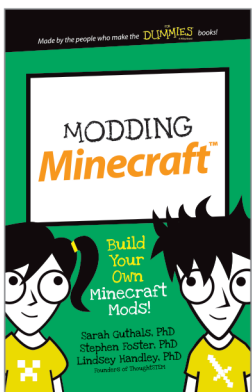
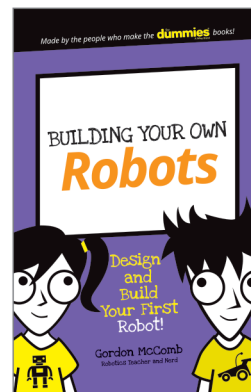


978-1-119-40633-4 | Aug-17

WILEY

For ages 7 to 11

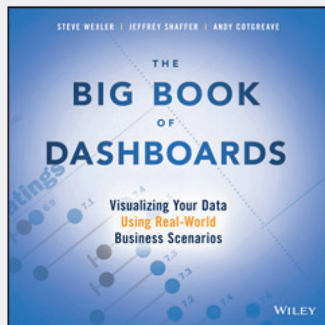
# New Skills Your Kids Should Learn





# Let's Get Visual!

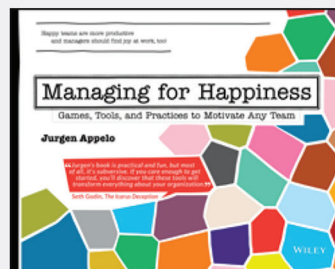
Take a look at our new and bestselling visual thinking titles



9781119282716  
£39.99 • €45.50 • \$49.95



9781119272113  
£28.99 • €31.90 • \$35.00



9781119268680  
£28.99 • €31.90 • \$35.00



9781119151586  
£25.99 • €29.10 • \$32.00



9781119218876  
£23.99 • €28.80 • \$32.50



9781119076315  
£25.99 • €29.10 • \$32.00



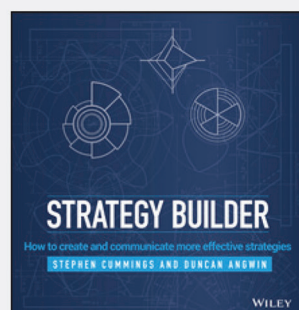
9781118456545  
£24.99 • €27.30 • \$30.00



9781118740248  
£28.99 • €31.90 • \$35.00



9781118964965  
£24.99 • €30.00 • \$32.50



9781118707234  
£24.99 • €30.00 • \$32.50



9781118956977  
£27.99 • €33.60 • \$52.00



9781118968055  
£28.99 • €31.90 • \$35.00

Speak to your Wiley sales representative today to order!

WILEY