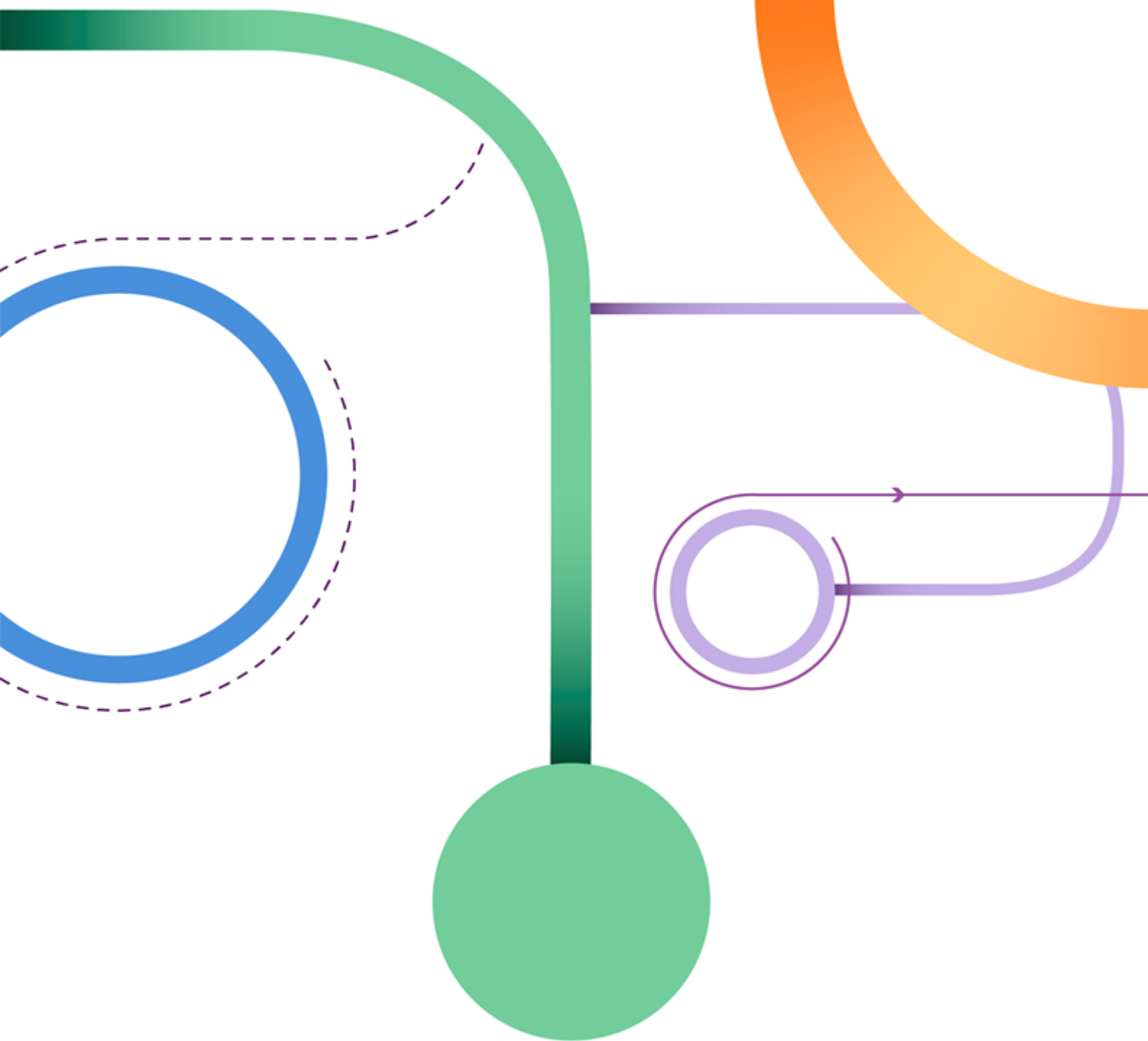


# JAPAN PREVIEW

September 2020



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WILEY

## JAPAN PREVIEW

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## 会計学

**Common U.S. GAAP Issues Facing Accountants**

2nd Edition

RENEE RAMPULLA

Featuring the latest ASUs through the date of publication, this broad-ranging book covers FASB accounting and reporting developments that apply to all companies. Emphasizing financial statement disclosures in addition to accounting methods, the author presents implementation guidelines and disclosure illustrations from actual financial statements.



Key topics include:

- The financial reporting environment
- Summary of recent FASB releases
- Accounting and reporting topics common to most entities, including the following:
  - Recognizing revenue under the new standard
  - The new leasing model
  - Fair value accounting
  - Inventory
  - Property, plant, and equipment -- including capitalized interest and nonmonetary transactions
  - Accounting for debt
  - Accounting for income taxes
  - Financial statement presentation and notes disclosures
  - The financial statements

SERIES: AICPA

SEPTEMBER 2020 UnknownPP

978-1-119-74340-8 PB \$127.50 (Japan)

Financial Accounting

**Management Accounting Case Book**

Cases from the IMA Educational Case Journal

RAEF A. LAWSON

*Management Accounting Case Book* presents business cases that have been through a rigorous review process to ensure high quality and have been used at dozens of schools. Some cases are intended for a certain academic level (e.g., principles, undergraduate, graduate, MBA) but most are usable for multiple audiences and adaptable to different objectives. Case studies topics include:



- Strategic cost management (including product and service costing, cost allocation, and strategy implementation);
- Planning and decision making (including cost estimation, CVP analysis, budgeting, decision making, capital investments, target costing, and TOC);
- Operations, process management, and innovation (including flexible budgeting, standard costs, variance analysis, non-financial performance indicators, quality control, lean, and innovation governance);
- Risk management and internal controls (including sustainability, performance evaluation and indicators, responsibility centers, balanced scorecard, transfer pricing, compensation, and incentives); and
- Business leadership and ethics (including the role of the management accountant, ethical situations, IMA guidelines, whistleblowing, organizational culture, and employee engagement).

SEPTEMBER 2020 UnknownPP

978-0-9967293-4-5 PB \$24.95 (Japan)

Corporate / Managerial Accounting



## The Master Guide to Controllers Best Practices

2nd Edition

EDITOR ELAINE STATTLER & EDITOR JOYCE ANNE GRABEL

### The essential guide for today's savvy controllers

Today's controllers are in leadership roles that put them in the unique position to see across all aspects of the operations they support. *The Master Guide to Controllers' Best Practices, Second Edition* has been revised and updated to provide controllers with the information they need to successfully monitor their organizations' internal control environments and offer direction and consultation on internal control issues. In addition, the authors include guidance to help controllers carry out their responsibilities to ensure that all financial accounts are reviewed for reasonableness and are reconciled to supporting transactions, as well as performing asset verification.



Comprehensive in scope the book contains the best practices for controllers and:

- Reveals how to set the right tone within an organization and foster an ethical climate
- Includes information on risk management, internal controls, and fraud prevention
- Highlights the IT security controls with the key components of successful governance
- Examines the crucial role of the controller in corporate compliance and much more

*The Master Guide to Controllers' Best Practices* should be on the bookshelf of every controller who wants to ensure the well-being of their organization.

SEPTEMBER 2020 560PP

978-0-9967293-2-1 CL \$65.00 (Japan)

Corporate / Managerial Accounting

## Annual Update and Practice Issues for Preparation, Compilation, and Review Engagements

2nd Edition

HUGH PARKER & KIMBERLY BURKE

A practice-oriented review of the latest developments related to SSARS Nos. 21-24, this title includes a wide range of issues, including:

- Developments in the conceptual framework
- New and proposed independence interpretations
- Consideration of materiality in a review engagement
- Going concern considerations
- Restatement of prior year financial statements



SERIES: AICPA

SEPTEMBER 2020 UnknownPP

978-1-119-73740-7 PB \$107.50 (Japan)

AUDITING

## Codification of Statements on Auditing Standards, Numbers 122 to 138: 2020

AICPA

This 2020 edition delivers the current Statements on Auditing Standards (SASs) and related interpretations in a codified format, giving up-to-date information needed to conduct successful audits and provide high-quality services to clients.



Issued directly by the AICPA, this authoritative guidance is essential to fully understand the requirements associated with an audit.

This edition includes the following new standards:

- SAS No. 136, Forming an Opinion and Reporting on Financial Statements of Employee
- Benefit Plans Subject to ERISA
- SAS No. 137, The Auditor's Responsibilities Relating to Other Information Included in
- Annual Reports
- SAS No. 138, Amendments to the Description of the Concept of Materiality

SERIES: AICPA

SEPTEMBER 2020 1792PP 978-1-950688-39-5 PB \$175.00 (Japan)

Auditing

## Construction Contractors: Accounting and Auditing

JAMES WIEDEMANN & ROBERT MERCADO

With construction activity increasing and significant changes to the revenue recognition model, it is more important than ever for accountants and financial managers to be on top of the very latest in accounting and auditing changes for the construction industry. This guide examines the most recent updates and key issues impacting construction accounting and auditing. It covers new changes as a result of FASB ASU 2014-09, it also explores the relationship between the contractor and the surety.



SERIES: AICPA

SEPTEMBER 2020 UnknownPP

978-1-119-74650-8 PB \$127.50 (Japan)

Auditing

## Fundamentals of Governmental Accounting and Reporting

BRUCE W. CHASE

*Fundamentals of Governmental Accounting and Reporting* features the foundational tenets of governmental accounting and reporting in today's environment. Featuring updated accounting for GASB Statement No. 84, and fiduciary activities, this work reviews underlying concepts and shows how they are applied through real-life examples of CAFR, financial statements and updates of recent GASB standards. Key areas covered include:

- The governmental environment and GAAP
- Fund accounting and the financial reporting model
- Budgeting
- MFBA
- Revenues and expenditures
- Governmental, proprietary, and fiduciary funds
- Government-wide financial statements
- CAFR
- Special purpose governments
- Deferred outflows of resources and deferred inflows of resources



SERIES: AICPA

SEPTEMBER 2020 288PP

978-1-119-73666-0 PB \$97.50 (Japan)

Government Accounting

## Governmental Accounting and Auditing Update

MELISA F. GALASSO

Be prepared for change by ensuring that you are current in accounting and auditing developments affecting government. Learn the latest accounting and auditing developments affecting governments by covering these hot topics:

- Risk assessment
- Documentation
- Leases
- Yellow Book
- Major program determination
- New GASB pronouncements



SERIES: AICPA

SEPTEMBER 2020 UnknownPP

978-1-119-74721-5 PB \$97.50 (Japan)

Government Accounting

## Real Frauds Found in Governments

LYNDA DENNIS

Frauds in governments are as unique as government entities themselves. In this book, you will learn about real-world government fraud, including cyber fraud, and your responsibilities when dealing with government. Analyzing several unique frauds that occurred in the sector, this book offers a comprehensive learning approach using examples, explanations of audit standards, and informative case studies. Key topics include: misappropriation of assets, external financial reporting, cyber fraud, management override, and improper use of procurement cards.



SERIES: AICPA

SEPTEMBER 2020 96PP

978-1-119-72331-8 PB \$72.50 (Japan)

Government Accounting

## Wiley Not-for-Profit GAAP 2020

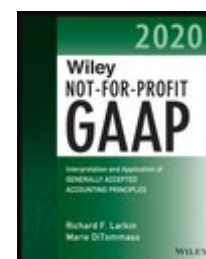
Interpretation and Application of Generally Accepted Accounting Principles

RICHARD F. LARKIN, BETHESDA, UNITED STATES, MARIE DITOMMASO, WOODCLIFF LAKE, UNITED STATES & WARREN RUPPEL, WOODCLIFF LAKE, UNITED STATES

Price Waterhouse; DiTommaso & Ruppel, CPA's, Woodcliff Lake, NJ; CPA

**Ensure that your not-for-profit accounting is airtight for 2020**

Not-for profit organizations have unique characteristics, so they must adhere to a specific set of generally accepted accounting principles (GAAP). *Wiley Not-For-Profit GAAP 2020* provides practical guidance on how to identify and apply the relevant standards. This guide is indispensable for professionals responsible for preparing and auditing not-for-profit accounts. You will learn how to interpret the relevant accounting principles and how to apply them, all while minimizing unnecessary effort and eliminating potentially costly errors.



This comprehensive yet concise text thoroughly examines the latest standards for measurement, presentation, and disclosure related to not-for-profits. It covers the Financial Accounting Standards Board (FASB) Accounting Standards Codification, all relevant Accounting Standards Updates, and other guidance that applies to not-for-profit organizations, particularly that of the American Institute of Certified Public Accountants (AICPA). With this unrivalled reference tool, your not-for-profit GAAP questions are answered.

With *Wiley Not-For-Profit GAAP 2020*, you can be assured you have the most current, comprehensive accounting information that applies to nonprofit organizations. Stay in compliance and ensure timely, accurate reporting with this authoritative volume.

SERIES: WILEY REGULATORY REPORTING

SEPTEMBER 2020 560PP

978-1-119-59595-3 PB \$85.00 (Japan)

GAAP

## Advanced Tax Strategies for LLCs and Partnerships

LARRY TUNNELL & ROBERT RICKETTS

Are you ready to master the advanced concepts of partnership taxation? Provide your clients with valuable advice and tax planning strategies and gain a working knowledge of the Internal Revenue Code's sophisticated partnership tax rules and regulations. This book takes a deep dive into the complexities of partnership tax law. It includes step-by-step examples to help guide you through the complicated world of advanced partnership and LLC tax law. Some of the many concepts covered in this course include special allocations, liquidating and non-liquidation distributions, property basis calculations under various scenarios, and sales of a partnership interest.

SERIES: AICPA

SEPTEMBER 2020 UnknownPP

978-1-119-74873-1 PB \$170.50 (Japan)

Taxation

## Cut Your Client's Tax Bill

Individual Planning Tips and Strategies

Revised Edition

WILLIAM BISCHOFF

Many clients and businesses are highly focused on the impact of taxes and tax rates on their bottom line. President Trump and Congress's passage of the Tax Cuts and Jobs Act brought unhappy surprises to many taxpayers accustomed to getting tax refunds. Make sure your clients are protecting themselves from higher taxes.



Completely updated for tax law changes and Tax Court decisions, this book will bring you up to date on the latest strategies that will preserve your clients' wealth and ensure your role as a trusted adviser to your clients. Get the latest techniques for building and conserving wealth through proactive tax-planning and investment strategies. Key topics covered include;

- Sales of capital gain assets and real property
- Planning for employer stock options, employer stock held in retirement accounts, and restricted stock
- Maximizing tax benefits for personal residence transactions
- Tax-planning opportunities with vacation homes, timeshares, and co-ownership arrangements
- Planning for divorce
- Tax-saving tips for self-employed clients
- Tax-smart college financing strategies

SERIES: AICPA

SEPTEMBER 2020 288PP

978-1-119-72453-7 PB \$137.50 (Japan)

INDIVIDUAL TAXATION

## Accounting for Deferred income Taxes

BOBBY CARMICHAEL

A complicated accounting model, FASB ASC 740 has been around for a while. But the rules are becoming more challenging as businesses become more complex. This book incorporates the new tax rates and other impacts of the Tax Cuts and Jobs Act and will assist you in understanding FASB ASC 740, *Income Taxes*, and how it establishes guidelines for accounting for income taxes, including income tax expense, classification of deferred tax accounts, and related disclosures.



Key topics include:

- Principles of FASB ASC 740
- Income tax expense and deferred tax liabilities and assets
- Valuation allowances
- Proper documentation of deferred income taxes in the work papers
- Required disclosures within the financial statements

SERIES: AICPA

SEPTEMBER 2020 224PP

978-1-119-72456-8 PB \$107.50 (Japan)

ACCOUNTING SPECIAL TOPICS

## Codification of Statements on Standards for Accounting and Review Services, Numbers 21 - 25

AICPA

This book provides the requirements for performing engagements in accordance with Statements on Standards for Accounting and Review Services (SSARS). This updated edition includes the authoritative standards and interpretations applicable to preparation, compilation, and review engagements. The guidance and related interpretations will help you apply the standards in specific circumstances. The codification also clearly shows amendments, deleted or superseded content, and conforming changes due to the issuance of other authoritative guidance. The codification contains all SSARSs, including SSARS No. 21, which is now effective, through SSARS No. 25, Materiality in a Review of Financial Statements and Adverse Conclusions. SSARS No. 25 further converges AR-C section 90 with International Standard on Review Engagements (ISRE) 2400 (Revised), Engagements to Review Historical Financial Statements, and minimizes differences with the auditing standards regarding concepts that are consistent regardless of the level of service performed on the financial statements.

SERIES: AICPA

SEPTEMBER 2020 416PP

978-1-950688-46-3 PB \$70.00 (Japan)

ACCOUNTING SPECIAL TOPICS

## Financial Statement Analysis

Basis for Management Advice

WALLACE DAVIDSON III

Southern Illinois University

This book presents financial statements as a set of dynamic instruments that can be used for accurate, relevant, and timely financial decisions. It focuses on the economic and financial conditions that cause statements to change and discover how businesses can manage liquidity, debt, and profitability. Plus, explore effect ratios, causal ratios, pro forma analysis, sustainable growth, and much more. Key topics covered include: valuation techniques, effect ratios, DuPont system for analyzing profitability, causal analysis. how to conduct a financial statement analysis, users of financial statements, forecasting sustainable growth, and bankruptcy prediction models.



SERIES: AICPA

SEPTEMBER 2020 UnknownPP

978-1-119-74232-6 PB \$142.50 (Japan)

Accounting Special Topics

## 2020 Not-for-Profit Accounting and Auditing Update

MELISA F. GALASSO

Learn the latest accounting and auditing developments affecting not-for-profits so that accountants, auditors, and financial managers can prepare financial statements with confidence. This work covers new FASB requirements and information on the latest OMB and Yellow Book developments. It features major program determination and case studies related to revenue recognition and auditing documentation and covers hot topics including:



- NFP financial statements
- Risk assessment
- Documentation
- Leases
- Yellow Book
- Major program determination Key changes
- GASB updates including GASB Statement No. 91, Conduit Debt Obligations
- AICPA activities including changes to the auditor's report
- FASB updates including revenue recognition, grants and contracts, updating the definition of collections, and implementation issue surrounding the financial reporting standard
- Federal government activities including updates to the Compliance Supplement and proposed changes to the Uniform Guidance

SERIES: AICPA

SEPTEMBER 2020 UnknownPP

978-1-119-74720-8 PB \$87.50 (Japan)

Non-Profit Organizations / Finance & Accounting



## Accounting and Reporting for Not-for-Profit Organizations

MELISA F. GALASSO

This title provides the tools necessary to go beyond the theory and create value-added services for accountants' clients. In the not-for-profit arena. This book allows readers to examine, evaluate, and perform case studies, which will enhance their working knowledge of fundamental not-for-profit accounting and reporting, presentation requirements, note disclosures unique to not-for-profits, and options allowed under generally accepted accounting principles.



Key topics include:

- Financial statement presentation, including FASB's financial reporting standard
- Statement of activities
- Statement of financial position and statement of cash flow
- Note disclosures
- Contribution concepts
- Functional expense and allocation of costs
- Endowments
- Operating versus non-operating
- Split interest agreements and beneficial trusts
- Agency transactions
- Programmatic investments
- Common financial statement mistakes

SERIES: AICPA

SEPTEMBER 2020 UnknownPP

978-1-119-74472-6 PB \$97.50 (Japan)

Non-Profit Organizations / Finance & Accounting

## Annual Update: Top Governmental and Not-for-Profit Accounting and Auditing Issues Facing CPAs

LYNDA DENNIS

This book provides a review of the top accounting and auditing issues faced by preparers of governmental and not-for-profit financial statements and their auditors. Key areas covered include: GASB 87, Leases; revenue recognition, including grants and contracts; risk assessment; and financial reporting.



Key topics include:

- Current GASB developments
- Audit issues related to GASB developments
- Recent GASB pronouncements and their impact on accounting and reporting
- Top advice from the AICPA's Technical Hotline and the GASB Technical Inquiry System

SERIES: AICPA

SEPTEMBER 2020 UnknownPP

978-1-119-74275-3 PB \$122.50 (Japan)

Non-Profit Organizations / Finance & Accounting



## Not-for-Profit Entities 2020

Strengthening Audit Integrity Safeguarding  
Financial Reporting Industry Developments

AICPA

This Not-for-Profit Industry Development Audit Risk Alert shows changes on the horizon as well as current business environment issues and accounting and auditing challenges such as:

- Cybersecurity and outsourcing
- Implementation of FASB's revenue recognition standards
- Changes to the auditor's report
- Preparation for FASB's leases and other accounting standards updates



Delivered in an easily digestible format, this alert also covers legislative and regulatory issues like the unrelated business income tax and changes to IRS Form 990-T as well as a discussion of the Department of Labor's overtime rule.

SERIES: AICPA AUDIT GUIDE

SEPTEMBER 2020 96PP

978-1-950688-43-2 PB \$60.00 (Japan)

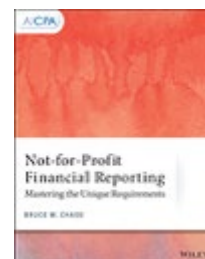
NON-PROFIT ORGANIZATIONS / FINANCE & ACCOUNTING

## Not-for-Profit Financial Reporting

Mastering the Unique Requirements

BRUCE W. CHASE

Through a combination of practical guidance and case studies, the author provides insight into what makes not-for-profits different. Updated for revenue recognition, grants and contracts, and financial reporting, this book offers guidance on FASB's new financial statement standard and revenue recognition standard which will have a major impact on financial reporting for not for profits. It helps answer the questions: Are you aware of how not-for-profit financial statements will change because of FASB's Financial Statement Standard? Do you know what makes not-for-profit accounting and financial reporting different?



Key topics include:

- Grants and contracts
- Expense reporting
- NFP financial statement standard
- Revenue recognition
- Performance measures

SERIES: AICPA

SEPTEMBER 2020 UnknownPP

978-1-119-74409-2 PB \$87.50 (Japan)

Non-Profit Organizations / Finance & Accounting

## 建築学

**Real Frauds Found in Not-for-Profits**

LYNDA DENNIS

Due to the nature of not-for-profits, fraud may be more common than it seems. This book shows how to recognize red flags of fraud, including cyber fraud. It offers a comprehensive learning approach using real-world examples, explanations of audit standards, and informative case studies that analyze several unique frauds which occurred in the not-for-profit industry. Key topics covered are : misappropriation of benefits, pledges and contributions, cyber fraud, and grant expense allocations.



SERIES: AICPA

SEPTEMBER 2020 96PP

978-1-119-72326-4 PB \$67.50 (Japan)

Non-Profit Organizations / Finance &amp; Accounting

**Thresholds in Architectural Education**EDITOR TAYYIBE NUR CAGLAR, EDITOR IRENE G. CURULLI, EDITOR  
ISIL RUHI-SIPAHIOGLU & EDITOR LAZAROS MAVROMATIDIS

SEPTEMBER 2020 280PP

978-1-119-75139-7 CL \$145.00 (Japan)

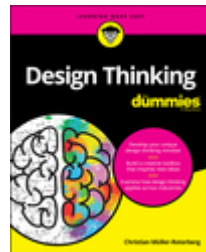
Architecture Special Topics

## ビジネス

## Design Thinking For Dummies

CHRISTIAN MULLER-ROTERBERG

- Develop your unique design thinking mindset
- Build a creative toolbox that inspires new ideas
- Examine how design thinking applies across industries



## Challenge your creativity methods

Design thinking is not just the property of graphic designers. This approach to creating solutions by thinking from the customer perspective can lead to new and innovative ideas that old methods could not approach. *Design Thinking For Dummies* provides a jump-start to get you and your organization on the path to new creativity. Written by a design thinking thought leader, this book helps you through the design thinking cycle and shows how it can help any industry.

## Inside...

- Building creative environments
- Facilitating design thinking workshops
- Implementing your solutions
- Applying design thinking to business
- Tips for transforming your organization

SEPTEMBER 2020 304PP

978-1-119-59392-8 PB \$29.99 (Japan)

Design History &amp; Theory

## Hacking Happiness

How to intentionally adapt and shape the future you want

PENNY LOCASO

## Learn to love uncertainty--and shape the future you want

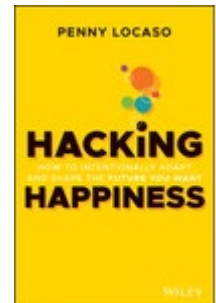
You have a successful life; a professional career, nice home, maybe kids or even a dog, so why are you so damn *unhappy*? Spread so thin at work, nothing gets the attention it needs; tasked with leading others through rapid change, you're not sure where you're heading yourself ... Disruptive technology, catastrophic global events and increasing mental health problems means your secure and linear pathway to happiness no longer exists.

Success today is not about the perfect plan to achieve more, manage change and mitigate risk. Our brave new world is calling us to throw out any rulebook and leap into what we fear most--the unknown...

That's exactly what Penny Locaso did when she turned her life upside-down to tackle our happiness-deficit problem. She emerged as the world's first Happiness Hacker and the inventor of the Intentional Adaptability Quotient®: a quantifiable method for individuals and organisations to become more skillful at, and even relish, adapting to rapid change.

Welcomed by business leaders worldwide, IAQ® catapulted Penny to prominence as a TedX Talk star and faculty member at the acclaimed Singularity University by showing that in our highly disruptive present we must embrace instability and complexity to achieve clarity, purpose, and the sense of meaning that brings real joy.

This book is an opportunity to look at work and the world through a new lens and see that by surfing on the edges of our comfort zone we--professionals, leaders, everyone--can intentionally adapt to create a successful and fulfilling future.



SEPTEMBER 2020 220PP

978-0-7303-8499-1 PB \$23.00 (Japan)

Business Self-Help

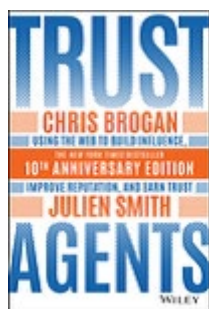
## Trust Agents

Using the Web to Build Influence, Improve Reputation, and Earn Trust, 10th Anniversary Edition

CHRIS BROGAN, AMESBURY, UNITED STATES & JULIEN SMITH, MONTREAL, QUEBEC, CANADA

**The 10th Anniversary Edition of *Trust Agents* helps companies get back on track in their efforts to build reputation, attention, and trust**

In the years since authors Chris Brogan and Julien Smith first released their groundbreaking book *Trust Agents*, social media channels have become inundated by questionable, low-quality content. As a result, many businesses have suffered from damaged reputations and poorly performing social media initiatives. The power of social media is as strong as ever, yet businesses are struggling when trying to re-capture the trust and attention of their audience. This special 10<sup>th</sup> Anniversary Edition of *Trust Agents* helps companies of all kinds regain their reputation and re-establish the attention and trust of the marketplace.



Celebrating a decade in print, this *New York Times* bestseller has been thoroughly revised and updated to reflect the new business realities of social networks and the latest digital technologies. All-new content and supplemental materials show business leaders how to attract the right kind of attention, communicate directly to specific groups, and leverage human innovation and originality in this age of Artificial Intelligence and automation. From using the latest social apps and platforms to build trusted networks of influence, to implementing laser-focused marketing strategies to cut through the digital clutter, critical information is supported by real-world examples and case studies, advanced theory, and practical, actionable guidance.

The 10<sup>th</sup> Anniversary Edition of *Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust* is a valuable source of knowledge for any organization operating in the Digital Age.

SEPTEMBER 2020 320PP

978-1-119-66596-0 CL \$25.00 (Japan)

Business Technology

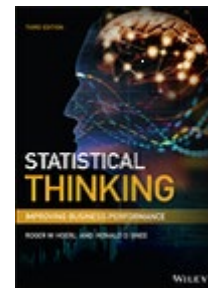
## Statistical Thinking

Improving Business Performance, 3rd Edition

ROGER W. HOERL, NISKAYUNA & RONALD D. SNEE, NEWARK

**Apply statistics in business to achieve performance improvement**

*Statistical Thinking: Improving Business Performance, 3rd Edition* helps managers understand the role of statistics in implementing business improvements. It guides professionals who are learning statistics in order to improve performance in business and industry. It also helps graduate and undergraduate students understand the strategic value of data and statistics in arriving at real business solutions. Instruction in the book is based on principles of effective learning, established by educational and behavioral research.



The authors cover both practical examples and underlying theory, both the big picture and necessary details. Readers gain a conceptual understanding and the ability to perform actionable analyses. They are introduced to data skills to improve business processes, including collecting the appropriate data, identifying existing data limitations, and analyzing data graphically. The authors also provide an in-depth look at JMP software, including its purpose, capabilities, and techniques for use.

This book helps readers understand the role of statistics in business before they embark on learning statistical techniques.

SERIES: WILEY AND SAS BUSINESS SERIES

SEPTEMBER 2020 544PP

978-1-119-60571-3 CL \$145.00 (Japan)

BUSINESS STATISTICS & MATH

## Leadership U

Accelerating Through the Crisis Curve

GARY BURNISON

### Accelerating Through the Crisis Curve

Leadership is all about others--inspiring them to believe, then enabling that belief to become reality. That's the essence of Leadership U: it starts with 'U' but it's not about 'U.'

Those timeless words are timelier than ever today, as leaders look to accelerate through the crisis curve. As author Gary Burnison observes, "There will likely be more change in the next two years than we have seen in the last twenty."

Now, in Leadership U: Accelerating Through the Crisis Curve, Burnison lays out a framework--his "Six Degrees of Leadership"--to show leaders how to create change.

**Anticipate** -- foreseeing what lies ahead, amid ambiguity and uncertainty that are throttled up like never before

**Navigate** -- course-correcting in real time, to keep the organization on an even keel

**Communication** -- constantly connecting with others; the leader is both the messenger and the message

**Listen** -- breaking down the organizational hierarchy to gather insights at all levels--especially what the leader doesn't want to hear

**Learn** -- applying learning agility, to "know what to do when you don't know what to do"

**Lead** -- empowering others in a bottom-up culture that is more nimble, agile, innovative, and entrepreneurial than ever before.

Today leadership means becoming comfortable with being uncomfortable. As Burnison says, when a door closes, leaders cannot afford to stand there, staring at it. It's a "get up or give up" moment. For leaders, the only choice is to find and open another door. Leadership U defines and inspires the pathway through that door.

SEPTEMBER 2020 UnknownPP

978-1-119-75332-2 CL \$24.00 (Japan)

Management / Leadership

## Machine Learning for Asset Management

New Developments and Financial Applications

EDITOR EMMANUEL JURCZENKO, FRANCE

SEPTEMBER 2020 460PP

978-1-78630-544-2 CL \$165.00 (Japan)

Creativity & Innovation Management

## Virtual Selling

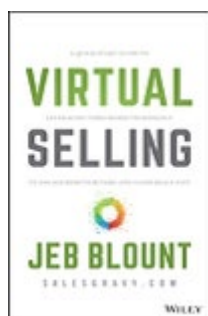
A Quick-Start Guide to Leveraging Video Based Technology to Engage Remote Buyers and Close Deals Fast

JEB BLOUNT, UNITED STATES

And, just like that, everything changed.

A global pandemic. Panic. Social distancing. Working from home.

Suddenly, virtual became king. Digital transformation rolled over us like a tidal wave.



Virtual Selling is the new normal. To remain competitive, salespeople, account managers, entrepreneurs, and business professionals must shift the way they engage prospects and customers. There is no turning back.

Virtual Selling can be challenging. Few of us haven't felt the wave of insecurity the instant a video camera is pointed in our direction. It's natural to feel intimidated by technology and digital tools. In the virtual world, everything moves fast.

Virtual Selling is powerful. The good news is with a little training and a few easy-to-learn techniques, you can confidently master virtual sales calls, protect your income, and continue to serve and provide solutions to the customers who depend on you.

*Virtual Selling* is the definitive resource and guide to leveraging video-based technology, digital tools, and virtual communication channels and techniques for human to human engagement and connection. You'll learn directly from Jeb Blount, one of the most sought-after and celebrated sales trainers of our generation.

SEPTEMBER 2020 256PP

978-1-119-74271-5 CL \$27.00 (Japan)

Marketing & Sales

## Next Level Sales Coaching

How to Build a Sales Team That Stays, Sells, and Succeeds

STEVE JOHNSON & MATTHEW HAWK

Overcome the biggest hurdles in coaching a sales team to peak performance

*Next Level Sales Coaching* offers insights to sales executives, customer service managers, business owners, and other professional managers on strategies to overcome common challenges in building a "best in class" sales team. Sales performance can impact a company's revenue, profits, market share, and employee retention. The question is, how do you positively impact those goals? The answer is simple: sales improve when your team is better trained, coached, and supported. This book will show you how to further strengthen your sales coaching skills and, as a result, better develop your sales team. When you get better, they get better.



When a sales team is led the right way, there is an increased probability they will feel better about themselves, their jobs, stay longer, and become a future sales leader in the company. Many books focus on the symptoms of poor sales performance, but they don't tell you how to solve the problems. *Next Level Sales Coaching* gives you a proven, step-by-step, process and methodology on how to resolve the most common challenges you will face when leading your sales team. The strategies are built on the best practices of over 10,000 sales managers that we have interviewed, researched and observed in action over the last 35 years. This book covers how to connect with, train, coach and inspire your sales team. Ultimately, it will help you to reduce turnover, improve performance, and increase retention of top performers.

SEPTEMBER 2020 208PP

978-1-119-68548-7 CL \$25.00 (Japan)

Sales Management

## Do More Faster India

Techstars Lessons to Accelerate Your Startup

2nd Edition

DAVID G. COHEN & BRAD FELD

**Do you dream of taking your Indian startup to new heights? Turn that dream into a reality!**

David Cohen, cofounder and Managing Partner of Techstars, and Brad Feld, cofounder of Techstars and Managing Partner of Foundry Group, team up to focus on the rapidly expanding Indian marketplace, bringing their years of shared experience to entrepreneurs, investors, and community ecosystem developers.



*Do More Faster India* educates readers on all the major areas of creating, developing, and supercharging a young startup with a focus on the nuances of the Indian market and how Techstars is fostering new business opportunities in India.

Each chapter is written by a different mentor or founder involved with the Techstars program and provides a unique perspective on the seven themes at the core of the Techstars mission:

- Ideas and Vision
- People
- Working Effectively
- Product
- Fundraising
- Legal and Structure
- Work and Life Harmony

With a renewed focus on one of the most influential emerging markets in the world, *Do More Faster India* includes chapters written by Indian entrepreneurs and dedicated to India-specific topics and culture, as well as how Techstars fits into and serves the increasingly powerful Indian audience.

SEPTEMBER 2020 416PP

978-1-119-69918-7 CL \$16.95 (Japan)

Small Business & Entrepreneurship

## The Startup Community Way

Evolving an Entrepreneurial Ecosystem

BRAD FELD & IAN HATHAWAY

**The Way Forward for Entrepreneurship Around the World**

We are in the midst of a startup revolution. The growth and proliferation of innovation-driven startup activity is profound, unprecedented, and global in scope. Today, it is understood that communities of support and knowledge-sharing go along with other resources. The importance of collaboration and a long-term commitment has gained wider acceptance. These principles are adopted in many startup communities throughout the world.



And yet, much more work is needed. Startup activity is highly concentrated in large, elite cities. Governments and other actors such as large corporations and universities are not collaborating with each other nor with entrepreneurs as well as they could. Too often, these actors try to control activity or impose their view from the top-down, rather than supporting an environment that is lead from the bottom-up. We continue to see a disconnect between an entrepreneurial mindset and that of many actors who wish to engage with and support entrepreneurship. There are structural reasons for this, but we can overcome many of these obstacles with appropriate focus and sustained practice.

No one tells this story better than Brad Feld and Ian Hathaway. *The Startup Community Way: Evolving an Entrepreneurial Ecosystem* explores what makes startup communities thrive and how to improve collaboration in these rapidly evolving, complex environments.

The book is a must-have resource for entrepreneurs, venture capitalists, executives, business and community leaders, economic development authorities, policymakers, university officials, and anyone wishing to understand how startup communities work anywhere in the world

SEPTEMBER 2020 320PP

978-1-119-61360-2 CL \$29.95 (Japan)

Small Business & Entrepreneurship



## Don't Push Too Many Trolleys

And Other Tips from Navigating Life and Business

YING TAN

*Tips from the Trolley Boy* is a book for anyone, from any walk of life, at any stage of life. It contains some of the most straightforward and applicable advice you've ever heard. Simple principles to apply to life are given in an accessible and friendly voice. Ying Tan's approachable, caring personality infuses this book with warmth. He is as likeable in print as he is in life (as readers will learn from the outstanding testimonials given by the people who work for him). In the initial chapters, Ying introduces himself and shares a little about his background, including some of the history of his parents and Chinese ancestors. He then outlines his business journey from Investment Banking intern to CEO of a multi-billion financial services company -- touching on his ups and downs, especially through the global economic crash of the last decade -- and goes on to describe, in each chapter, the ten most important principles he personally applies to his life. These are well structured, one flowing naturally into the next. Finally, Ying share his hopes and dreams for the future, and includes some comments from his team who talk of how inspiring their boss has been to them over the years.

SEPTEMBER 2020 224PP

978-1-119-69906-4 CL \$24.95 (Japan)

Business & Management Special Topics

## Startup CEO + Website

A Field Guide to Scaling Up Your Business

2nd Edition (Techstars)

MATT BLUMBERG

Startup exits are the important culmination of the startup experience and something that the first edition of *Startup CEO* could not address. What a difference a few years make for a successful startup such as ReturnPath. Now its CEO -- on to a new career -- is resharing all of his real-world experiences from founding a company to leading it through a successful exit. In addition, author Matt Blumberg addresses topic that reflect heightened responsibilities of CEOs around moral and ethical leadership in an increasingly transparent and socially-conscious world. Whether it's the #metoo movement, high profile failures of leadership like airline employees dragging customers off of planes, or something as simple as unconscious bias in the workplace, the best CEOs -- particularly those in high growth sectors--now need to approach their jobs differently. Fully revised and update, with completely new chapters on leadership, selling your company, preparing your company for an exit, and personal career transitions after selling your company, Blumberg takes other founders and young CEOs through his experiences, sharing his own personal expertise with exceptional insights from his ongoing and dynamic career as a CEO. Matt Blumberg has written the definitive field guide for being a CEO, which covers the broad topics of storytelling, team building, execution, boards of directors, and managing yourself. He shares lots of his own tips, tricks, and processes, and explains how your role changes as the company grows.



SERIES: TECHSTARS

SEPTEMBER 2020 UnknownPP

978-1-119-72366-0 CL \$29.95 (Japan)

BUSINESS & MANAGEMENT SPECIAL TOPICS



## Startup Communities

Building an Entrepreneurial Ecosystem in Your City,  
2nd Edition

BRAD FELD

Startup communities continue to pop up across the U.S. and around the world, prompting fresh new revelations and stories from Feld about what's happened over the last decade. *Startup Communities 2e* describes what makes a startup community ecosystem first click, then hum, and in time, excel. From Boulder to Beijing and beyond, entrepreneurial ecosystems are driving innovation. *Startup Communities 2e* discusses and the necessary dynamics and pre-conditions of building communities of entrepreneurs who can feed off each other's talent, creativity, and support.



In *Startup Communities 2e*, Feld will help you understand:

- The core principles of a vibrant startup community, re-examining his Boulder Thesis and exploring other historical frameworks.
- The attributes of leadership in a startup community that can help it thrive along with the classical problems any community will face during development.
- The importance of a university in a startup community, and how large companies can engage effectively with entrepreneurs.
- The importance of continuous improvement so growth does not stagnate.
- The common myths about startup communities.
- The opportunities to build startup communities in non-urban, or rural, places that are much less populated.

SEPTEMBER 2020 208PP

978-1-119-61765-5 CL \$26.95 (Japan)

BUSINESS & MANAGEMENT SPECIAL TOPICS

## The Strategyzer Box Set

ALEXANDER OSTERWALDER

Components:

978-0-470-87641-1

Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers

by: Alexander Osterwalder, Yves Pigneur

978-1-118-96805-5

Value Proposition Design: How to Create Products and Services Customers Want

by: Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith, Trish Papadakos

978-1-119-52396-3

The Invincible Company: How to Constantly Reinvent Your Organization with Inspiration From the World's Best Business Models

by: Alexander Osterwalder, Yves Pigneur, Alan Smith, Frederic Etienne

978-1-119-55144-7

Testing Business Ideas: A Field Guide for Rapid Experimentation

by: David J. Bland, Alexander Osterwalder

SEPTEMBER 2020 320PP

978-1-119-74597-6 PB \$140.00 (Japan)

Business & Management Special Topics

## Succeeding at Business in Southeast Asia

Common Mistakes Companies Make

ERIC MORACZEWSKI

SEPTEMBER 2020 176PP

978-0-9967293-6-9 PB \$29.95 (Japan)

Business & Management Special Topics

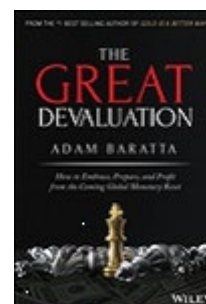


## The Great Devaluation

How to Embrace, Prepare, and Profit from the Coming Global Monetary Reset

ADAM BARATTA

*The Great Devaluation* is about the imminent and future failure of the global monetary system. Governments around the world have undertaken massive stimulus programs and printed trillions of new dollars in an effort to stimulate their sagging economies. Central Banks have manipulated their balance sheets, lowered interest rates to 0%, and dramatically expanded the global money supply. The world has never witnessed such a dramatic *one-two punch* of central bank monetary, and government fiscal stimulus, all at once. These policies will lead to a universal currency devaluation and end in an inflationary spiral that will fuel the greatest transfer of wealth in human history.



In this groundbreaking book, national bestselling author Adam Baratta unveils the dark truth about the Federal Reserve, their suppression of gold, and why every American investor needs to understand how this will impact their quality of life. *The Great Devaluation* is about the imminent and future failure of the global monetary system. It covers the history of The Federal Reserve, how it was formed, why it was formed, and the secretive nature of the independent institution. The book also highlights how going off of the gold standard has facilitated the long-term devaluation of the US Dollar and has made the institution the most powerful in the world.

SEPTEMBER 2020 256PP

978-1-119-69146-4 CL \$25.00 (Japan)

Business & Finance

## The Patient Equation

The Precision Medicine Revolution in the Age of COVID-19 and Beyond

GLEN DE VRIES, NEW YORK & WITH JEREMY BLACHMAN

**How the data revolution is transforming biotech and health care, especially in the wake of COVID-19--and why you can't afford to let it pass you by**

We are living through a time when the digitization of health and medicine is becoming a reality, with new abilities to improve outcomes for patients as well as the efficiency and success of the organizations that serve them. In *The Patient Equation*, Glen de Vries presents the history and current state of life sciences and health care as well as crucial insights and strategies to help scientists, physicians, executives, and patients survive and thrive, with an eye toward how COVID-19 has accelerated the need for change. One of the biggest challenges facing biotech, pharma, and medical device companies today is how to integrate new knowledge, new data, and new technologies to get the right treatments to the right patients at precisely the right times--made even more profound in the midst of a pandemic and in the years to come.

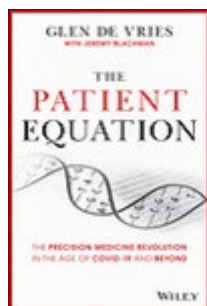
Drawing on the fascinating stories of businesses and individuals that are already making inroads--from a fertility-tracking bracelet changing the game for couples looking to get pregnant, to an entrepreneur reinventing the treatment of diabetes, to Medidata's own work bringing clinical trials into the 21st century--de Vries shares the breakthroughs, approaches, and practical business techniques that will allow companies to stay ahead of the curve and deliver solutions faster, cheaper, and more successfully--while still upholding the principles of traditional therapeutic medicine and reflecting the current environment.

Whether you're a scientist, physician, or executive, you can't afford to let the moment pass: understand the landscape with this must-read roadmap for success--and see how you can change health care for the better.

SEPTEMBER 2020 288PP

978-1-119-62214-7 CL \$30.00 (Japan)

Business & Finance



## Stochastic Methods for Credit Risk

GUGLIELMO D'AMICO, JACQUES JANSSEN & RAIMONDO MANCA

As Non-Life Insurance models are strictly connected with stochastic processes, the main aim of this book is to show how classical and recent advanced stochastic models can be used to improve the stochastic approach in non-life insurance for which contracts can be characterized by time and risk: this constitutes precisely the core business of stochastic processes. This book presents various stochastic methods applied to non-life insurance, in order to price, value, hedge and manage these contracts and particularly to model the various claim processes.

From the financial point of view, essential concepts such as actuarial evaluation, market values, fair pricing play a central role and will be presented. For the insurance part, the age assumes a fundamental role in the evaluation of premiums; this influence should be function not only of the age of insured but also, for example in car insurance, of the age of car.

For these processes, we develop fundamental applications for non-life insurance such claim management, reinsurance, catastrophic risks, car insurance and the application in the actuarial risk theory particularly for the computing of main risk and Solvency II indicators such as the SCR and MCR indicators. We include numerical applications and practical case studies.

SEPTEMBER 2020 200PP

978-1-84821-900-7 CL \$120.00 (Japan)

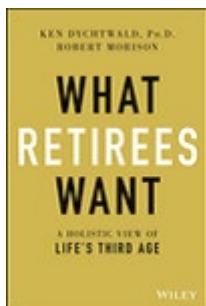
Business & Finance

## What Retirees Want

A Holistic View of Life's Third Age

KEN DYCHTOWALD & ROBERT MORISON

Throughout 99 percent of human history, life expectancy at birth was less than 18 years. Few people had a chance to age. Today, thanks to extraordinary medical, demographic, and economic shifts, most of us expect to live long lives. Consequently, the world is witnessing a powerful new version of retirement, driven by the power and needs of the Baby Boomer generation. Consumers over age 50 account for more than half of all spending and control more than 70% of our total net worth - yet are largely ignored by youth-focused marketers. How will work, family, and retirement be transformed to accommodate two billion people over the age of 60 worldwide? In the coming years, we'll see explosive business growth fueled by this unprecedented longevity revolution.



What Retirees Want presents the culmination of 30 years of research by world-famous "Age Wave" expert Ken Dychtwald, Ph.D., and author and consultant Robert Morison. It explains how the aging of the Baby Boomers will forever change our lives, businesses, government programs, and the consumer marketplace.

In this entertaining, thought-provoking, and wide-ranging book, Dychtwald and Morison explain how individuals, businesses, non-profits, and governments can best prepare for a new era--where the needs and demands of the Third Age? will set the lifestyle, health, social, marketplace, and political priorities of generations to come.

SEPTEMBER 2020 288PP

978-1-119-64808-6 CL \$28.00 (Japan)

Business & Finance

## 土木工学

## Ingenieurbaukunst

Engineering Made in Germany

EDITOR BUNDESINGENIEURKAMMER

The book presents recent outstanding buildings and structures in Europe and worldwide made by engineers from Germany. Edited by the Federal Chamber of Engineers, the compendium celebrates Ingenieurbaukunst - Engineering made in Germany.



SERIES: INGENIEURBAUKUNST

SEPTEMBER 2020 180PP

978-3-433-03326-5 PB \$65.00 (Japan)

General & Introductory Civil Engineering & Construction

## Elastoplastic Modeling

JEAN SALENCON

SEPTEMBER 2020 272PP

978-1-119-75160-1 CL \$145.00 (Japan)

Civil Engineering & Construction Special Topics

## 化学工学

**Process Engineering Renewal 2**

Research

ERIC SCHAER &amp; JEAN-CLAUDE ANDRE

SEPTEMBER 2020 350PP

978-1-119-75119-9 CL \$165.00 (Japan)

Chemical Engineering Fundamentals

**Process Engineering Renewal 3**

Prospects

ERIC SCHAER &amp; JEAN-CLAUDE ANDRE

SEPTEMBER 2020 380PP

978-1-119-75123-6 CL \$165.00 (Japan)

Chemical Engineering Fundamentals

**Guidelines for Process Safety During Transient Operations**

CCPS (CENTER FOR CHEMICAL PROCESS SAFETY)

This book addresses how to effectively manage transient operations - a time with relatively high risk - to help a company reduce its operating risks. It addresses how to prepare for the safe start-up and shutdown of chemical processes. It illustrates several situations and provides guidance on how to anticipate and avoid major upsets during startups or shutdowns. The also covers how to safely shutdown during emergencies, and then, if different from the normal start-up, how to safely start-up after unplanned shutdowns.

SEPTEMBER 2020 UnknownPP

978-1-119-52915-6 CL \$150.00 (Japan)

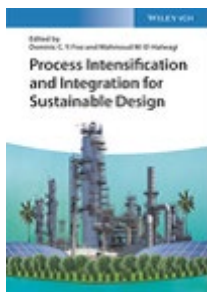
Theory, Planning &amp; Management

## 化学

**Process Intensification and Integration for Sustainable Design**

DOMINIC C. Y. FOO &amp; MAHMOUD M. EL-HALWAGI

The book discusses developments in process intensification and integration with a focus on increased sustainability. Drawing from fundamental techniques and recent industrial experiences, the overarching topics of this book are Sustainable Manufacturing, Energy Saving Technologies and Resource Conservation and Pollution Prevention Techniques.



SEPTEMBER 2020 352PP

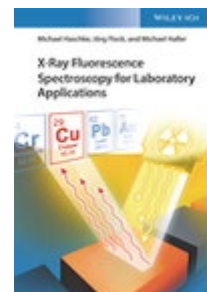
978-3-527-34547-2 CL \$190.00 (Japan)

Process Intensification &amp; Integration

**X-Ray Fluorescence Spectroscopy for Laboratory Applications**

MICHAEL HASCHKE, JORG FLOCK &amp; MICHAEL HALLER

The book starts out with a short overview of the physical fundamentals of the generation of x-rays and their interaction with the sample material, followed by a presentation of the different methods of sample preparation in dependence on the quality of the source material and the objective of the measurement. After a short description of the different available equipment types and their respective performance, the book provides in-depth information on the choice of the optimal measurement conditions and the processing of the measurement results.



SEPTEMBER 2020 520PP

978-3-527-34463-5 CL \$133.34 (Japan)

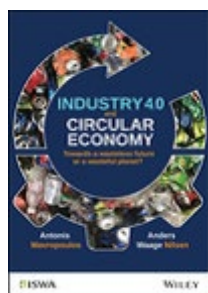
Analytical Chemistry

## Industry 4.0 and Circular Economy

Towards a Wasteless Future or a Wasteful Planet?

ANTONIS MAVROPOULOS & ANDERS WAAGE NILSEN

This book deals with the two main trends that are reshaping the world, the fourth industrial revolution (IND4.0) and the circular economy. The authors describe the general framework in which these trends are evolving, discussing demographics, urbanization, global warming, and the rise of the middle class in developing countries. More



importantly, the authors are trying to portray how the combination of IND4.0 and circular economy can deliver an Earth-changing potential. The book approaches both trends from both theoretical and practical perspectives, describing their impact on the waste management sector through specific examples and case studies. Readers will be guided to understand both the business and social importance of IND4.0 and circular economy, the shift in waste management practices, the perspectives and the obstacles for a wasteless future, and the crucial role that the waste management sector can play in providing a role-model in which IND4.0 meets circular economy, delivering positive environmental, health and social benefits. This book is about the possibility of a brand-new world and the challenges to achieve it.

SERIES: INTERNATIONAL SOLID WASTE ASSOCIATION

SEPTEMBER 2020 392PP

978-1-119-69927-9 CL \$70.00 (Japan)

Environmental Chemistry

## Water Treatment

A Historical Perspective on Technological Development and Future Landscape

ANIRBAN ROY, ADITI MULICK & SIDDHARTHA MOULIK

SEPTEMBER 2020 UnknownPP

978-1-119-47998-7 CL \$225.00 (Japan)

Water Chemistry

## Advances in Biopolymers for Biomedical and Biotechnological Applications

BERND H. A. REHM & M. FATA MORADALI

Massey University, Palmerston, New Zealand

This book highlights the technical and methodological advancements in introducing biopolymers, their study and promoted applications.

Organized in four parts, the book provides initially a general overview over biopolymers, properties and biocompatibility and continues with dedicated parts on “Biopolymers through Bioengineering and Biotechnology Venues”, “Polymeric Biomaterials with wide applications”, and “Biopolymers for Specific Applications”.



SERIES: ADVANCED BIOTECHNOLOGY

SEPTEMBER 2020 368PP

978-3-527-34530-4 CL \$205.00 (Japan)

Biotechnology (Chemistry)

## Heterogeneous Catalysts

Advanced Design, Characterization and Applications

WEI YANG TEOH, ATSUSHI URAKAWA, YUN HAU NG & PATRICK SIT

The book focuses on emerging techniques in heterogeneous catalysis, from new methodology for catalysts design and synthesis, surface studies and operando spectroscopies, ab initio techniques, to critical catalytic systems as relevant to energy and the environment. It provides the vision of addressing the foreseeable knowledge gap unfilled by classical knowledge in the field.

SEPTEMBER 2020 768PP

978-3-527-34415-4 CL \$405.00 (Japan)

Heterogeneous Catalysis

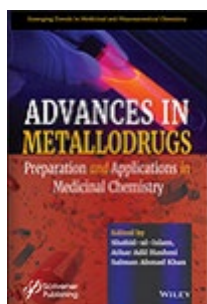


## Advances in Metallodrugs

Preparation and Applications in Medicinal Chemistry

SHAHID UL-ISLAM, ATHAR ADIL HASHMI & SALMAN AHMAD KHAN

This book is organized into 12 important chapters that focus on the progress made by metal-based drugs as anticancer, antibacterial, antiviral, anti-inflammatory, and anti-neurodegenerative agents, as well as highlights the application areas of newly discovered metallodrugs. It can prove beneficial for researchers, investigators and scientists whose work involves inorganic and coordination chemistry, medical science, pharmacy, biotechnology and biomedical engineering.



SEPTEMBER 2020 432PP

978-1-119-64042-4 CL \$225.00 (Japan)

Pharmaceutical & Medicinal Chemistry

## CO<sub>2</sub> as a Building Block in Organic Synthesis

SHOUBHIK DAS

This book presents the most important reactions which use CO<sub>2</sub> as an effective building block in organic synthesis. Reactions like methylation reactions, CH bond functionalization, carboxylation and many more are included and make this book an indispensable source of information.



SEPTEMBER 2020 432PP

978-3-527-34613-4 CL \$205.00 (Japan)

Methods - Synthesis & Techniques

## Greening of Petroleum Operations

The Science of Sustainable Energy Production

2nd Edition

M. R. ISLAM, A. B. CHHETRI & M. M. KHAN

SERIES: WILEY-SCRIVENER

SEPTEMBER 2020 UnknownPP

978-1-119-51024-6 CL \$295.00 (Japan)

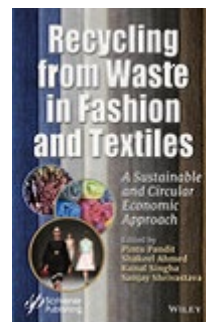
SUSTAINABLE CHEMISTRY & GREEN CHEMISTRY

## Recycling from Waste in Fashion and Textiles

A Sustainable and Circular Economic Approach

PINTU PANDIT, SHAKEEL AHMED, KUNAL SINGHA & SANJAY SHRIVASTAVA

The alarming level of greenhouse gases in the environment, fast depleting natural resources and the increasing level of industrial effluents, have made every single manufacturing activity come under the scrutiny of sustainability. When all kinds of waste such as clothes, furniture, carpets, televisions, shoes, paper, food wastes etc. end up in the landfill, only a few of them are naturally decomposed and thus a large majority remains as non-biodegradable. It is for this reason, efforts are concentrated to reduce the burden on earth by this waste, and as far as used textile products are concerned, there are now attempts to recycle or up-cycle. This book addresses the role of sustainability by using textile waste in fashion and textiles with respect to manufacturing, materials, as well as the economic and business challenges and opportunities it poses. This wide-ranging book comprises 19 chapters on the various topics including:



- Solutions for sustainable fashion and textile industry
- Agro and bio waste in the fashion industry
- Innovating fashion brands by using textile waste
- Waste in handloom textiles
- Business paradigm shifting: 21st century fashion from recycling and upcycling
- Utilization of natural waste for sustainable textile coloration
- Circular economy in fashion and textile from waste
- Future pathways of waste utilization for fashion
- Sustainable encapsulation of natural dyes from Plant waste for textiles
- Agro-waste applications for bio-remediation of textile effluent

SEPTEMBER 2020 495PP

978-1-119-62049-5 CL \$235.00 (Japan)

Sustainable Chemistry & Green Chemistry

## 文化研究

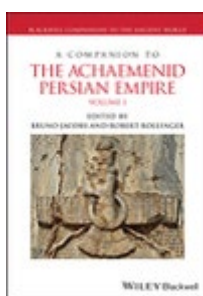
**A Companion to the Achaemenid Persian Empire**

EDITOR BRUNO JACOBS &amp; EDITOR ROBERT ROLLINGER

University of Basel; University of Innsbruck

The Achaemenid Empire is often addressed as the first World Empire. However, its roots are in Near Eastern traditions, some of which have been the subject of recent intensive reevaluation. This book takes a unique and innovative approach to the subject, considering those predecessors to whom the Achaemenid Empire was indebted for its structure, ideology, and self-expression, by examining both written and archaeological sources. It addresses the empire's legacy, and its contemporary, later, and even modern reception.

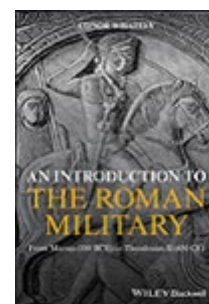
*A Companion to the Achaemenid Persian Empire* takes into account all relevant historical sources, including archaeological ones. It places particular emphasis on looking at the Achaemenid Empire from its different centers, paying just as much attention to the widely neglected eastern parts as to the commonly covered western parts of the empire. The book considers, not only its political history, but also its social, economic, and religious history, institutions, and art and science, in an effort to draw a complete picture of the empire and to foster an appreciation for its lasting reputation.

**An Introduction to the Roman Military**

From Marius (100 BCE) to Theodosius II (450 CE)

CONOR WHATELY

This book provides an introduction to the Roman military from the late republic to the end of antiquity in the west. Drawing on a wide and diverse body of evidence, the literary, but also the legal, epigraphic, archaeological and more, it introduces the reader to three historical Roman soldiers, Titus Pullo from the late republic, Aurelius Polion from the high imperial era, and Flavius Aemilianus from late antiquity who, collectively, help give the book both a thematic and chronological organization. Running from their enlistment to their death and/or retirement, the book charts the life of a Roman soldier both while on duty and in the wider world across the Roman world.



SEPTEMBER 2020 UnknownPP

978-1-119-13979-9 PB \$39.95 (Japan)

Roman Studies

SERIES: BLACKWELL COMPANIONS TO THE ANCIENT WORLD

SEPTEMBER 2020 UnknownPP

978-1-119-17428-8 CL \$420.00 (Japan)

9781119113676 PB \$54.95 (Japan) NYP NOVEMBER 2022

Ancient &amp; Classical Studies

## コンピューティング

## Teach Yourself VISUALLY Word 2019

GUY HART-DAVIS, BARNARD CASTLE, UNITED KINGDOM

## Get up to speed on the newest version of Word with visual instruction

Microsoft Word is the standard for word processing programs, and the newest version offers additional functionality you'll want to use. Get up to speed quickly and easily with the step-by-step instructions and full-color screen shots in this popular guide! You'll see how to perform dozens of tasks, including how to set up and format documents and text; work with diagrams, charts, and pictures; use Mail Merge; post documents online; and much more. Easy-to-follow, two-page lessons make learning a snap.

- Full-color, step-by-step instructions show you how to perform all the essential tasks of Microsoft Word 2019
- Explains how to set up and format documents, edit them, add images and charts, post documents online for sharing and reviewing, and take advantage of all the newest features of Word
- Previous editions have sold more than 250,000 copies
- The Visual learning system makes it easy to learn more while reading less
- Teach Yourself VISUALLY Word 2019 helps you master the most popular word processing program quickly, easily, and visually.
- Updates from the previous edition includes how to collaborate on documents in real time, draw and write with digital pen, better accessibility and the new Resume Assistant!

SERIES: TEACH YOURSELF VISUALLY (TECH)

SEPTEMBER 2020 UnknownPP

978-1-119-72448-3 PB \$29.99 (Japan)

MICROSOFT WORD

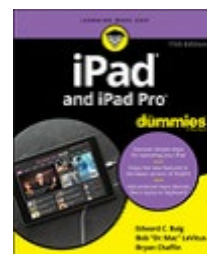
## iPad and iPad Pro For Dummies

11th Edition

EDWARD C. BAIG, BOB LEVITUS &amp; BRYAN CHAFFIN

## The A to Z guide to getting the most from your iPad

Your iPad is a magical piece of technology connecting you to the rest of the world pretty much anytime and anywhere. Super thin and (well, almost) light as a feather, it allows you to keep up with your day to day duties, stay in touch with family and friends, catch up with work, relax with books and movies, or even create your own works of art! Given all it's capable of, it's essential to have a guide to help you make the most of your device.



The latest edition of *iPad and iPad Pro for Dummies* helps users of all experience levels navigate this amazing looking glass. Assuming no prior knowledge, it takes you from the basics—including getting to know the iPad and adding useful accessories such as keyboards and pencils—to setting up email, connecting with other devices, maintaining files, and researching and installing the best apps for you.

- Discover the simple steps to get up and running
- Make your iPad work better and faster for you
- Explore the features of the brand new iPadOS
- Get easy fixes to common problems

Pick up your copy today and find out just how sweet life in Apple tablet form can be!

SEPTEMBER 2020 384PP

978-1-119-60797-7 PB \$26.99 (Japan)

COMPUTER HARDWARE / MACINTOSH

## コミュニケーション

## The Handbook of Media Education Research

EDITOR DIVINA FRAU-MEIGS, EDITOR SIRKKU KOTILAINEN,  
EDITOR MANISHA PATHAK-SHELAT, EDITOR MICHAEL  
HOECHSMANN & EDITOR STUART R. POYNTZ

Lakehead University, Orillia, Canada; Simon Fraser University,  
Canada

SERIES: GLOBAL HANDBOOKS IN  
MEDIA AND COMMUNICATION  
RESEARCH

SEPTEMBER 2020 UnknownPP

978-1-119-16687-0 CL \$210.00 (Japan)

9781119166887 PB \$54.95 (Japan) NYP JUNE 2023

General Communication & Media Studies



## News 2.0

Journalists, Audiences and News on Social Media

AHMED AL-RAWI

**Offers fresh insights and empirical evidence on the producers, consumers, and content of News 2.0**



The second generation of news--News 2.0--made, distributed, and consumed on the internet, particularly social media, has forever changed the news business. *News 2.0: Journalists, Audiences and News on Social Media* examines the ways in which news production is sometimes biased and how social networking sites (SNS) have become highly personalized news platforms that reflect users' preferences and worldviews. Drawing from empirical evidence, this book provides a critical and analytical assessment of recent developments, major debates, and contemporary research on news, social media, and news organizations worldwide.

Author Ahmed Al-Rawi highlights how, despite the proliferation of news on social media, consumers are often confined within filter "bubbles." Emphasizing non-Western media outlets, the text explores the content, audiences, and producers of News 2.0, and addresses direct impacts on democracy, politics, and institutions. Topics include viral news on SNS, celebrity journalists and branding, "fake news" discourse, and the emergence of mobile news apps as ethnic mediascapes.

*News 2.0: Journalists, Audiences and News on Social Media* is an innovative and illuminating resource for undergraduate and graduate students of media, communication, and journalism studies as well as media and communication scholars, media practitioners, journalists, and general readers with interest in the subject.

SEPTEMBER 2020 224PP

978-1-119-56966-4 PB \$44.95 (Japan)

Mass Communication & The Media

## Communicating Effectively in the Workforce

LISA POLACK

If you do not understand how communication works, then you may become perplexed and frustrated by interactions in the workplace. However, if you understand how communication works, then you have a good chance of diagnosing and fixing communication problems. Best of all, you can influence and motivate your employees, make better decisions, negotiate more effectively, build better work teams, and accomplish business objectives. This book discusses the various forms of communication.



SERIES: AICPA

SEPTEMBER 2020 UnknownPP

978-1-119-74617-1 PB \$57.50 (Japan)

Technical Communication

## People-Centric Skills

Interpersonal and Communication Skills for Financial Professionals, 2nd Edition

DANNY M. GOLDBERG

**Use your interpersonal and communication skills as a financial professional to work successfully with clients**

Embark on a journey to further develop your career when you read *People-Centric Skills: Interpersonal and Communication Skills for Financial Professionals, 2<sup>nd</sup> Edition*. Business leaders consider employee communication skills and critical thinking abilities as essential elements for success. In their work, all professionals must communicate clearly and rely on their interpersonal skills to be successful.



This second edition of *People-Centric Skills* shares the fictional story of Dalton Zimmer, executive coach and public speaker. Dalton, all the while juggling his business, kids and social life, provides coaching and communication strategies for handling challenging situations faced by his clients.

This insightful narrative will help you expand communication and soft skills as a CPA, auditor, financial planner or other financial professional.

As Generation Z is entering the work force, the communication gap between Z and Boomers or Generation X is widening significantly. New to the second edition, you'll find a discussion of communication between generations and how to bridge them as a financial professional.

You can be a more people-centric leader as you engage with a wide range of clients and associates. This book can be a first step to improving interpersonal and communication skills as you continue to develop in your career.

SEPTEMBER 2020 208PP

978-1-119-66930-2 PB \$24.95 (Japan)

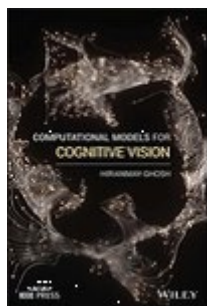
TECHNICAL COMMUNICATION

## コンピュータサイエンス

## Computational Models for Cognitive Vision

HIRANMAY GHOSH

This book focuses on computing aspects and shows how the cognitive principles borrowed from other disciplines can be used to solve problems of computer vision. The book begins with an introduction to the problems of computer vision and why cognitive principles should be used to solve these problems. Then it moves on to a discussion of deductive, inductive, and abductive reasoning and the psychological observations and deductions of various theories and models of cognitive vision. Other topics covered include knowledge representation techniques, evolution of cognitive architectures, machine learning approaches, and more. The book ends with salient observations and future research directions.



SEPTEMBER 2020 240PP

978-1-119-52786-2 PB \$59.95 (Japan)

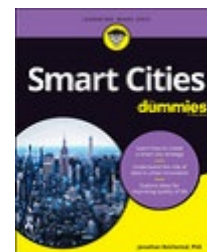
General &amp; Introductory Computer Science

## Smart Cities For Dummies

JONATHAN REICHENTAL

**Become empowered to build and maintain smarter cities**

At its core, a Smart City is a collection of technological responses to the growing demands, challenges, and complexities of improving the quality of life for billions of people now living in urban centers across the world.



The movement to create smarter cities is still in its infancy, but ambitious and creative projects in all types of cities--big and small--around the globe are beginning to make a big difference. New ideas, powered by technology, are positively changing how we move humans and products from one place to another; create and distribute energy; manage waste; combat the climate crisis; build more energy efficient buildings; and improve basic city services through digitalization and the smart use of data.

Inside this book you'll find out:

- What it really means to create smarter cities
- How our urban environments are being transformed
- Big ideas for improving the quality of life for communities
- Guidance on how to create a smart city strategy
- The essential role of data in building better cities
- The major new technologies ready to make a difference in every community

*Smart Cities* will give you the knowledge to understand this important topic in depth and be ready to be an agent of change in your community.

SEPTEMBER 2020 320PP

978-1-119-67994-3 PB \$29.99 (Japan)

Information Technologies



## Networking For Dummies

12th Edition

DOUG LOWE, FRESNO

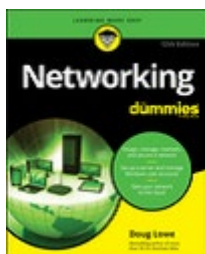
### Set up a secure network at home or the office

Fully revised to cover Windows 10 and Windows Server 2019, this new edition of the trusted *Networking For Dummies* helps both beginning network administrators and home users to set up and maintain a network. Updated coverage of broadband and wireless technologies, as well as storage and back-up procedures, ensures that you'll learn how to build a wired or wireless network, secure and optimize it, troubleshoot problems, and much more.

From connecting to the Internet and setting up a wireless network to solving networking problems and backing up your data--this #1 bestselling guide covers it all.

- Build a wired or wireless network
- Secure and optimize your network
- Set up a server and manage Windows user accounts
- Use the cloud--safely

Written by a seasoned technology author--and jam-packed with tons of helpful step-by-step instructions--this is the book network administrators and everyday computer users will turn to again and again.



SEPTEMBER 2020 480PP

978-1-119-64850-5 PB \$29.99 (Japan)

NETWORKING

## Hands on Hacking

MATTHEW HICKEY & JENNIFER ARCURI

### A fast, hands-on introduction to offensive hacking techniques

*Hands-On Hacking* teaches readers to see through the eyes of their adversary and apply hacking techniques to better understand real-world risks to computer networks and data. Readers will benefit from the author's years of experience in the field hacking into computer networks and ultimately training others in the art of cyber-attacks. This book holds no punches and explains the tools, tactics and procedures used by ethical hackers and criminal crackers alike.

We will take you on a journey through a hacker's perspective when focused on the computer infrastructure of a target company, exploring how to access the servers and data. Once the information gathering stage is complete, you'll look for flaws and their known exploits--including tools developed by real-world government financed state-actors.

- \* An introduction to the same hacking techniques that malicious hackers will use against an organization
- \* Written by infosec experts with proven history of publishing vulnerabilities and highlighting security flaws
- \* Based on the tried and tested material used to train hackers all over the world in the art of breaching networks
- \* Covers the fundamental basics of how computer networks are inherently vulnerable to attack, teaching the student how to apply hacking skills to uncover vulnerabilities

Written by world-renowned cybersecurity experts and educators, *Hands-On Hacking* teaches entry-level professionals seeking to learn ethical hacking techniques. If you are looking to understand penetration testing and ethical hacking, this book takes you from basic methods to advanced techniques in a structured learning format.



SEPTEMBER 2020 UnknownPP

978-1-119-56145-3 PB \$40.00 (Japan)

Networking / Security

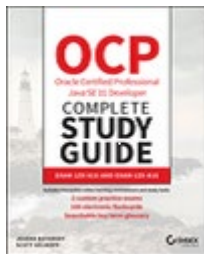


## OCP Oracle Certified Professional Java SE 11 Developer Complete Study Guide

Exam 1Z0-815 and Exam 1Z0-816

JEANNE BOYARSKY & SCOTT SELIKOFF

**The most comprehensive prep guide available for new OCP Oracle Certified Professional Java SE 11 Developer certifications--covers Programmer I and II Exams 1Z0-815 and 1Z0-816, and the Upgrade Exam 1Z0-817!**



Java is widely-used for backend cloud applications, Software as a Service applications (SAAS), and is the principal language used to develop Android applications. This object-oriented programming language is designed to run on all platforms that support Java without the need for recompilation. Oracle Java Programmer certification is highly valued by employers throughout the technology industry.

The *OCP Oracle Certified Professional Java SE 11 Developer Complete Study Guide* is an indispensable resource for anyone preparing for certification. This fully up-to-date guide covers 100% of exam objectives for Exam 1Z0-815, Exam 1Z0-816, and Upgrade Exam 1Z0-817. In-depth chapters present clear, comprehensive coverage of the functional-programming knowledge necessary to succeed. Each chapter clarifies complex material while reinforcing your understanding of vital exam topics. Also included is access to Sybex's superior online interactive learning environment and test bank that includes self-assessment tests, chapter tests, bonus practice exam questions, electronic flashcards, and a searchable glossary of important terms.

The *OCP Oracle Certified Professional Java SE 11 Developer Complete Study Guide* is a must-have book for certification candidates needing to pass these challenging exams, as well as junior- to senior-level developers who use Java as their primary programming language.

SEPTEMBER 2020 1032PP

978-1-119-61913-0 PB \$80.00 (Japan)

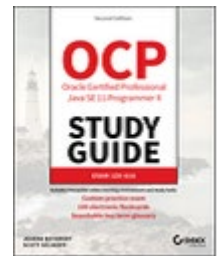
Programming & Software Development

## OCP Oracle Certified Professional Java SE 11 Programmer II Study Guide

Exam 1Z0-816

SCOTT SELIKOFF & JEANNE BOYARSKY

**The completely-updated preparation guide for the new OCP Oracle Certified Professional Java SE 11 Programmer II exam--covers Exam 1Z0-816**



Java, a platform-independent, object-oriented programming language, is used primarily in mobile and desktop application development. It is a popular language for client-side cloud applications and the principal language used to develop Android applications. Oracle has recently updated its Java Programmer certification tracks for Oracle Certified Professional.

*OCP Oracle Certified Professional Java SE 11 Programmer II Study Guide* ensures that you are fully prepared for this difficult certification exam. Covering 100% of exam objectives, this in-depth study guide provides comprehensive coverage of the functional-programming knowledge necessary to succeed. Every exam topic is thoroughly and completely covered including exceptions and assertions, class design, generics and collections, threads, concurrency, IO and NIO, and more. Access to Sybex's superior online interactive learning environment and test bank--including self-assessment tests, chapter tests, bonus practice exam questions, electronic flashcards, and a searchable glossary of important terms--provides everything you need to be fully prepared on exam day.

*OCP Oracle Certified Professional Java SE 11 Programmer II Study Guide* will prove invaluable for anyone seeking achievement of this challenging exam, as well as junior- to senior-level programmers who use Java as their primary programming language.

SEPTEMBER 2020 768PP

978-1-119-61762-4 PB \$50.00 (Japan)

Programming & Software Development

## From Chaos to Concept

A Team Oriented Approach to Designing World Class Products and Experiences

KEVIN L. BRAUN

Beloit College

**A clear, comprehensive approach to meeting business goals by improving user experiences**

This book delivers real-world UX processes that have been refined during 20+ years of experience working with companies of all sizes. This book is written for product design, software development, graphic design, and UX professionals with a focus on creating measurable better user experiences. *From Chaos to Concept: A Team Oriented Approach to Designing World Class Products and Experiences* provides a process for creating measurably better products.

If you want to design solutions to meet business goals and delight your users, you can look to this resource which covers the following areas:

- Creating and documenting goals, strategies, objectives, and tactics
- Defining or refining personas based on your measurable objectives (OKRs)
- Creating and iterating on scenarios based your prioritized personas
- A team approach to defining the product and roadmap to address critical use cases
- Team based divergent ideation and solution exploration
- Team based convergent solution definition
- Wireframing potential solutions for rapid research and iteration
- Using quantitative and qualitative methods to understand usage and test with users
- Exploring approaches to taxonomy and information architecture
- Using psychology and human factors to drive your design decisions
- Developing performant, accessible, maintainable experiences
- Using analytics to measure the results and inform the next iteration
- How this process differs based on the size if the company or team that is employing it

SEPTEMBER 2020 304PP

978-1-119-62896-5 PB \$55.00 (Japan)

Programming / User Interface Design

## Selling on Amazon For Dummies

DENIZ OLMEZ & JOSEPH KRAYNAK, CRAWFORDSVILLE, UNITED STATES

Wiley; Indianapolis, IN

**Sell on Amazon and Make *Them* Do the Heavy Lifting**

Selling on Amazon has become one of the most popular ways to earn income online. In fact, there are over 2 million people selling on Amazon worldwide. Amazon allows any business, no matter how small, to get their products in front of millions of customers and take advantage of the largest fulfillment network in the world. It also allows businesses to leverage their first-class customer service and storage capabilities.

*Selling on Amazon For Dummies* walks owners through the process of building a business on Amazon--a business that can be built almost anywhere in the world, as long as you have access to a computer and the internet.

- The basics of selling on Amazon
- Using FBA
- Getting started
- Deciding what to sell
- Conducting product research
- Finding your way around Seller Central
- Product sourcing, shipping and returns, Amazon subscription, fees, sales tax, and more
- How to earn ROIs (Returns on Your Investments)

*Selling on Amazon* provides the strategies, tools, and education you need, including turnkey solutions focused on sales, marketing, branding, and marketplace development to analyze and maximize opportunities.

SEPTEMBER 2020 UnknownPP

978-1-119-68933-1 PB \$22.99 (Japan)

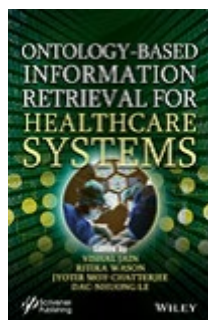
Web Site Development / Electronic Commerce



## Ontology-Based Information Retrieval for Healthcare Systems

VISHAL JAIN, RITIKA WASON, JYOTIR MOY CHATTERJEE & DAC-NHUONG LE

With the advancements of semantic web, ontology has become the crucial mechanism for representing concepts in various domains. For research and dispersal of customized healthcare services, a major challenge is to efficiently retrieve and analyze individual patient data from a large volume of heterogeneous data over a long time span. This requirement demands effective ontology-based information retrieval approaches for clinical information systems so that the pertinent information can be mined from large amount of distributed data.



This unique and groundbreaking book highlights the key advances in ontology-based information retrieval techniques being applied in the healthcare domain and covers the following areas:

- Semantic data integration in e-health care systems
- Keyword-based medical information retrieval
- Ontology-based query retrieval support for e-health implementation
- Ontologies as a database management system technology for medical information retrieval
- Information integration using contextual knowledge and ontology merging
- Collaborative ontology-based information indexing and retrieval in health informatics
- An ontology-based text mining framework for vulnerability assessment in health and social care
- An ontology-based multi-agent system for matchmaking patient healthcare monitoring
- A multi-agent system for querying heterogeneous data sources with ontologies for reducing cost of customized healthcare systems
- A methodology for ontology based multi agent systems development
- Ontology based systems for clinical systems: validity, ethics and regulation

SEPTEMBER 2020 385PP

978-1-119-64048-6 CL \$225.00 (Japan)

Data Mining & Knowledge Discovery

## Reports, Dashboards and Apps Using Microsoft Power Platform

SIVAKUMAR HARINATH, BOTHELL

**Teaches Excel, Tableau, and Qlikview users how to get the most insight and analysis from Microsoft's Power Platform suite for data analysis and visualization**

Microsoft Power Platform enables users to visualize data and share insights throughout an entire organization. Able to connect to any source on-premises or in the cloud, this powerful business analytics solution is rated as a leader in Gartner's Business Intelligence Magic Quadrant--ranking ahead of Tableau and Qlik. *Reports, Dashboards and Apps Using Microsoft Power Platform* helps readers understand the Power Platform suite, adopt and adapt the products based on their business needs, and transform how their organizations gain insights about business process optimization.

Written by members of the Microsoft team that built Power Platform, this authoritative book instructs readers on the effective, hands-on use of these technologies. Excel users seeking to upgrade for better analysis and visualization and Tableau or Qlikview users looking to integrate with Power Platform more easily will find the information invaluable. This book enables readers to:

- Prepare data models and author reports
- Create dashboards
- Manage dashboards and at enterprise scale
- Use Power Apps to create actionable insights
- Automate processes using Microsoft Flow

*Reports, Dashboards and Apps Using Microsoft Power Platform* is an essential guide for Business Intelligence professionals, analysts, data scientists, developers, and Excel, Tableau, and Qlikview power users.

SEPTEMBER 2020 UnknownPP

978-1-119-60918-6 PB \$50.00 (Japan)

Data Mining & Knowledge Discovery

## Machine Learning and Big Data

Concepts, Algorithms, Tools and Applications

UMA N. DULHARE, KHALEEL AHMAD & KHAIROL AMALI BIN AHMAD

Currently many different application areas for Big Data (BD) and Machine Learning (ML) are being explored. These promising application areas for BD/ML are the social sites, search engines, multimedia sharing sites, various stock exchange sites, online gaming, online survey sites and various news sites, and so on. To date, various use-cases for this application area are being researched and developed. Software applications are already being published and used in various settings from education and training to discover useful hidden patterns and other information like customer choices and market trends that can help organizations make more informed and customer-oriented business decisions. Combining BD with ML will provide powerful, largely unexplored application areas that will revolutionize practice in Videos Surveillance, Social Media Services, Email Spam and Malware Filtering, Online Fraud Detection, and so on. It is very important to continuously monitor and understand these effects from safety and societal point of view. Hence, the main purpose of this book is for researchers, software developers and practitioners, academicians and students to showcase novel use-cases and applications, present empirical research results from user-centered qualitative and quantitative experiments of these new applications, and facilitate a discussion forum to explore the latest trends in big data and machine learning by providing algorithms which can be trained to perform interdisciplinary techniques such as statistics, linear algebra, and optimization and also create automated systems that can sift through large volumes of data at high speed to make predictions or decisions without human intervention

SEPTEMBER 2020 540PP

978-1-119-65474-2 CL \$225.00 (Japan)

Algorithms & Data Structures

## Role of Edge Analytics on Sustainable Smart City Development

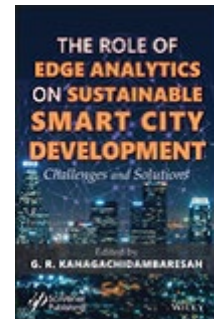
Challenges and Solutions

G. R. KANAGACHIDAMBARESAN

SEPTEMBER 2020 342PP

978-1-119-68128-1 CL \$225.00 (Japan)

Algorithms & Data Structures

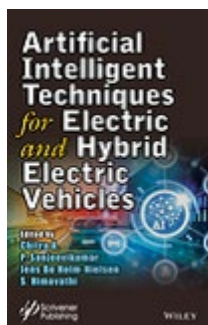


## Artificial Intelligent Techniques for Electric and Hybrid Electric Vehicles

EDITOR CHITRA A., EDITOR P. SANJEEVIKUMAR, EDITOR JENS BO HOLM-NIELSEN & EDITOR S. HIMAVATHI

Electric vehicles/hybrid electric vehicles (EV/HEV) commercialization is still a challenge in industries in terms of performance and cost. The performance along with cost reduction are two tradeoffs which need to be researched to arrive at an optimal solution. This book focuses on the convergence of various technologies involved in EV/HEV.

The book brings together the research that is being carried out in the field of EV/HEV whose leading role is by optimization techniques with artificial intelligence (AI). Other featured research includes green drive schemes which involve the possible renewable energy sources integration to develop eco-friendly green vehicles, as well as Internet of Things (IoT)-based techniques for EV/HEVs. Electric vehicle research involves multi-disciplinary expertise from electrical, electronics, mechanical engineering and computer science. Consequently, this book serves as a point of convergence wherein all these domains are addressed and merged and will serve as a potential resource for industrialists and researchers working in the domain of electric vehicles.



SEPTEMBER 2020 280PP

978-1-119-68190-8 CL \$195.00 (Japan)

Artificial Intelligence

## Machine Learning and Cognitive Computing for Mobile Communications and Wireless Networks

EDITOR KRISHNA KANT SINGH, EDITOR AKANSHA SINGH, EDITOR KORHAN CENGIZ & EDITOR DAC-NHUONG LE

KIET Group of Institutions, Ghaziabad, India; Amity University, Noida, India; Kadir Has University, Istanbul, Turkey; Vietnam National University, Vietnam

Communication and network technology has witnessed recent rapid development and numerous information services and applications have been developed globally. These technologies have high impact on society and the way people are leading their lives. The advancement in technology has undoubtedly improved the quality of service and user experience yet a lot needs to be still done. Some areas that still need improvement include seamless wide-area coverage, high-capacity hot-spots, low-power massive-connections, low-latency and high-reliability and so on. Thus, it is highly desirable to develop smart technologies for communication to improve the overall services and management of wireless communication. Machine learning and cognitive computing have converged to give some groundbreaking solutions for smart machines. With these two technologies coming together, the machines can acquire the ability to reason similar to the human brain. The research area of machine learning and cognitive computing cover many fields like psychology, biology, signal processing, physics, information theory, mathematics, and statistics that can be used effectively for topology management. Therefore, the utilization of machine learning techniques like data analytics and cognitive power will lead to better performance of communication and wireless systems.



SEPTEMBER 2020 268PP

978-1-119-64036-3 CL \$195.00 (Japan)

Artificial Intelligence



## Cyber Breach Response That Actually Works

Organizational Approach to Managing Residual Risk

ANDREW GORECKI

**You will be breached--the only question is whether you'll be ready**

A cyber breach could cost your organization millions of dollars--in 2019, the average cost of a cyber breach for companies was \$3.9M, a figure that is increasing 20-30% annually. But effective planning can lessen the impact and duration of an inevitable cyberattack. *Cyber Breach Response That Actually Works* provides a business-focused methodology that will allow you to address the aftermath of a cyber breach and reduce its impact to your enterprise.



This book goes beyond step-by-step instructions for technical staff, focusing on big-picture planning and strategy that makes the most business impact. Inside, you'll learn what drives cyber incident response and how to build effective incident response capabilities. Expert author Andrew Gorecki delivers a vendor-agnostic approach based on his experience with Fortune 500 organizations.

In addition to its valuable breadth of discussion on incident response from a business strategy perspective, *Cyber Breach Response That Actually Works* offers information on key technology considerations to aid you in building an effective capability and accelerating investigations to ensure your organization can continue business operations during significant cyber events.

SEPTEMBER 2020 320PP

978-1-119-67932-5 PB \$45.00 (Japan)

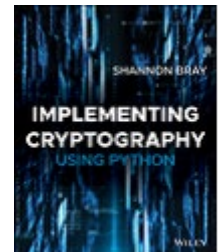
Computer Security & Cryptography

## Implementing Cryptography Using Python

SHANNON BRAY

**Learn to deploy proven cryptographic tools in your applications and services**

Cryptography is, quite simply, what makes security and privacy in the digital world possible. Tech professionals, including programmers, IT admins, and security analysts, need to understand how cryptography works to protect users, data, and assets. *Implementing Cryptography Using Python* will teach you the essentials, so you can apply proven cryptographic tools to secure your applications and systems. Because this book uses Python, an easily accessible language that has become one of the standards for cryptography implementation, you'll be able to quickly learn how to secure applications and data of all kinds.



In this easy-to-read guide, well-known cybersecurity expert Shannon Bray walks you through creating secure communications in public channels using public-key cryptography. You'll also explore methods of authenticating messages to ensure that they haven't been tampered with in transit. Finally, you'll learn how to use digital signatures to let others verify the messages sent through your services.

- Learn how to implement proven cryptographic tools, using easy-to-understand examples written in Python
- Discover the history of cryptography and understand its critical importance in today's digital communication systems
- Work through real-world examples to understand the pros and cons of various authentication methods
- Protect your end-users and ensure that your applications and systems are using up-to-date cryptography

SEPTEMBER 2020 304PP

978-1-119-61220-9 PB \$50.00 (Japan)

Computer Security & Cryptography

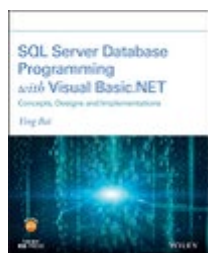
## SQL Server Database Programming with Visual Basic.NET

Concepts, Designs and Implementations

YING BAI

Johnson C. Smith University, Charlotte, NC

**A guide to the practical issues and applications in database programming with updated Visual Basic.NET**



*SQL Server Database Programming with Visual Basic.NET* offers a guide to the fundamental knowledge and practical techniques for the design and creation of professional database programs that can be used for real-world commercial and industrial applications. The author--a noted expert on the topic--uses the most current version of Visual Basic.NET, Visual Basic.NET 2017 with Visual Studio.NET 2017. In addition, he introduces the updated SQL Server database and Microsoft SQL Server 2017 Express. All sample program projects can be run in the most updated version, Visual Basic.NET 2019 with Visual Studio.NET 2019.

Written in an accessible, down-to-earth style, the author explains how to build a sample database using the SQL Server management system and Microsoft SQL Server Management Studio 2018. The latest version of ASP.NET, ASP.NET 4.7, is also discussed to provide the most up-to-date Web database programming technologies.

Written for graduate and senior undergraduate students studying database implementations and programming courses, *SQL Server Database Programming with Visual Basic.NET* shows how to develop professional and practical database programs in Visual Basic.NET 2017/Visual Basic.NET 2019.

SEPTEMBER 2020 688PP

978-1-119-60850-9 PB \$84.95 (Japan)

Software Engineering

## 経済学

## The Asset Economy

LISA ADKINS, MELINDA COOPER & MARTIJN KONINGS

University of Manchester

**READERSHIP:** Undergraduates and postgraduates studying political economy, sociology, politics and economics, as well as current affairs readers



SEPTEMBER 2020 176PP

978-1-5095-4345-8 CL \$54.95 (Japan)

978-1-5095-4346-5 PB \$16.95 (Japan)

Political Economics

## The Case for Degrowth

GIORGIS KALLIS, SUSAN PAULSON, GIACOMO D'ALISA &  
FEDERICO DEMARIA

READERSHIP: General readers  
interested in sustainability, political  
economy and public policy as well as  
students and scholars of political  
economy and environmental politics

SEPTEMBER 2020 140PP

978-1-5095-3562-0 CL \$45.00 (Japan)

978-1-5095-3563-7 PB \$12.95 (Japan)

Political Economics



## How to Fight Inequality

And Why That Fight Needs You

BEN PHILLIPS

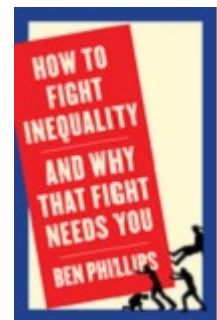
READERSHIP: General readers  
interested in inequality,  
development, social justice and  
politics.

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978-1-5095-4308-3 CL \$59.95 (Japan)

978-1-5095-4309-0 PB \$19.95 (Japan)

Political Economics





## 教育

**Unions Renewed**

Building Power in an Age of Finance

ALICE MARTIN &amp; ANNIE QUICK

READERSHIP: General readers interested in current affairs, left-wing politics, the labour movement, and trade unions.

SEPTEMBER 2020 140PP

978-1-5095-3911-6 CL \$59.95 (Japan)

978-1-5095-3912-3 PB \$19.95 (Japan)

Political Economics

**The Art Teacher's Survival Guide for Elementary and Middle Schools**

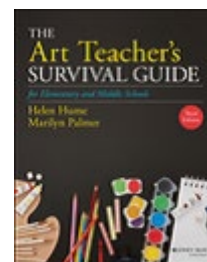
3rd Edition

HELEN D. HUME, BALLWIN, UNITED STATES &amp; MARILYN PALMER

Ballwin, Missouri

**The perennial bestseller--now in a new edition**

Authoritative and practical, this comprehensive guide offers everything a teacher needs to know for conducting an effective art instruction and appreciation program. The Third Edition of *The Art Teacher's Survival Guide for Elementary and Middle Schools* includes a complete update on public-relations guidelines, and reference material examples.



The revised edition also features many new projects, an update on current projects and includes an explanation of the hot topic amongst art educators, Teaching Artistic Behavior (TAB/choice). Choice-based art education is reflected in the authors' discussion of teaching in mixed-media, ceramics, photography, sculpture, and art history.

- More than 100 creative art projects, from drawing to digital media
- Offers teaching tools, tips, and multicultural curriculum resources
- Includes new material on logical ways to encourage individual and personal solutions to a problem
- Gives teachers more latitude as to how individuality is suggested in a lesson

This is an invaluable compendium for art educators and classroom teachers alike.

SERIES: J-B ED: SURVIVAL GUIDES

SEPTEMBER 2020 320PP

978-1-119-60008-4 PB \$39.95 (Japan)

GENERAL &amp; INTRODUCTORY ART &amp; APPLIED ARTS

## Territorialization of Education

Trend or Necessity

EDITOR PIERRE CHAMPOLLION

SEPTEMBER 2020 250PP

978-1-119-75172-4 CL \$145.00 (Japan)

Theory of Education

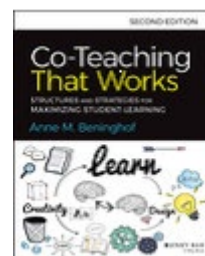
## Co-Teaching That Works

Structures and Strategies for Maximizing Student Learning, 2nd Edition

ANNE M. BENINGHOF

### Guaranteed Success for the Co-teaching Classroom

Following the success of the first edition, *Co-Teaching That Works: Structures and Strategies for Maximizing Student Learning, Second Edition* is here to provide actionable advice to co-teachers seeking to utilize one another's strengths. Unlike other co-teaching books, this manual is written for every possible educator combination--not simply general educators. You'll find sections on everything from co-teaching in literacy and speech-language therapy to special education and technology so that, no matter what subject matter or expertise, you'll be prepared to co-teach.



This book is written to provide concrete, actionable advice, including:

- Co-Teaching Roll Out Plans
- Leadership Guidelines
- Relationship Development
- Best Co-Teaching Models
- Specially Designed Instruction
- And more

Educators will have the opportunity to learn from other experienced co-teachers who share their personal stories, tips, and tried-and-true co-teaching techniques that lead to student success. Their creative, time-efficient approaches will revolutionize the way you view your classroom teaching strategies and enhance your ability to collaborate with other educators.

Whether you are planning to build your co-teaching strategy from scratch or just looking to refine your current approach, *Co-Teaching That Works* will undoubtedly be a priceless resource to have in your professional toolbox.

SEPTEMBER 2020 304PP

978-1-119-65332-5 PB \$29.95 (Japan)

TEACHING & LEARNING (K-12)

## 電気電子工学

## CAD of Circuits and Integrated Systems

ALI MAHDOUM

SEPTEMBER 2020 288PP

978-1-119-75156-4 CL \$145.00 (Japan)

Circuit Theory &amp; Design

## Reversible and DNA Computing

HAFIZ M, H, BABU

Energy consumption is an important aspect of most computing systems today and this is especially true for embedded systems and battery-dependent computers. Reversible computing has the potential to reduce power consumption and heat dissipation. Moreover, traditional silicon computers consume much more power as compared to the computing systems based on Reversible Deoxyribonucleic Acid (DNA). “Reversible and DNA Computing” is the first effort to focus on reversible computing for graduate and post-graduate students, individual researchers, academicians, and industry professionals. This book elaborately discusses the reversible concept with appropriate examples which will help students, academicians and all levels of researchers find new dimensions of research in the energy efficient reversible and DNA computing paradigm. The book discusses from fundamentals to advanced levels of reversible circuits, reversible fault tolerant circuits and reversible DNA circuits.



SEPTEMBER 2020 456PP

978-1-119-67942-4 CL \$135.00 (Japan)

Circuit Theory &amp; Design

## Algorithms for Communications Systems and their Applications

2nd Edition

NEVIO BENVENUTO, GIOVANNI CHERUBINI & STEFANO TOMASIN

University of Padova, Italy; University of Bologna, Italy;  
University of Padova, Italy

This welcome second edition to the 2002 original presents the logical arithmetical or computational procedures within communications systems that will ensure the solution to various problems.

The authors comprehensively introduce the theoretical elements which are at the basis of the field of algorithms for communications systems. Various applications of these algorithms are then illustrated with a focus on wired and wireless network access technologies. The updated applications will focus on 5G standards, and new material will include MIMO systems (Space-time block coding / Spatial multiplexing / Beamforming and interference management / Channel Estimation / mmWave Model); OFDM and SC-FDMA (Synchronization / Resource allocation (bit and power loading) / Filtered OFDM); Full Duplex Systems (Digital interference cancellation techniques).



SEPTEMBER 2020 1200PP

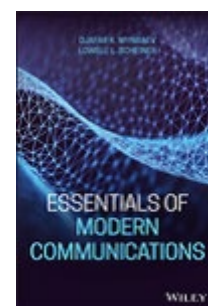
978-1-119-56796-7 CL \$160.00 (Japan)

Communication Technology

## Essentials of Modern Communications

DJAFAR K. MYNBAEV & LOWELL L. SCHEINER

**Explore Modern Communications and Understand Principles of Operations, Appropriate Technologies, and Elements of Design of Communication Systems**



Modern society requires a different set of communication systems than has any previous generation. To maintain and improve the contemporary communication systems that meet ever-changing requirements, engineers need to know how to recognize and solve cardinal problems. In *Essentials of Modern Communications*, readers will learn how modern communication has expanded and will discover where it is likely to go in the future. By discussing the fundamental principles, methods, and techniques used in various communication systems, this book helps engineers assess, troubleshoot, and fix problems that are likely to occur.

In this reference, readers will learn about topics like:

- How communication systems respond in time and frequency domains
- Principles of analog and digital modulations
- Application of spectral analysis to modern communication systems based on the Fourier series and Fourier transform
- Specific examples and problems, with discussions around their optimal solutions, limitations, and applications
- Approaches to solving the concrete engineering problems of modern communications based on critical, logical, creative, and out-of-box thinking

For readers looking for a resource on the fundamentals of modern communications and the possible issues they face, *Essentials of Modern Communications* is instrumental in educating on real-life problems that engineering students and professionals are likely to encounter.

SEPTEMBER 2020 1056PP

978-1-119-52149-5 CL \$150.00 (Japan)

Communication Technology

## Modeling and Design of Secure Internet of Things

EDITOR CHARLES A. KAMHOUA, EDITOR LAURENT L. NJILLA,  
EDITOR ALEXANDER KOTT & EDITOR SACHIN SHETTY

**An essential guide to the modeling and design techniques for securing systems that utilize the Internet of Things**

*Modeling and Design of Secure Internet of Things* offers a guide to the underlying foundations of modeling secure Internet of Things' (IoT) techniques. The contributors—noted experts on the topic—also include information on practical design issues that are relevant for application in the commercial and military domains. They also present several attack surfaces in IoT and secure solutions that need to be developed to reach their full potential.

The book offers material on security analysis to help with in understanding and quantifying the impact of the new attack surfaces introduced by IoT deployments. The authors explore a wide range of themes including: modeling techniques to secure IoT, game theoretic models, cyber deception models, moving target defense models, adversarial machine learning models in military and commercial domains, and empirical validation of IoT platforms. This important book:

- Presents information on game-theory analysis of cyber deception
- Includes cutting-edge research finding such as IoT in the battlefield, advanced persistent threats, and intelligent and rapid honeynet generation
- Contains contributions from an international panel of experts
- Addresses design issues in developing secure IoT including secure SDN-based network orchestration, networked device identity management, multi-domain battlefield settings, and smart cities



## Supervisory Control and Scheduling of Resource Allocation Systems

Reachability Graph Perspective

BO HUANG & MENGCHU ZHOU

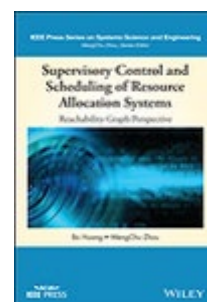
**Presents strategies with reachability graph analysis for optimizing resource allocation systems**

*Supervisory Control and Scheduling of Resource Allocation Systems* offers an important guide to Petri net (PN) models and methods for supervisory control and system scheduling of resource allocation systems (RASs).

Resource allocation systems are common in automated manufacturing systems, project management systems, cloud data centers, and software engineering systems. The authors—two experts on the topic—present a definition, techniques, models, and state-of-the art applications of supervisory control and scheduling problems.

The book introduces the basic concepts and research background on resource allocation systems and Petri nets. The authors then focus on the deadlock-free supervisor synthesis for RASs using Petri nets. The book also investigates the heuristic scheduling of RASs based on timed Petri nets. Conclusions and open problems are provided in the last section of the book. This important book:

- Includes multiple methods for supervisory control and scheduling with reachability graphs, and provides illustrative examples
- Reveals how to accelerate the supervisory controller design and system scheduling of RASs based on PN reachability graphs, with optimal or near-optimal results
- Highlights both solution quality and computational speed in RAS deadlock handling and system scheduling



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JACQUES PRINTZ

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A SysML Supported Requirements Engineering Method

JEAN-YVES BRON

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Systems Engineering & Management

## Lead-free Soldering Process Development and Reliability

JASBIR BATH

Flextronics International, formerly called Solectron

This book discusses ongoing issues in electronics manufacturing production. Each topic is discussed by those who have conducted work in the field and can provide insight into what are the most important areas to consider. The book gives updates in areas for which research is ongoing, and addresses new topics which are relevant to lead-free soldering. Among the key topics the book highlights are emerging environmental legislation, developments in process engineering, alloys, PCB surface finishes, PCB laminates, reliability assessments and standards. A practicing engineer will find the book of use as it goes into these and other topics in sufficient detail to make it informative and a good practical guide to address issues of concern in these areas.



SERIES: QUALITY AND RELIABILITY ENGINEERING SERIES

SEPTEMBER 2020 528PP

978-1-119-48203-1 CL \$135.00 (Japan)

Quality & Reliability

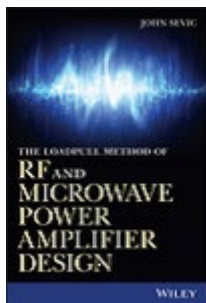
## エネルギー

**The Loadpull Method of RF and Microwave Power Amplifier Design**

JOHN SEVIC

The book is intended for readers with an existing base of knowledge regarding the wireless power amplifier (PA), a key semiconductor component used in all wireless communication products. The PA influences battery-life, talk-time, cost, and size of wireless communication devices.

The author presents a complete pedagogical design methodology for wireless PA design, from specification stage, to transistor selection, to final circuit design. An electrical engineer, having read the book, will be able to start with key specifications and end with a functioning wireless PA design to meet those specifications. This book fills an unmet need in the technical literature by describing a general, powerful, accessible method that spans multiple technology disciplines, including base-station, hand-set, sat-com, and military applications, all from a practical, hands-on perspective.



SEPTEMBER 2020 192PP

978-1-118-89817-8 CL \$135.00 (Japan)

RF / Microwave Theory &amp; Techniques

**Chalcogenide Photovoltaics**

Physics, Technologies, and Thin Film Devices

2nd Edition

ROLAND SCHEER

Hahn-Meitner Institut, Berlin, Germany

Retaining the proven concept of its predecessor, this second edition has been thoroughly revised and updated to reflect recent developments and features 15% new content.

The book covers the physics and technology of chalcogenide-based photovoltaics, explaining in detail which properties are required for novel, superior materials in the future. The latest semiconductor heterojunction models are discussed in detail, and modern heterojunction analysis concepts are presented. Thin film technology for chalcogenide materials is explained with an emphasis on current and future techniques for mass production, with much of the book being concerned with device analysis, closing with a compendium of failure analysis of photovoltaic thin film modules.

Self-contained and application-focused, this is essential reading for specialized researchers as well as those entering the field.

SEPTEMBER 2020 420PP

978-3-527-33923-5 CL \$205.00 (Japan)

SOLAR ENERGY &amp; PHOTOVOLTAICS



## 環境科学

**The Anthropocene****A Multidisciplinary Approach**

JULIA ADENEY THOMAS, REVISED BY MARK WILLIAMS & JAN ZALASIEWICZ

Leicester University, UK; Leicester University, UK

SEPTEMBER 2020 288PP

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978-1-5095-3460-9 PB \$26.95 (Japan)

Environmental Economics & Politics

**Environmental Policy and Legislation****An Economic Perspective**

THOMAS WALKER

SEPTEMBER 2020 352PP

978-1-119-40259-6 CL \$125.00 (Japan)

Environmental Management, Policy & Planning

**Soil Microbiology****3rd Edition**

ROBERT L. TATE III

Rutgers, The State University of New Jersey

- Expanded use of figures, tables and highlighted topics since the 2<sup>nd</sup> edition
- "for further reading" section at the end of each chapter to direct students to more detailed information
- New focus on microbial communities and how they impact global ecology
- Concepts are applied to the solution of societal and global problems
- Students will assimilate basic principles of biology, chemistry, biochemistry and soil science within the general topic of soil microbiology

READERSHIP: Course textbook for undergraduate and graduate students in Soil Microbiology and Soil Ecology, as a reference work for advanced students and professionals, professionals in reclamation and soil management

SEPTEMBER 2020 592PP

978-0-470-31110-3 CL \$129.95 (Japan)

ENVIRONMENTAL MICROBIOLOGY



## 地球科学

**Unconventional Hydrocarbon Resources**

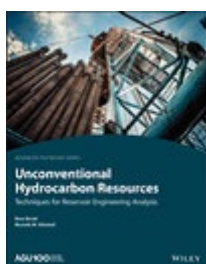
Techniques for Reservoir Engineering Analysis

REZA BARATI &amp; MUSTAFA M. ALHUBAIL

University of Kansas, USA; University of Kansas, USA

**A comprehensive textbook presenting techniques for the analysis and characterization of shale plays**

Significant reserves of hydrocarbons cannot be extracted using conventional methods. Improvements in techniques such as horizontal drilling and hydraulic fracturing have increased access to unconventional hydrocarbon resources, ushering in the "shale boom" and disrupting the energy sector.



*Unconventional Hydrocarbon Resources: Techniques for Reservoir Engineering Analysis* covers the geochemistry, petrophysics, geomechanics and economics of unconventional shale oil plays. The text uses a step-by-step approach to demonstrate industry-standard workflows for calculating resource volume and optimizing the extraction process.

The American Geophysical Union promotes discovery in Earth and space science for the benefit of humanity. Its publications disseminate scientific knowledge and provide resources for researchers, students, and professionals.

SERIES: AGU ADVANCED TEXTBOOKS

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PAUL D. TAYLOR

Natural History Museum

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Engineering Theories and Applications for Mitigating Climate Change

A. B. CHHETRI

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Climatology &amp; Paleoclimatology

## ファイナンス／インベストメント

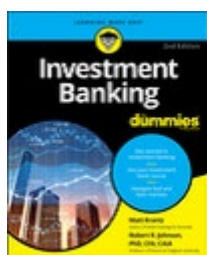
**Investment Banking For Dummies**

2nd Edition

MATTHEW KRANTZ, LOS ANGELES &amp; ROBERT R. JOHNSON

USA Today, Financial Markets Reporter; Association for Investment Management and Research

- Get started in investment banking
- Ace your investment bank course
- Navigate bull and bear markets

**Excel in the world of investment banking**

One of the most lucrative fields in business, investment banking frequently perplexes even banking professionals working within its complex laws. *Investment Banking For Dummies* remedies common misconceptions with a straightforward assessment of banking fundamentals. This book tracks to typical university courses on the subject and helps students and professionals understand the fundamentals of investment banking. With new and updated content, this edition addresses the major financial changes that have occurred in recent years.

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- Advice on cryptocurrencies
- Updated IPO coverage
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SEPTEMBER 2020 400PP

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GENERAL FINANCE &amp; INVESTMENTS

**Teach Yourself About Shares**

A self-help guide to successful share investing

3rd Edition

ROGER KINSKY

If you want to learn more about the sharemarket but you're baffled by the rules and jargon- not to mention the price fluctuations -- this is the book for you.

Teach yourself about shares is the most comprehensive share-investing book on the market. This revised edition of Roger Kinsky's bestseller is a user friendly guide that will have you maximizing your profitability on the sharemarket in no time.

**Inside you'll discover:**

- What the different types of shares are, and how to buy and sell them
- The positives of share investing and the traps for the unwary
- How to judge the market and trade the right shares at the right time.
- How to set up and manage your share portfolio
- Why share prices fluctuate, and how to use this knowledge to your advantage
- How to tailor your trading strategy to your lifestyle and investment capital
- How to minimise your share-investing risks

Each chapter concludes with practical learning exercises with solutions, enabling you to consolidate your knowledge so you can move on to the next step with confidence. Whether you are just starting out in shares or you're an experienced trader, this book contains everything you need to know to allow you to maximise your profits in the Australian market.

SEPTEMBER 2020 392PP

978-0-7303-8494-6 PB \$22.00 (Japan)

PERSONAL FINANCE

## Social Security and Medicare

### Maximizing Retirement Benefits

THEODORE J. SARENSKI

The long-term future of the American Social Security system which provides retirement, disability, and survivor benefits to millions, is uncertain. This is triggering big concerns for many workers who are paying into the system and need to make decisions about their retirement. This book features real-world situations around Social Security and Medicare to help financial professionals provide better advice to their clients on their personal financial plans.



Key topics include:

- What Medicare will and will not do
- Managing Medicare gaps
- Analyzing the wide menu of Social Security benefits
- Social Security benefits for workers and families: retirement, survivor, disability, and death benefit
- Tax impact of Social Security premiums and benefits
- Impact of the 3.8 percent Medicare surtax on investment income
- Recent changes to the Medicare law

SERIES: AICPA

SEPTEMBER 2020 192PP

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Personal Finance / Financial Advising

## 2021 CFA Program Curriculum Level II Box Set

WILEY

John Wiley & Sons, Inc.

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978-1-950157-61-7 PB \$299.00 (Japan)

INVESTMENTS & SECURITIES

## 2021 CFA Program Curriculum Level III Box Set

WILEY

John Wiley & Sons, Inc.

SEPTEMBER 2020 UnknownPP

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INVESTMENTS & SECURITIES

## Alternative Investments

CAIA Level II, 4e

CAIA ASSOCIATION

The CAIA Association (Amherst, MA) is an independent, not-for-profit global organization committed to education and professionalism in the field of alternative investments, established in 2002 by industry leaders under the guidance of the Alternative Investment Management Association (AIMA) and the Center for International Securities and Derivatives Markets (CISDM) with the belief that a strong foundation of knowledge is essential for all professionals. The CAIA Association offers two exams (Level I and Level II) to professional analysts in this growing field.



SEPTEMBER 2020 1104PP

978-1-119-65168-0 CL Price TBA

INVESTMENTS & SECURITIES

## Systematic Investing in Credit

LEV DYNKIN, ARIK BEN DOR, ALBERT DESCLEE, JAY HYMAN & SIMON POLBENNIKOV

### The Latest Insights on Systematic Strategies for Investing in Credit

*Systematic Investing in Credit* is the latest book of cutting-edge research in credit markets written by the Quantitative Portfolio Strategy (QPS) Group at Barclays Research.

The book starts with empirical evidence that credit, as an asset class, has consistently outperformed a risk-matched combination of equities and Treasuries. A detailed analysis explains the sources of this advantage.

Credit portfolio construction was for decades, and often still is, an index-centric process subjecting managers to index rules and constraints. Barclays QPS Group proceeds by discussing the performance cost of these constraints and ways to exploit resulting inefficiencies to outperform indices.

Next they present their research on the performance implications of bond portfolio characteristics -- both traditional ones such as coupon level and maturity distribution and others that came into focus more recently such as ESG scores.

The following part of the book is dedicated to the increasingly popular factor investing in credit. They discuss their original value and momentum models (the latter based on the momentum of the equity of a given issuer) as well as the issuer size factor. They analyze optimal ways of combining the factor signals in a portfolio considering turnover limits and trading costs in a practical implementation.

Finally, they focus on the newest trend in credit investing -- the applications of equity market data and methodologies in credit portfolio construction.

SERIES: FRANK J. FABOZZI SERIES

SEPTEMBER 2020 780PP

978-1-119-75128-1 CL \$95.00 (Japan)

Investments & Securities

## The Universal Tactics of Successful Trend Trading

Finding Opportunity in Uncertainty

BRENT PENFOLD

Sydney, Australia

Compared with *The Universal Principles of Successful Trading*, which has a more holistic and theoretical approach to discussing the process of the trading that follows a number of immutable core principles, this is a more practical, how-to guidebook on trend trading where the author attempts to take the principles he has shared regarding methodology and apply them in a practical manner to investigate, review and develop a robust trend trading methodology. In combination with UPST, this book has the potential to transform a losing trader into a long-term sustainable winning one.

With a focus on methodology, the book begins by outlining how difficult it is for traders to succeed and discusses a number of key messages covering knowledge, risks, application and execution. It discusses the appeal of trend trading and why any trader should seriously consider it as a technique. It also offers an outline of why trends exist and the reasons why so many fail at it, and examines the different trend trading strategies to demonstrate the various techniques that exist and the importance of measuring strategy performance on a risk-adjusted basis. The book includes a toolkit that traders can use to help them in reviewing, developing and selecting strategies to trade, and concludes with an example of using the toolkit to develop a sensible and sustainable trading strategy.

SERIES: WILEY TRADING

SEPTEMBER 2020 272PP

978-1-119-73451-2 CL \$50.00 (Japan)

Trading

## Market Momentum

Theory and Practice

STEPHEN SATCHELL & ANDREW GRANT

Courtauld Institute of Art and Goldsmiths, University of London, UK

*Market Momentum: Theory and Practice* is a detailed how-to reference, covering the behavioral and statistical causes of momentum while also exploring the practical side of implementation. It aims to allow readers to understand the causes of momentum, rather than treating it as a goose that lays golden (rotten?) eggs.

*Market Momentum* provides a thorough introduction to the topic and an interpretation of the extant literature, incorporating new academic and practitioner research to bring the subject fully up to date.

SERIES: THE WILEY FINANCE SERIES

SEPTEMBER 2020 352PP

978-1-119-59932-6 CL \$74.00 (Japan)

Financial Engineering

## The Book of Alternative Data

A Guide for Investors, Traders and Risk Managers

ALEXANDER DENEV & SAEED AMEN

**The first and only book to systematically address methodologies and processes of leveraging non-traditional information sources in the context of investing and risk management**



Harnessing non-traditional data sources to generate alpha, analyze markets, and forecast risk is a subject of intense interest for financial professionals. A growing number of regularly-held conferences on alternative data are being established, complemented by an upsurge in new papers on the subject. Alternative data is starting to be steadily incorporated by conventional institutional investors and risk managers throughout the financial world. Methodologies to analyze and extract value from alternative data, guidance on how to source data and integrate data flows within existing systems is currently not treated in literature. Filling this significant gap in knowledge, *The Book of Alternative Data* is the first and only book to offer a coherent, systematic treatment of the subject.

This groundbreaking volume provides readers with a roadmap for navigating the complexities of an array of alternative data sources, and delivers the appropriate techniques to analyze them. The authors--leading experts in financial modeling, machine learning, and quantitative research and analytics--employ a step-by-step approach to guide readers through the dense jungle of generated data.

*The Book of Alternative Data* is an indispensable resource for anyone wishing to analyze or monetize different non-traditional datasets, including Chief Investment Officers, Chief Risk Officers, risk professionals, investment professionals, traders, economists, and machine learning developers and users.

SEPTEMBER 2020 416PP

978-1-119-60179-1 CL \$50.00 (Japan)

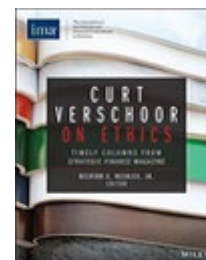
Finance & Investments Special Topics

## Curt Verschoor on Ethics

Timely Columns from Strategic Finance Magazine

EDITOR BELVERD E. NEEDLES JR. & EDITOR CURTIS C. VERSCHOOR

*Curt Verschoor On Ethics* is a compilation of the best business ethics columns that will continue for years forward to be of lasting educational value. In a company setting, the columns can function as the basis for discussion on proper business ethics. In academia, the columns can serve as assigned readings over significant ethics events and issues. Some topics that are covered in the columns include:



- Value of a Strong Ethical Culture
- Studies of Ethical and Unethical Culture
- Public and Management Accounting Ethics
- Ethics of Executive Compensation
- International Ethics Standards
- Fraud Case Studies
- Small Organization Fraud Studies
- Regulation and Enforcement
- Whistleblowing
- Sustainability and Integrated Reporting
- Tax Avoidance Issues
- Students

SEPTEMBER 2020 UnknownPP

978-0-9967293-9-0 PB \$19.95 (Japan)

Finance & Investments Special Topics

## 食品科学

**Equity Markets, Valuation, and Analysis**

H. KENT BAKER, GREG FILBECK &amp; HALIL KIYMAZ

American University

The primary purpose of this scholarly book is to provide an objective look into the dynamic world of equity markets, valuation, and analysis. The coverage extends from discussing basic concepts and their application to increasingly intricate and real-world situations. This volume spans the gamut from theoretical to practical while attempting to offer a useful balance of detailed and user-friendly coverage. Discussion of relevant research permeates the books. Readers can gain an in-depth understanding about this subject from experts in the field, both practitioners and academics. Readers interested in a broad survey will benefit as will those looking for more in-depth presentations of specific areas within this field of study. In summary, this book provides a fresh look at this intriguing and dynamic but often complex subject.

Several features distinguish *Equity Markets, Valuation, and Analysis*:

\* The book provides an introduction to this broad, complex, and competitive field. It skillfully blends the contributions of a global array of scholars and practitioners into a single review of some of the most important topics in this area. The varied backgrounds of the contributors assure different perspectives and a rich interplay of ideas. The book also reflects the latest trends and research in a global context and discusses controversial issues as well the future outlook for this field.

\* While retaining the content and perspectives of the many contributors, the book follows an internally consistent approach in format and style. Similar to a choir that contains many voices, this book has many contributing authors with their separate voices. A goal of both a choir and this book is to have the many voices sing together harmoniously. Accomplishing this task for the book requires skilled editing by the co-editors to assure a seamless flow when moving from chapter to chapter. Hence, the book is collectively much more than a compilation of chapters from an array of different authors.

SERIES: WILEY FINANCE

SEPTEMBER 2020 448PP

978-1-119-63293-1 CL \$95.00 (Japan)

Finance &amp; Investments Special Topics

**Charcuterie For Dummies**

MARK LAFAY

**The world of charcuterie is at your fingertips**

Even if you've never cooked a slab of bacon in your life, you can prepare sausage and cured meats at home! In *Charcuterie for Dummies*, you'll learn everything you could possibly need to get started, from choosing the right gear and finding quality raw ingredients, all the way through taking your parties to the next level with epic charcuterie boards.



Salami, bacon, prosciutto, and good-old-fashioned sausage are all on the menu with *Charcuterie for Dummies*. Author and meat master Mark LaFay will help you keep things safe and sanitary, equip you with some seriously awesome recipes, and teach you a thing or two about which beers and wines to serve up with your meat. Choose a chapter and get started!

- Get started curing meats at home with the highest quality raw ingredients, equipment, and recipes
- Make everything from sausage and bacon to prosciutto, salami, and more
- Learn how to pair your homemade meats with jams, nuts, cheeses, and pickles for epic charcuterie boards
- Take your new hobby to the next level with more advanced recipes and beverage pairings

Whether you're a total beginner or coming in with some previous knowledge, *Charcuterie for Dummies* will unleash your culinary creativity!

SEPTEMBER 2020 240PP

978-1-119-69078-8 PB \$19.99 (Japan)

Meat, Fish &amp; Poultry



## 地理学

**Migration and Climate Change**

From Prehistoric Cultures to Contemporary  
Management in Organizations

JAMILA ALAKTIF & STEPHANE CALLENS

SEPTEMBER 2020 280PP

978-1-119-75110-6 CL \$145.00 (Japan)

Geography of Population & Migration

## 公衆衛生

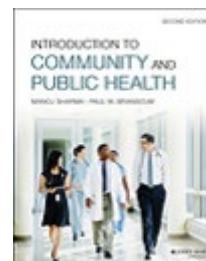
**Introduction to Community and Public Health**

2nd Edition

MANOJ SHARMA, PAUL W. BRANSCUM & ASHUTOSH ATRI

**Learn the basics of the five core areas of community and public health** *Introduction to Community and Public Health, 2nd Edition* covers the basics in each area

of community and public health as identified by the Association of Schools of Public Health. With a student-friendly approach, the authors discuss epidemiology, biostatistics, social and behavioral sciences, environmental health, and healthy policy and management. The book is written to serve both graduate and undergraduate public health students, as well as to help prepare for the Certified in Public Health (CPH) exam, Certified Health Education Specialist (CHES) exam and Master certified in Health Education Specialist (MCHES) exam, the book covers each of these five core disciplines, plus other important topics.



SEPTEMBER 2020 464PP

978-1-119-63374-7 PB \$90.00 (Japan)

Public Health General



## 歴史

## Financial Management of Health Care Organizations

An Introduction to Fundamental Tools, Concepts and Applications, 5th Edition

WILLIAM N. ZELMAN, MICHAEL J. MCCUE, NOAH D. GLICK & MARCI THOMAS

University of North Carolina at Chapel Hill; Virginia Commonwealth University; Integrated Healthcare Information Services, Inc

This thoroughly revised and updated Fifth Edition of *Financial Management of Health Care Organizations* offers an introduction to the tools and techniques of health care financial management. The book covers a wide range of topics, including information on the health care system and evolving reimbursement methodologies; health care accounting and financial statements; managing cash, billings, and collections; the time value of money and analyzing and financing major capital investments; determining cost and using cost information in decision-making; budgeting and performance measurement; and pricing.



The revised edition covers new accounting changes for nonprofit hospitals with respect to net asset accounts, and includes an array of new financial statement problem sets for nonprofit hospitals. These changes also required major changes to the recording of financial transactions and implementing the latest financial ratio benchmarks.

With the newest payment developments in the health care landscape, this new edition updates changes to Medicare and commercial payment systems. The passage of the new tax law also impacted hospital capital markets and for-profit hospital tax rates. This latest edition explains the impact of this tax law change on tax-exempt hospital bonds purchased by banks, as well as presenting problem sets featuring the new taxes law. Finally, changes in lease financing reporting are also addressed in this edition.

SEPTEMBER 2020 656PP

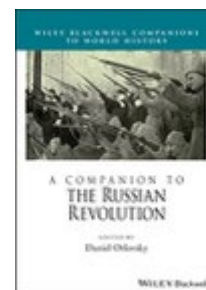
978-1-119-55384-7 CL \$130.00 (Japan)

Public Health Services & Policy

## A Companion to the Russian Revolution

EDITOR DANIEL ORLOVSKY

**A compendium of original essays and contemporary viewpoints on the 1917 Revolution**



The Russian revolution of 1917 reverberated throughout an empire that covered one-sixth of the world. It altered the geo-political landscape of not only Eurasia, but of the entire globe. The impact of this immense event is still felt in the present day. The historiography of the last two decades has challenged conceptions of the 1917 revolution as a monolithic entity-- the causes and meanings of revolution are many, as is reflected in contemporary scholarship on the subject.

*A Companion to the Russian Revolution* offers more than thirty original essays, written by a team of respected scholars and historians of 20<sup>th</sup> century Russian history. Presenting a wide range of contemporary perspectives, the *Companion* discusses topics including the dynamics of violence in war and revolution, Russian political parties, the transformation of the Orthodox church, Bolshevism, Liberalism, and more. Although primarily focused on 1917 itself, and the singular Revolutionary experience in that year, this book also explores time-periods such as the First Russian Revolution, early Soviet government, the Civil War period, and even into the 1920's.

*A Companion to the Russian Revolution* is an important addition to modern scholarship on the subject, and a valuable resource for those interested in Russian, Late Imperial, or Soviet history as well as anyone interested in Revolution as a global phenomenon.

SERIES: WILEY BLACKWELL COMPANIONS TO WORLD HISTORY

SEPTEMBER 2020 560PP

978-1-118-62089-2 CL \$202.75 (Japan)

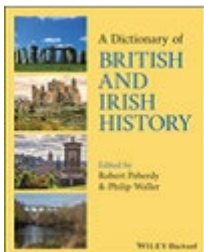
Twentieth Century & Contemporary History

## Dictionary of British and Irish History

PHILIP WALLER & ROBERT PEBERDY

University of Oxford; University of Oxford

The *Dictionary of British and Irish History* is a source of concise and basic information about all periods of prehistory and history for all parts of the British Isles. It provides accounts of events, definitions of terms, biographies, and overviews of major topics. Organized by alphabetically ordered headwords, it is designed both to provide instantly required information and to encourage wider learning through the careful interrelationship of entries and the provision of extensive cross-referencing. A major feature is the way it deals even-handedly with the component parts of Britain and with Ireland, often through comparable entries. The editors intend that the *Dictionary* will provide readers with the essentials of subjects rapidly and clearly, so that they can then tackle more detailed and discursive publications.



SEPTEMBER 2020 800PP

978-0-631-20154-0 CL \$140.00 (Japan)

978-0-631-20155-7 PB \$39.95 (Japan)

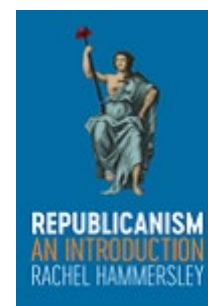
European History

## Republicanism

An Introduction

RACHEL HAMMERSLEY

READERSHIP: Students and scholars of republicanism, the history of political thought, intellectual history, political theory/philosophy and general history, especially classical history and the history of the French Revolution.



SEPTEMBER 2020 276PP

978-1-5095-1342-0 PB \$26.95 (Japan)

9781509513413 CL \$69.95 (Japan)

History of Ideas

## ホスピタリティ

**Shapes of Tourism Employment**

HRM in the Worlds of Hotels and Air Transport

EDITOR GWENAELLE GREFE & EDITOR DOMINIQUE  
PEYRAT-GUILLARD

SEPTEMBER 2020 270PP

978-1-119-75131-1 CL \$145.00 (Japan)

Travel &amp; Tourism

## ライフスタイル

**Bass Guitar For Dummies**

3rd Edition

PATRICK PFEIFFER

*Bass Guitar For Dummies, 3rd Edition*, takes readers from selecting their first instrument and setting up equipment through playing their first tunes. This edition provides the opportunity to present readers with fresh and updated practice lessons, teaching techniques and examples, and ensures that this title maintains its success as the leading print resource for learning to play the bass.



SEPTEMBER 2020 408PP

978-1-119-69557-8 PB \$24.99 (Japan)

MUSIC

## Drums For Dummies

2nd Edition

JEFF STRONG

Whether you're dreaming of starting a band, striking the snares, or simply playing a hand drum, this interactive book makes it easy to pick up the basics. Complete with information on contemporary rock styles and beats as well as rhythms from around the world, this guide is all you need to become a talented, versatile drummer.

### Discover how to:

- Bang out basic rhythms --with or without sticks
- Understand fundamental drumming techniques
- Explore other percussion instruments
- Find the perfect drum set
- Purchase, tune, and maintain your drums

SEPTEMBER 2020 384PP

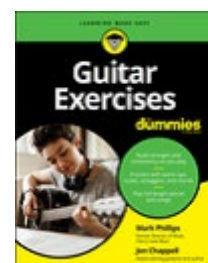
978-1-119-69551-6 PB \$24.99 (Japan)

MUSIC

## Guitar Exercises For Dummies

MARK PHILLIPS, QUEENS & JON CHAPPELL, RYE

- Build strength and consistency as you play
- Practice with warm-ups, scales, arpeggios, and chords
- Play full-length pieces and songs



### Sharpen your guitar-playing skills

This practice-oriented playbook is packed with hands-on technique builders, from warm-up exercises with scales to arpeggios, chords, and more. Brush up on guitar notation, wake up your fingers, and develop strength, speed, and dexterity. With more than 300 exercises in various keys, drills to perfect your playing, tips to maximize your practice time, and performance pieces to test your expanding skills, you'll be strumming the strings like a pro in no time.

### Inside...

- A review of the fundamentals
- How to release tension and improve breathing
- Technique building exercises
- Scales, scale sequences, arpeggios, arpeggio sequences, and chords
- Ways to improve your musicianship

SEPTEMBER 2020 240PP

978-1-119-69456-4 PB \$24.99 (Japan)

MUSIC

## Harmonica For Dummies

2nd Edition

WINSLOW YERXA

In *Harmonica For Dummies*, you'll find an accessible format designed to help you access new techniques, songs, and styles of playing. Accompanying digital content and interactive tools help you learn the nuances of playing harmonica and give you the know-how to use this versatile instrument to its fullest potential.



- Provides you with a high-quality, comprehensive instructional manual
- Instructs you with detailed instructions and tips to help you learn to play quickly
- Written in a clear, easy-to-understand format complete with accompanying audio/video content
- Helps you improve your playing and embrace the many musical styles that have made the harmonica an iconic instrument

SEPTEMBER 2020 408PP

978-1-119-70012-8 PB \$24.99 (Japan)

MUSIC

## Piano and Keyboard All-in-One For Dummies

KRIJN SOETEMAN & CORBIN COLLINS

*Piano And Keyboard All-In-One For Dummies* encompasses everything you need to get started on the piano, or even build upon the current skills you have. This all-in-one includes content from:



- \* *Piano For Dummies, 3<sup>rd</sup> Edition*
- \* *Piano Exercises For Dummies*
- \* *Keyboard For Dummies*
- \* *Music Theory For Dummies, 4<sup>th</sup> Edition*

The online component for this title, hosted at Dummies.com, includes companion audio tracks that demonstrate techniques and sounds found in the book.

SEPTEMBER 2020 UnknownPP

978-1-119-70084-5 PB \$34.99 (Japan)

MUSIC

## Piano For Dummies, 3rd Edition

HAL LEONARD CORPORATION & REVISED BY ADAM PERLMUTTER

*Piano For Dummies*, 3rd Edition, is an all-encompassing guide for new or current piano enthusiasts. This updated edition includes online companion material as well as e-books for those who learn on-the-go.



SEPTEMBER 2020 UnknownPP

978-1-119-70097-5 PB \$24.99 (Japan)

MUSIC

## Singing Exercises For Dummies

PAMELIA S. PHILLIPS

Arizona State University

*Singing Exercises For Dummies* provides exercises and drills that give singers a vocal workout. Following along with the book and the online content, readers can learn to refine their technique, develop consistency, build power and endurance, and increase their vocal range. Whether studying under a tutor or developing their own training plan, *Singing Exercises For Dummies* provides readers the opportunity for both practice and perfection.



SEPTEMBER 2020 UnknownPP

978-1-119-70104-0 PB \$24.99 (Japan)

MUSIC

## ライフサイエンス

**A Primer to Optogenetics**

ANDREAS MÖGLICH &amp; CHARLOTTE H. SCHUMACHER

Without assuming prior experience in bio-optical experimentation, this practical guide introduces the tools and ideas for making optogenetics work. It covers every aspect of this new and exciting technology, from the spectral properties of common genetically encoded chromophores to tissue transfection, from illumination devices to engineering special-purpose actuators. Key success factors such as using sensor-actuator couples are explained, as are novel types of actuators that can elicit highly specific cellular responses. The closing chapter traces the past and present development of this revolutionary technique while also touching upon the ethical aspects of manipulating live tissues and organisms. With its numerous cutting-edge applications and ideas to broaden the scope of optogenetics, this text will appeal to the creative streak in many scientists.

SEPTEMBER 2020 320PP

978-3-527-34193-1 PB \$110.00 (Japan)

Cell Biology

**An Introduction to Molecular Biotechnology**

Fundamentals, Methods and Applications

3rd Edition

MICHAEL WINK

Universitat Heidelberg

Completely updated in line with the rapid progress made in the field, this new edition of the highly-praised textbook addresses powerful new methods and concepts in biotechnology, such as genome editing, reprogrammed stem cells, and personalized medicine.

An introduction to the fundamentals in molecular and cell biology is followed by a description of standard techniques, including purification and analysis of biomolecules, cloning techniques, gene expression systems, genome editing methods, labeling of proteins and in situ-techniques, standard and high resolution microscopy. The third part focuses on key areas in research and application, ranging from functional genomics, proteomics and bioinformatics to drug targeting, recombinant antibodies and systems biology. The final part looks at the biotechnology industry, explaining intellectual property issues, legal frameworks for pharmaceutical products and the interplay between start-up and larger companies. The contents are beautifully illustrated throughout, with hundreds of full color diagrams and photographs.

Provides students and professionals in life sciences, pharmacy and biochemistry with everything they need to know about molecular biotechnology.



SEPTEMBER 2020 556PP

978-3-527-34414-7 PB \$102.23 (Japan)

BIOTECHNOLOGY (LIFE SCIENCES)

## Soil Bioremediation

An Approach Towards Sustainable Technology

EDITOR JAVID A. PARRAY, EDITOR REYAZ SAYYED & EDITOR  
ELSAYED ABDALLAH

This book will discuss the effective and sustainable technological approaches for remediation of contaminants via eco-friendly usage of microbes. The primary focus will be on the role of microbes, particularly bacteria and fungi, for the degradation and removal of various xenobiotic substances in the environment.

The book will also emphasize molecular approaches and biosynthetic pathways of microbes, and present gene and protein expression studies for bio-deterioration techniques. New innovative and sophisticated green technologies for waste minimization and waste control will be presented, as well as the potential of microbes for various techniques of bioremediation, including bio-sorption, bio-augmentation, bio-stimulation, to clean contaminated environments.

SEPTEMBER 2020 480PP

978-1-119-54795-2 CL \$199.99 (Japan)

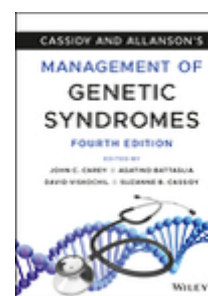
Applied Microbiology

## Cassidy and Allanson's Management of Genetic Syndromes

4th Edition

EDITOR JOHN CAREY, EDITOR SUZANNE B. CASSIDY, EDITOR  
AGATINO BATTAGLIA & EDITOR DAVID VISKOCHIL

University of Utah; University of California at Irvine, Orange, CA; University of Pisa; University of Utah



This fourth edition of the book Cassidy's and Allanson's Management of Genetic Syndromes will be unchanged in character but will be current in its content. It will include updated information on identification (including newly-developed diagnostic criteria), genetic basis and diagnostic testing, and management for each of the 59 included disorders.

The aims of this book have not changed: to provide a resource on diagnosis, genetic counseling and management for medical professionals (medical geneticists, genetic counselors, and primary care providers) caring for individuals of all ages affected by relatively common genetic syndromes. It will continue to exclude traditional metabolic disorders, which are well-covered in other resources. The format will remain essentially unchanged, though the editors will once again examine the feasibility of a brief tabular summary of recommended evaluations at the end of each chapter. (Ideally these concise summaries could be available and freely accessible online). Again, each chapter will be organized in the same manner and cover the same general topics. In addition, there will be an increase in the number of disorders slightly to approximately 60 as a result of new expertise, newly recognized conditions, and conditions whose frequency has recently been recognized to be higher than previously realized.

SEPTEMBER 2020 UnknownPP

978-1-119-43267-8 CL \$249.95 (Japan)

HUMAN GENETICS



## The Plant Microbiome in Sustainable Agriculture

ALOK KUMAR SRIVASTAVA, PREM LAL KASHYAP &  
MADHUMITA SRIVASTAVA

*Translational Microbiome for Sustainable Agriculture* will invite global experts and distinguished investigators conducting phytomicrobiome research and develop a comprehensive reference book with up-to-date information regarding the microbiome studies and trends in the field of agricultural sustainability. It covers both terrestrial and crop associated microbiomes, unveiling biological, biotechnological and technical aspects of research. This book will be devoted to students and professionals interested in learning techniques for microbiome surveys, including culture-independent approaches, and to better understand the biology of microorganisms in nature and commercializing of microbiome derived new products, with major emphasis on sustainable agriculture under changing environment scenario. Using this information as a basis, a non-specialist reader should be able to understand more complex articles and to discuss selected topics with colleagues.

SEPTEMBER 2020 424PP

978-1-119-50516-7 CL \$200.00 (Japan)

Plant Science

## Diatom Morphogenesis

EDITOR VADIM V. ANNENKOV, EDITOR RICHARD GORDON &  
EDITOR JOSEPH SECHBACH

Bard College, New York

SEPTEMBER 2020 UnknownPP

978-1-119-48795-1 CL \$249.00 (Japan)

Phycology

## 文学

## A Companion to Contemporary British and Irish Poetry, 1960 - 2015

EDITOR WOLFGANG GORTSCHACHER & EDITOR DAVID  
MALCOLM

University of Gdansk

SERIES: BLACKWELL COMPANIONS TO LITERATURE AND  
CULTURE

SEPTEMBER 2020 504PP

978-1-118-84320-8 CL \$195.00 (Japan)

Poetry

**Renaissance Drama**

An Anthology of Plays and Entertainments

3rd Edition

EDITOR ARTHUR F. KINNEY

University of Massachusetts

SERIES: BLACKWELL ANTHOLOGIES

SEPTEMBER 2020 928PP

978-1-118-82397-2 PB \$45.00 (Japan)

RENAISSANCE ENGLISH LITERATURE

**A Companion to Contemporary British and Irish Literature**

RICHARD BRADFORD

University of Ulster, Coleraine

SERIES: BLACKWELL  
COMPANIONS TO LITERATURE  
AND CULTURE



SEPTEMBER 2020 504PP

978-1-118-90230-1 CL \$390.00 (Japan) **SD**

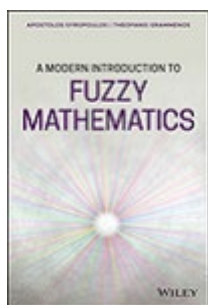
Contemporary English Literature

## 数学

**A Modern Introduction to Fuzzy Mathematics**

APOSTOLOS SYROPOULOS &amp; THEOPHANES GRAMMENOS

This book aims to fill a gap in fuzzy mathematics literature by presenting recent developments and also discussing what has been done so far in the field. The book contains 12 chapters. Chapter 1 introduces the reader to the basic ideas behind fuzzy sets. The authors explain what vagueness is and how it is different from other related ideas such as imprecision. Chapter 2 introduces the various forms, as well as the basic operations between fuzzy sets. In addition, the authors discuss the extension principle and introduce fuzzy numbers and the basic arithmetic operations between them. Next, Chapter 3 covers fuzzy relations and discusses their properties, while Chapter 4 introduces the notions of fuzzy predicate, fuzzy logics, ordinary fuzzy logical connectives, as well as t-norms and t-conorms. Fuzzy proof theory and related ideas are also covered in this chapter. Generalized measure theory is discussed in Chapter 5, while Chapter 6 introduces a fuzzy version of a statistical theory. Fuzzy grammars, fuzzy languages, and fuzzy automata are covered in Chapter 7, while Chapter 8 examines fuzzy Turing machines. Next, Chapter 9 discusses fuzzy multisets, while Chapter 10 introduces fuzzy algebraic structures and related ideas. Chapter 11 covers fuzzy calculus. Finally, in Chapter 12 the authors examine fuzzy topology and the properties of fuzzy topological spaces, as well as fuzzy metric spaces.



SEPTEMBER 2020 384PP

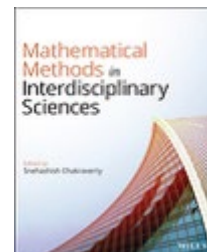
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Applied Mathematics in Engineering

**Mathematical Methods in Interdisciplinary Sciences**

EDITOR SNEHASHISH CHAKRAVERTY

This book examines the interface between mathematics and applied sciences. The editor examines the present and future needs for the interaction between various science and engineering areas. This edited book brings together the cutting-edge research on mathematics, combining various fields of science and engineering. The book begins with an introduction to computing and modeling. Next, computation and modeling trends are covered, along with chapters on structural static and vibration problems, heat conduction and diffusion problems, and fluid dynamics problems. Soft computing and machine intelligence based modeling are also discussed, along with bio medical problems. The book concludes with a chapter on modeling in mining, electrical, electronics, and chemical problems. This book is a reference for students and researchers in various fields of engineering such as computer, mechanical, civil, aerospace, electrical, and chemical, as well as and other sciences such as applied mathematics, physics, chemistry, and life sciences.



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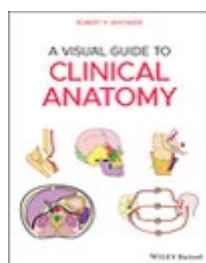
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**A Visual Guide to Clinical Anatomy**

ROBERT H. WHITAKER

University of Cambridge

A solid knowledge of anatomy is essential within any number of fields throughout healthcare. A core discipline of all medical degrees, anatomy is generally taught in a series of laboratory sessions and lectures, requiring students to identify a particular organ or structure, explain its function and describe its relation to normal physiology. Students are expected to learn -- and practicing clinicians required to remember -- an enormous amount of anatomical information.



*A Visual Guide to Clinical Anatomy* is an extraordinary visual reference guide, containing more than 900 high-quality illustrations of the human anatomy. Author and illustrator Robert H. Whitaker draws upon his 30 years of experience as an anatomy demonstrator and lecturer at Cambridge University to present a simple, easy-to-understand approach to both teaching and learning the subject. Each illustration is designed to provide a summary of key anatomical and clinical information of a specific topic or clinical condition. A comprehensive yet user-friendly anatomy resource, this volume:

- Covers the major areas of human anatomy
  - Provides succinct, clinically relevant information for each illustration
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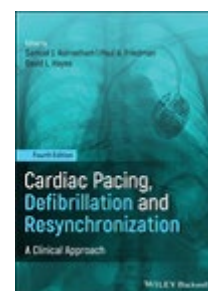
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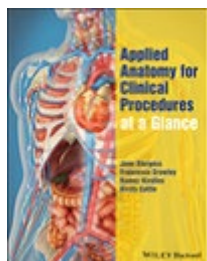
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Electrophysiology

## Applied Anatomy for Clinical Procedures at a Glance

JANE STURGESS, FRANCESCA CRAWLEY & RAMEZ KIROLLOS

This book is a concise practical book on applied anatomy for invasive procedures for foundation and core trainees. Material is presented as procedures according to training pathways, rather than by anatomical area, so the information is ideally laid out for trainees needing to equip themselves with the skills and knowledge for each clinical procedure or technique.



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SERIES: AT A GLANCE

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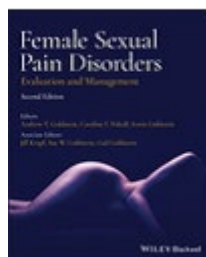
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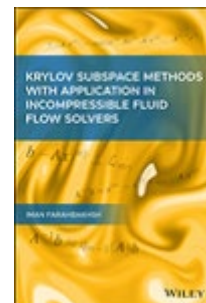
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OBSTETRICS &amp; GYNECOLOGY

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IMAN FARAHBAKHSI

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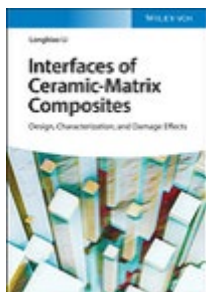
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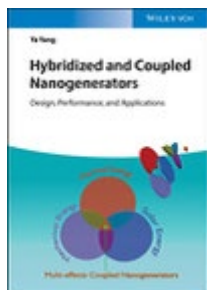
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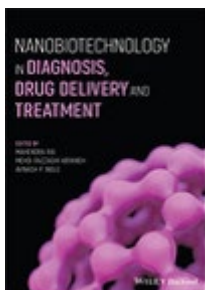
Materials for Energy Systems

## ナノテクノロジー

**Nanobiotechnology in Diagnosis, Drug Delivery and Treatment**

EDITOR MAHENDRA RAI, EDITOR MEHDI RAZZAGHI-ABYANEH &  
EDITOR AVINASH P. INGLE

Nanotechnology is a rapidly growing multidisciplinary branch of science. It is reported that nanotechnology has promising power to resolve majority of medical problems like infectious diseases, cancers, genetic disorders, neurodegenerative diseases, etc. Nanomedicine is one of the most promising areas of nanotechnology which refers to highly specific medical intervention at the scales of 100 nm or less for diagnosis, prevention and treatment of diseases.



The major face of nanomedicine is "drug delivery", it is considered as one of the most promising functions of nanotechnology and has ability to maneuver molecules and supra-molecular structures to create devices with programmed functions. Current drug delivery systems are distributed into the nano- and micro-scale systems which mainly involve the use of nanoparticles, liposomes, polymeric micelles (nanovehicles), dendrimers, nanocrystals, microchips, microtherapeutic systems, aptamer-incorporated nanoparticles and novel microparticles of size 100 nm. These technologies will be expanded in the future to establish efficient nano/micro drug delivery systems in a manner to provide future necessities of medicine in terms of diagnosis and treatment of infectious diseases with special focus on those microbes which are emerging as drug-resistant. In this book, we will highlight recent advances in the nano-based drug delivery systems, diagnosis and role of various nanomaterials in the management of infectious diseases and non-infectious disorders such as cancers and other malignancies and their role in future medicine.

This book will cover very informative and important chapters written by one or more specialists, experts in the concerned topic, which has wide scope for students, researchers, scientists, etc. working in various disciplines such as microbiology, biotechnology, nanotechnology, pharmaceutical biotechnology, pharmacology, pharmaceuticals, nanomedicine, tissue engineering, biomaterials, etc.

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Nanomedicine

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KONSTANTIN L. VODOPYANOV

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The book describes major approaches for mid-infrared light generation including ion-doped solid-state lasers, fiber lasers, semiconductor lasers, and laser sources based on nonlinear optical frequency conversion, and reviews a range of applications: spectral recognition of molecules and trace gas sensing, biomedical and military applications, high-field physics and attoscience, and others. Every chapter starts with the fundamentals for a given technique that enables self-directed study, while extensive references help conduct deeper research.

*Laser-based Mid-infrared Sources and Applications* provides up-to-date information on the state-of the art mid-infrared sources, discusses in detail the advancements made over the last two decades such as microresonators and interband cascade lasers, and explores novel approaches that are currently subjects of intense research such as supercontinuum and frequency combs generation.

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Laser

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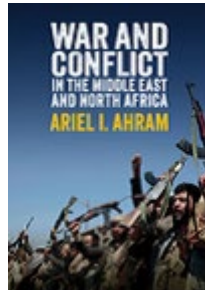
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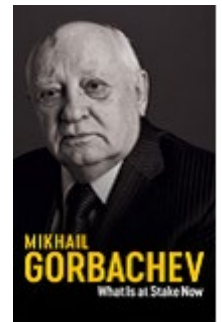
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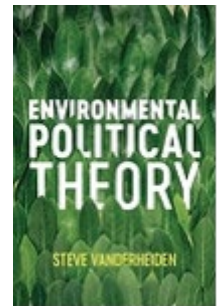
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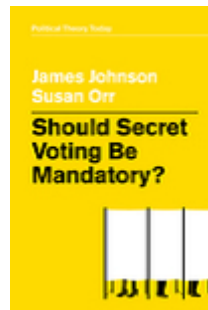
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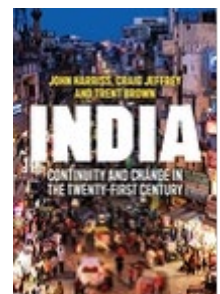
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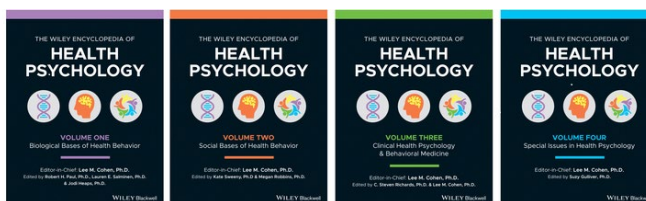
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Psychoanalysis

## ポリマーサイエンス

**An Introduction to Social Psychology**

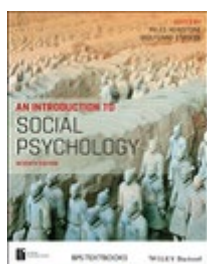
7th Edition

EDITOR MILES HEWSTONE &amp; EDITOR WOLFGANG STROEBE

Oxford University, UK; Utrecht University, The Netherlands

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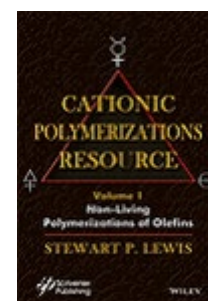
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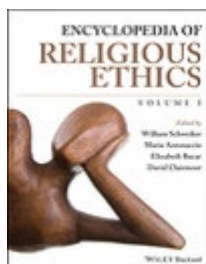


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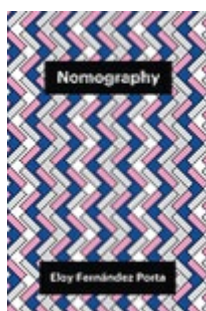
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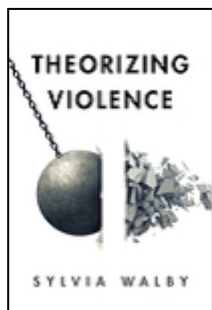


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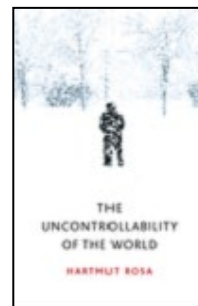
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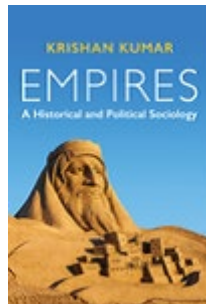
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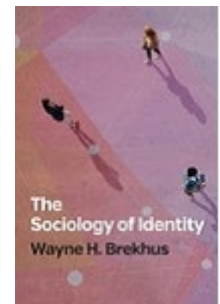
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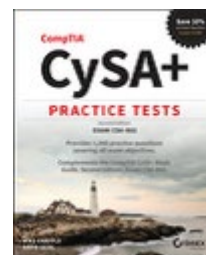
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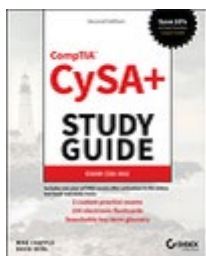
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