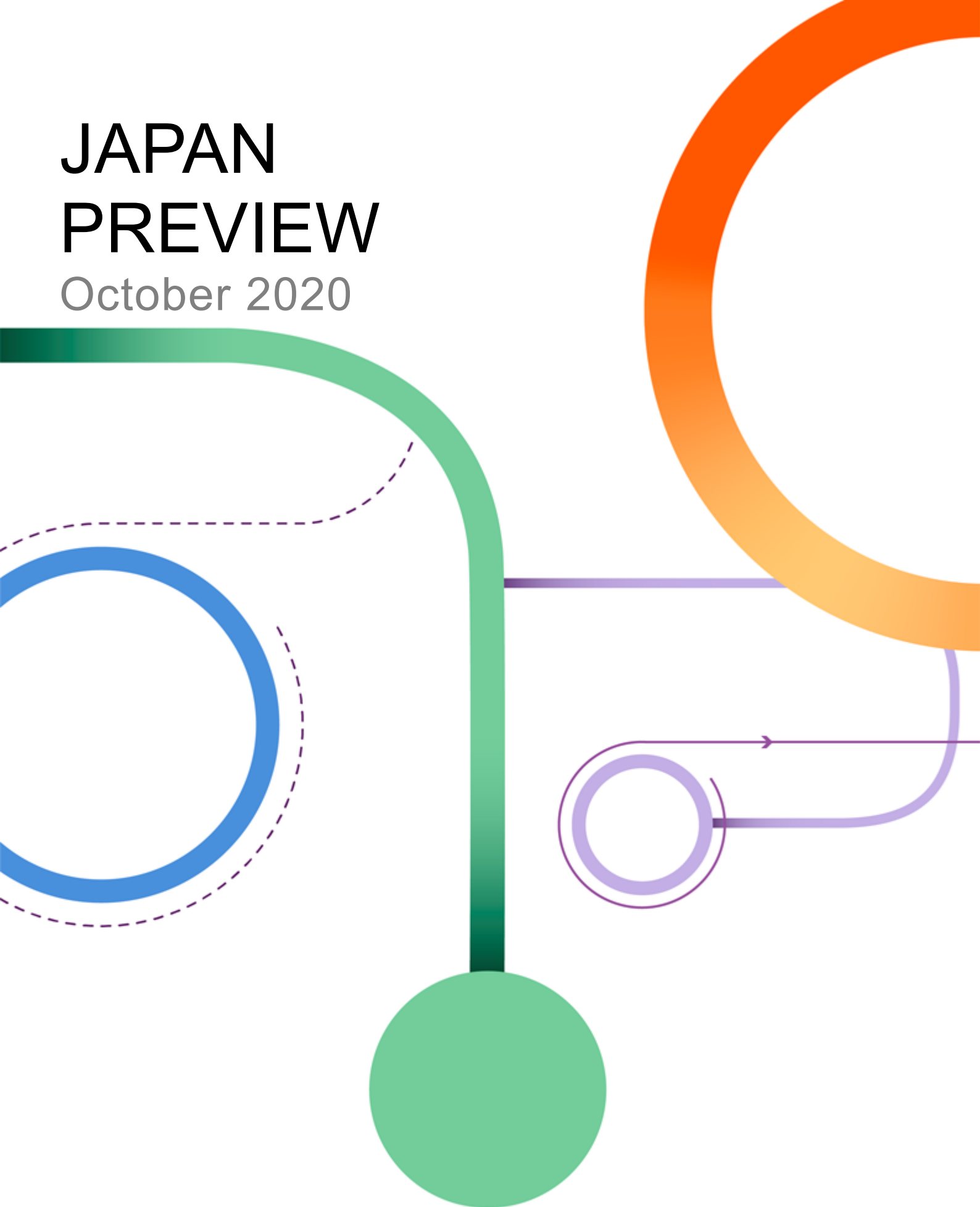


JAPAN PREVIEW

October 2020



WILEY

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芸術

A Companion to Chinese Art

EDITOR MARTIN J. POWERS, EDITOR KATHERINE R. TSIANG &
SERIES EDITOR DANA ARNOLD

UNIVERSITY OF MICHIGAN, USA; UNIVERSITY OF CHICAGO, USA;
UNIVERSITY OF SOUTHAMPTON

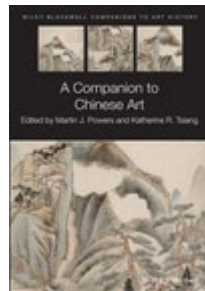
* An exceptional collection of essays that promote a comparative understanding of China's long record of cultural production, from the earliest incarnations to the present day

* Over two dozen newly commissioned essays written by scholars from East and West, overview the theories, genres, and media central to Chinese art throughout its history

* Articulates the direction in which the field of Chinese art history is moving, as well as providing a roadmap for historians interested in comparative study or theory

* Offers new and revisionist interpretations of the literati tradition, long an important staple of Chinese art history

* Along with art history, theory and criticism, the essays provide rich insight into China's social and political institutions, religious practices, and intellectual traditions



SERIES: BLACKWELL COMPANIONS TO ART HISTORY

OCTOBER 2020 584PP
978-1-119-12169-5 PB \$49.95 (Japan)
9781444339130 CL \$202.75 (Japan) Published, DEC 2015
Art History & Criticism

会計学

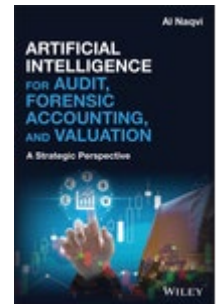
Artificial Intelligence for Audit, Forensic Accounting, and Valuation

A Strategic Perspective

AL NAQVI

Strategically integrate AI into your organization to compete in the tech era

The rise of artificial intelligence is nothing short of a technological revolution. AI is poised to completely transform accounting and auditing professions, yet its current application within these areas is limited and fragmented. Existing AI implementations tend to solve very narrow business issues, rather than serving as a powerful tech framework for next-generation accounting. *Artificial Intelligence for Audit, Forensic Accounting, and Valuation* provides a strategic viewpoint on how AI can be comprehensively integrated within audit management, leading to better automated models, forensic accounting, and beyond.



No other book on the market takes such a wide-ranging approach to using AI in audit and accounting. With this guide, you'll be able to build an innovative, automated accounting strategy, using artificial intelligence as the cornerstone and foundation. This is a must, because AI is quickly growing to be the single competitive factor for audit and accounting firms. With better AI comes better results. If you aren't integrating AI and automation in the strategic DNA of your business, you're at risk of being left behind.

- See how artificial intelligence can form the cornerstone of integrated, automated audit and accounting services
- Learn how to build AI into your organization to remain competitive in the era of automation
- Go beyond siloed AI implementations to modernize and deliver results across the organization
- Understand and overcome the governance and leadership challenges inherent in AI strategy

OCTOBER 2020 304PP
978-1-119-60188-3 CL \$50.00 (Japan)
Accounting Technology

Annual Update for Controllers

JIM LINDELL

This guide covers leading-edge topics in managerial accounting and finance. It's packed with useful tips and practical guidance controllers and financial managers can apply immediately. You'll also gain insight into hot topics such as:

- Power Pivot
- Integrated Reporting
- Bitcoin
- Technology trends



In addition, this guide includes a case study covering three chapters using Excel tools, working capital trends and technology changes.

SERIES: AICPA

OCTOBER 2020 UnknownPP
978-1-119-75651-4 PB \$119.50 (Japan)
Corporate / Managerial Accounting

Public Company Update

SEC, PCAOB, and Other Developments

BDO USA

Developed for corporate financial reporting managers and independent auditors, this book will help them stay abreast of changes and modifications to the requirements for public companies, their management, and auditors.



Included are:

- * The latest pronouncements, regulations, and guidance issued by the SEC and PCAOB as they apply to the filings and audits of this reporting cycle.
- * What these organizations are planning and/or saying about the future.
- * Key developments which may affect your company or auditing firm. In addition, emerging issues, trends, and new resources are provided so that accountants and financial managers can stay out front.

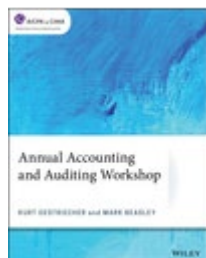
SERIES: AICPA

OCTOBER 2020 UnknownPP
978-1-119-75648-4 PB \$107.50 (Japan)
Corporate / Managerial Accounting

Annual Accounting and Auditing Workshop

KURT OESTRIECHER & MARK BEASLEY

Are your accounting and auditing skills up-to-date and on-par with industry standards? This guide provides updates on the latest standards, including accounting, auditing, compilation, preparation, and review. It covers important industry changes such as revenue recognition, leases, financial instruments, and SAs, and includes practical applications for each, to help you understand and apply the standards to real-life scenarios.



Key topics covered include: Accounting, auditing, and attestation standards updates

- FASB projects and exposure drafts
- Private company financial reporting
- Revenue Recognition
- Leases, Financial Instruments, Peer Review, Trust Services, Cyber Security, SSAEs
- Going Concern;
- Private company financial reporting

SERIES: AICPA

OCTOBER 2020 UnknownPP
978-1-119-75650-7 PB \$137.50 (Japan)
INTERNATIONAL ACCOUNTING

Wiley GAAP for Governments 2020

Interpretation and Application of Generally Accepted Accounting Principles for State and Local Governments

WARREN RUPPEL, WOODCLIFF LAKE, UNITED STATES

CPA

A comprehensive guide to the accounting and financial reporting principles used by state and local governments



As more governmental accounting standards are issued, preparers need clear guidance. The *Wiley GAAP for Governments 2020: Interpretation and Application of Generally Accepted Accounting Principles for State and Local Governments* guides preparers through the standards and their increasing complexity. This is a comprehensive guide to the accounting and financial reporting principles for state and local governments, as well as other government organizations. It has been written to address the needs of users and serve as a helpful resource.

Wiley GAAP for Governments 2020 covers the key developments in governmental GAAP that occurred in 2019. Financial professionals can turn to this reliable reference for detailed information and guidance on implementing newly issued and revised standards. Charts and diagrams encourage enhanced understanding of the information.

This thorough guide can help financial professionals successfully navigate the complexities of the latest governmental accounting standards. It is a practical resource for those who prepare the critical financial statements of government entities.

OCTOBER 2020 656PP
978-1-119-59606-6 PB \$90.00 (Japan)
GAAP

Multistate Income Tax

ANDREW JOHNSON

Does a business have nexus in a particular jurisdiction? With the rate of change, you can't afford to be out-of-date with your knowledge of this critical tax area. Spotlighting updates on the latest on state tax reforms and the Wayfair Decision, this guide will help you to develop a working knowledge of both multistate tax compliance and related planning opportunities, so you can skillfully guide your clients through the maze of multistate corporate tax codes.



Key topics covered include:

- Constitutional limits and P.L. 86-272
- Nexus, UDITPA, MTC
- Calculation of state taxable income
- Filing methods for multistate taxpayers
- Apportionment and allocation
- Multistate income tax planning
- Audit defense strategies

SERIES: AICPA

OCTOBER 2020 UnknownPP
978-1-119-75647-7 PB \$104.50 (Japan)
Corporate Taxation

International Taxation

ADNAN ISLAM

Whether your organization is contemplating a global move or is already involved in international business, you need to know about the activities that create multi-jurisdictional tax exposure and the required tax reporting for each relevant jurisdiction. Information is provided for Tax Reform and the impact of the Tax Cuts and Jobs Act of 2017, this guide covers international tax terminology and regulations that apply to a U.S. entity involved in global operations, or for a foreign entity doing business in the United States.



Key topics include:

- Export income
- Receipts in foreign currency
- Allocation and apportionment of deductions
- U.S. foreign tax credit fundamentals and special rules
- Initiation of foreign operations
- Foreign branches and affiliated companies
- Sale of use of tangible property
- Foreign business operations in the United States
- Foreign business sales of tangible property in the United States
- Foreign business provision of services in the United States
- Exploitation of business assets outside of the United States
- Use of foreign tangible/intangible property in the United States
- U.S. withholding taxes on foreign businesses
- FDII
- GILTI

SERIES: AICPA

OCTOBER 2020 UnknownPP
978-1-119-75649-1 PB \$137.50 (Japan)
International Taxation

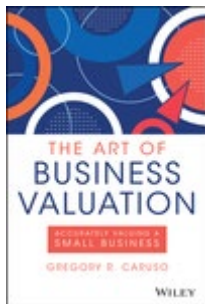
人類学

The Art of Business Valuation

Accurately Valuing a Small Business

GREGORY R. CARUSO

Starting from the practical viewpoint of, "I would rather be approximately right than perfectly wrong" this book provides a commonsense comprehensive framework for small business valuation that offers solutions to common problems faced by valuers and consultants both in performing valuations and providing ancillary advisory services to business owners, sellers, and buyers. If you conduct small business valuations, you may be seeking guidance on topics and problems specific to your work. *Focus on What Matters: A Different Way of Valuing a Small Business* fills a previous void in valuation resources. It provides a practical and comprehensive framework for small and very small business valuation (Companies under \$10 million of revenues and often under \$5 million of revenues), with a specialized focus on the topics and problems that confront valuers of these businesses.



Larger businesses typically have at least Reviewed Accrual Accounting statements as a valuation starting point. However, smaller businesses rarely have properly reviewed and updated financials. *Focus on What Matters* looks at the issue of less reliable data, which affects every part of the business valuation. You'll find valuation solutions for facing this challenge.

As a small business valuator, you can get direction on working with financial statements of lower quality. You can also consider answers to key questions as you explore how to value each small business.

This book examines these and other questions you may encounter in your valuation process. You'll also find helpful solutions to common issues that arise when a small business is valued.

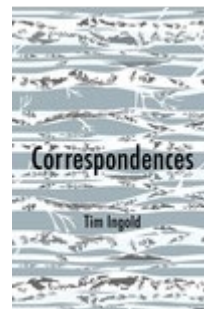
OCTOBER 2020 224PP
978-1-119-60599-7 CL \$60.00 (Japan)
Valuation

Correspondences

TIM INGOLD

READERSHIP: Anthropology students and professors.

OCTOBER 2020 180PP
978-1-5095-4410-3 CL \$64.95 (Japan)
978-1-5095-4411-0 PB \$22.95 (Japan)
General & Introductory Anthropology



The Stranger as My Guest

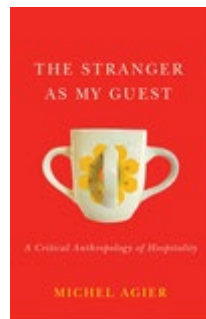
A Critical Anthropology of Hospitality

MICHEL AGIER & TRANSLATOR HELEN MORRISON

ECOLE DES HAUTES ETUDES EN SCIENCES
SOCIALES, PARIS

READERSHIP: Students and scholars
in anthropology, sociology, politics;
students taking courses refugee
studies and migration; interested
general readers.

OCTOBER 2020 160PP
978-1-5095-3988-8 CL \$59.95 (Japan)
978-1-5095-3989-5 PB \$19.95 (Japan)
Anthropology Special Topics



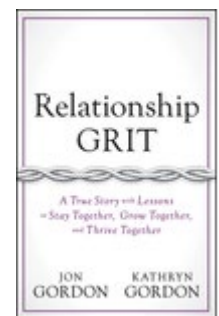
ビジネス

Relationship Grit

A True Story with Lessons to Stay Together, Grow Together, and Thrive Together

JON GORDON, PONTE VEDRA BEACH, UNITED STATES & KATHRYN GORDON

Great relationships don't happen by accident—they take commitment, hard work, and *grit*



Bestselling author Jon Gordon is back with another life-affirming book. This time, he teams up with Kathryn Gordon, his wife of 23 years, for a look at what it takes to build strong relationships. In *Relationship Grit*, the Gordons reveal what brought them together, what kept them together through difficult times, and what continues to sustain their love and passion for one another to this day. They candidly share their mistakes, decisions that almost destroyed their marriage, and successes so you can learn from their experiences and make your relationship stronger.

If you're a fan of Jon Gordon's work, you will enjoy learning about the man behind the message, as he and Kathryn share the intimate details of their life together. The direct, transparent, and personal style will draw you in and help you see that, if you are dealing with a challenge in your life and relationship, you are not alone. Working, writing, and raising children hasn't always been easy for the Gordons, but by committing to one another and embracing the principles of G. R. I. T., they emerged from their darkest moments and built a deep and lasting love. In *Relationship Grit*, they speak candidly about what they have learned and how you can develop the grit to build beautiful relationships.

Relationships--particularly marriages--are about imperfect people coming together to work on their individual flaws and emerge stronger together. *Relationship Grit* will inspire and motivate you to engage in this remarkable and rewarding process.

OCTOBER 2020 160PP
978-1-119-43033-9 CL \$23.00 (Japan)
Business Self-Help

Working From Home

Making the New Normal Work for You

KAREN MANGIA

From setting up your virtual office, to time management, to dealing with conference call fatigue, turn remote work into a career powerhouse—even if you live in an apartment. This book has everything you need to know to make the most out of working from home in the new normal so that you and your organization can thrive in a socially-isolated world. Learn how to claim your space, create your environment, and make your career virtually vital without ever entering an office building. With this book, you'll see how to reimagine your career, realign with your team, and create influence for yourself and others. *Working from Home* addresses top-of-mind topics:



- What does collaboration mean now? How can you make sure that your career is neither out of sight nor out of mind even though you're not going into an office?
- How to connect on a regular cadence and gain valuable input for projects and new initiatives
- Don't Become a ZOOM Zombie: self-care strategies for productivity, sanity, and adaptation to the new normal
- Adaptation and adoption: how to gain consensus and drive culture, even when everyone is remote
- What leaders need to know about old-school strategies in a new world order: how to inspire teams even when you can't be in the same room

OCTOBER 2020 208PP
978-1-119-75892-1 CL \$22.00 (Japan)
Business Self-Help

Great Pajama Jobs

Your Complete Guide to Working from Home

KERRY E. HANNON

Find out how to secure and thrive in a work-from-home or remote-access job. Get out of your work clothes and into pajamas for good!



Did you fall in love with working from home during the months of coronavirus restrictions? Is working in your pajamas appealing? Do you want to earn some income on the side? In 2020, the workplace has been transformed and working from home has exploded. It may, in fact, be the new reality of working for many of us, some full-time, some as a hybrid work scenario.

With some information and expert guidance, you can transform your workday, take control of your time, and explore exciting new opportunities. *Great Pajama Jobs: Your Complete Guide to Working from Home* is your playbook.

Until recently, you may have gone to an office that was uninspiring or chaotic, or spent a large part of your busy day responding to emails and working on computer--tasks that could easily be accomplished from home. You may have spent hours commuting each day.

Then too, you may be a military spouse in search of an ideal remote job to take with you to a new base, or you may need to manage your personal health issues or caregiving duties. Or you may simply want to inch a little closer to a more favorable work-life balance. The truth is you may need the autonomy and flexibility of working remotely for a myriad of reasons.

Great Pajama Jobs is your ultimate guide to finding a job where you can work remotely and advance your career while working in pajamas (or certainly something more comfortable than traditional work garb).

OCTOBER 2020 224PP
978-1-119-64777-5 PB \$24.95 (Japan)
Personal Career Development

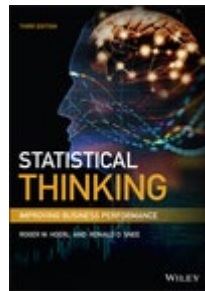
Statistical Thinking

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

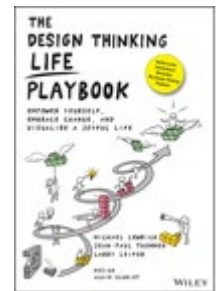
OCTOBER 2020 544PP
978-1-119-60571-3 CL \$145.00 (Japan)
BUSINESS STATISTICS & MATH

The Design Thinking Life Playbook

Empower Yourself, Embrace Change, and Visualize a Joyful Life

MICHAEL LEWRICK, SWITZERLAND, JEAN-PAUL THOMMEN & LARRY LEIFER, UNITED STATES

The Design Thinking Life Playbook is for anyone who wants to have a fulfilling and joyful future. It's for all those who want to initiate change through self-empowerment and have the courage to think, act, and take advantage of their opportunities proactively.



Whether you want to change your career, form healthier, stronger relationships, or plan the next stages of your life, this book will guide you to something better.

Authors **Michael Lewrick, Larry Leifer, and Jean-Paul Thommen** are leading design thinking experts in the U.S., Europe, and Asia. Michael Lewrick, Ph.D., is a featured speaker and teaches design thinking at various universities. With Leifer, Lewrick co-authored the international bestseller *The Design Thinking Playbook* as well as *The Design Thinking Toolbox*. Stanford Professor Larry Leifer, Ph.D., is one of the most influential personalities and pioneers in design thinking. Professor Jean-Paul Thommen, Ph.D., from the University of Zurich, is an expert on leadership, organizational development, and business ethics.

OCTOBER 2020 272PP
978-1-119-68224-0 PB \$29.00 (Japan)
Strategic Management

50 Activities to Kickstart Your Meetings

SIVASAILAM THIAGARAJAN

Discover how to unleash the full potential of your meetings

Inefficient meetings plague even the most well-run organizations. In *50 Activities to Kickstart Your Meetings*, productivity and games expert Sivasailam Thiagarajan explains how to use fifty tried-and-true methods to get the most out of every meeting.



This book teaches the strategy of employing games, activities, and simulations to facilitate extraordinary meeting productivity and creativity. It teaches meeting planners and organizers how to use games and simulations to enhance all types of meetings:

- Understand organizational opportunities and problems
- Generate alternative ideas
- Transform ideas into decisions
- Translate decisions into actions

Written for managers and executives at all levels of governmental, non-profit, and for-profit organizations, *50 Activities to Kickstart Your Meetings* transforms traditional meetings into engines of creativity and growth. Thiagarajan uses the extensive experience he has gained in consulting for companies like Google and JP Morgan to teach managers of all stripes how to supercharge their next meeting.

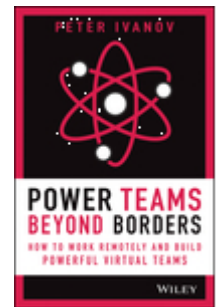
OCTOBER 2020 240PP
978-1-119-69089-4 CL \$25.00 (Japan)
Management / Teams

Power Teams Beyond Borders

How to work remotely and build powerful virtual teams

PETER IVANOV

Globalization and digital transformation have brought about new challenges in leadership and communication. Teams and projects are decentralized, usually crossing international borders, time zones, and cultural boundaries. Leading such virtual or remote teams require very specific organizational knowledge including how to select qualified experts, which virtual platforms to use, and how to structure, support and lead your team.



The Coronavirus has challenged us further to work from home, and we responded well with strong personal commitment and good digital skills. The longer the remote work period lasts, the more we have to take team decisions remotely, resolve conflicts from a distance, and generally lead and manage remotely in a new effective way. In this ground-breaking book the New Leadership Expert Peter Ivanov uses his Award Winning method "Virtual Power Teams" and his rich international leadership experience to show you how to motivate home office workers, set individual and team goals, establish structured communication and winning spirit for your team and organisation in order to deliver outstanding results in the digital, post Corona age! The Coronavirus has challenged us further to work from home, and we responded well with strong personal commitment and good digital skills. The longer the remote work period lasts, the more we have to take team decisions remotely, resolve conflicts from a distance, and generally lead and manage remotely in a new effective way. In this ground-breaking book the New Leadership Expert Peter Ivanov uses his Award Winning method "Virtual Power Teams" and his rich international leadership experience to show you how to motivate home office workers, set individual and team goals, establish structured communication and winning spirit for your team and organisation in order to deliver outstanding results in the digital, post Corona age!

OCTOBER 2020 256PP
978-1-119-76294-2 CL \$24.95 (Japan)
Management / Teams

Advancing Innovation

Galvanizing, Enabling, and Measuring for Innovation Value!

PATRICK J. STROH & FOREWORD BY ROBERT S. KAPLAN

Master the standards and interpretations that govern preparation, compilation, and review engagements with this authoritative resource

Advancing Innovation: Galvanizing, Enabling, and Measuring for Innovation Value! provides readers with a comprehensive treatment of how to perform engagements while complying with the Statements on Standards for Accounting and Review Services (SSARS).

Newly updated, *Advancing Innovation* delivers practical guidance for the application of the standards to readers' specific circumstances.

Written by two celebrated accountants and businesspeople, Robert S. Kaplan and Patrick Stroh, *Advancing Innovation* includes:

- Fully indexed topics arranged by subject
- Clarified standards that provide a framework for planning and performing an engagement that meets client needs
- Explanations of amendments, deleted or superseded content, and conforming changes due to the issuance of other authoritative guidance

Perfect for any accountant expected to perform preparation, compilation, or review engagements, *Advancing Innovation* covers all SSARSs, including SSARS No. 21 through 25, the last of which further converges AR-C section 90 with ISRE 2400 (Revised).

OCTOBER 2020 256PP
978-0-9967293-0-7 PB \$29.95 (Japan)
Creativity & Innovation Management



Virtual Facilitation

HENRIK HORN ANDERSEN, IBEN NELSON & KARE RONEK

The covid-19 crisis accelerated virtual collaboration exponentially, creating an instant need for virtual facilitation skills. People and organizations have started on this journey, but do not yet have the experience and competencies to use this medium for effective and energetic collaboration.

Virtual Facilitation will show you how to have successful virtual events, virtual meetings, virtual workshops and training. Packed full of tips, insights and real case studies, the author's practical approach to virtual facilitation will show you how to effectively learn the skills needed to succeed. This book will also cover:

- The role of the facilitator, and what is expected
- The design of the process
- How to avoid common mistakes
- Implementation and influencing behaviour

Virtual Facilitation will show you how to plan for virtual events, how to develop skills to be able to host virtual meetings, virtual courses, virtual training, virtual workshops, and virtual larger events to meet 21st century needs.

OCTOBER 2020 214PP
978-1-119-76531-8 CL \$24.95 (Japan)
Training & Development

Selling With Noble Purpose

How to Drive Revenue and Do Work That Makes You Proud, 2nd Edition

LISA EARLE MCLEOD

What people are saying about the power of *Selling with Noble Purpose*

"If you sell based on a deep mission and purpose, revenue will follow. As Lisa Earle McLeod explains in this remarkable book, you have to start with how to change another life. . . then work back from that purpose."

—Tom Rath, bestselling author, *StrengthsFinder 2.0*

"Lisa McLeod is the master at helping organizations reframe their sales narrative around purpose, which boosts sales numbers and sales morale alike."

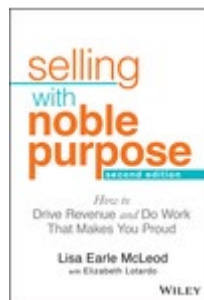
—Dan Pink, bestselling author, *Drive* and *To Sell Is Human*

"McLeod combines a wealth of field experience with unique insights to drive revenue."

—Dr. Marshall Goldsmith, #1 Leadership Thinker in the World (*Thinkers50*), Dartmouth Tuck Professor of Management Practice

"Creating differentiation is the single biggest challenge for any sales team. *Selling with Noble Purpose* unpacks how to gain a competitive edge, win the market, and create a tribe of true believers. I loved it."

—Nancy Duarte, CEO and bestselling author



OCTOBER 2020 304PP
978-1-119-70088-3 CL \$27.00 (Japan)
MARKETING & SALES

Digital Marketing For Dummies

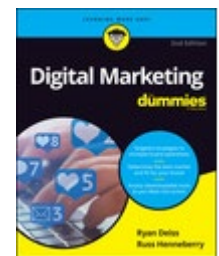
2nd Edition

RYAN DEISS & RUSS HENNEBERRY

Get digital with your brand today!

Digital Marketing for Dummies has the tools you need to step into the digital world and bring your marketing process up to date. In this book, you'll discover how digital tools can expand your brand's reach and help you acquire new customers.

Digital marketing is all about increasing audience engagement, and the proven strategy and tactics in this guide can get your audience up and moving!



You'll learn how to identify the digital markets and media that work best for *your* business--no wasting your time or money! Discover how much internet traffic is really worth to you and manage your online leads to convert web visitors into paying clients. From anonymous digital prospect to loyal customer--this book will take you through the whole process!

- Learn targeted digital strategies for increasing brand awareness
- Determine the best-fit online markets for your unique brand
- Access downloadable tools to put ideas into action
- Meet your business goals with proven digital tactics

Digital marketing is the wave of the business future, and you can get digital with the updated tips and techniques inside this book!

OCTOBER 2020 UnknownPP
978-1-119-66048-4 PB \$29.99 (Japan)
STRATEGIC MARKETING

5-Minute Selling

The Proven, Simple System That Can Double Your Sales ... Even When You Don't Have Time

ALEX GOLDFAYN, UNITED STATES

Add 50% to 100% to Your Sales--In 5 Minutes Per Day

5-Minute Selling presents a proven, simple process that can double your sales, even if you don't have time for an elaborate new sales system. When you spend your days scrambling to take orders and resolving customer issues, there is little time for new sales techniques. This book is for you. In *5-Minute Selling*, Alex Goldfayn describes how thousands of his clients and workshop attendees have generated dramatic annual sales growth with short bursts of action throughout the day. With three-second efforts throughout the day, you can add 50 to 100% to your sales.



In short, *5-Minute Selling* is about showing customers and prospects that we care about them more than our competition does with simple, repeated, lightning-fast, high-value, consistent communications.

Don't Read This Book, DO THIS BOOK:

5-Minute Selling lays out a Two-Week Challenge for you implement in your sales work. Follow the detailed process for five minutes per day, for 10 working days (less than one total hour of time), and, like thousands before you, you will begin to see dramatic improvements in your sales growth.

OCTOBER 2020 288PP
978-1-119-68765-8 CL \$25.00 (Japan)
Sales Management

Audit and Accounting Guide

Not-for-Profit Entities 2020

AICPA

From financial reporting to revenue recognition to grants and contracts to auditor report changes, you have a lot going on in the not-for-profit financial arena right now. Whether you're already an expert in NFP audit and accounting standards or just getting started, this is the practical guidance you need. This must-have resource for nonprofits accounting and auditing professionals is an essential reference that will assist you with the unique aspects of accounting and financial statement preparation and auditing for not-for-profit entities.



It will help you with the following

- Understand and implement recent updates and changes, including those related to financial reporting, revenue recognition, and grants and contracts
- Gain a full understanding of the accounting issues unique to not-for-profit entities
- Assist in the implementation of auditor report changes.

SERIES: AICPA AUDIT AND ACCOUNTING GUIDE

OCTOBER 2020 768PP
978-1-950688-31-9 PB \$110.00 (Japan)
NON-PROFIT ORGANIZATIONS / FINANCE & ACCOUNTING

The Payroll Book

A Guide for Small Businesses and Startups

CHARLES READ

***The Payroll Book* is the only book that demystifies payroll with clear, concise, and real-world examples on how to tackle the process.**

"*The Payroll Book* will be a valuable resource for the small business owner as well as for the entrepreneur planning a new venture. Thorough, well-organized, and thoughtfully written, this practical guide is an essential tool for managing the payroll process."

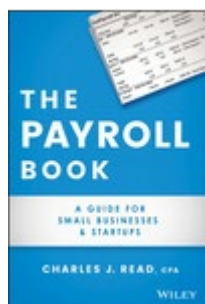
—**Marilyn K. Wiley**, Dean, College of Business, University of North Texas

"Failing to comply with the withholding, tax remittance, and report filing requirements in handling business payroll carries a high cost. Charles' book will guide entrepreneurs through the minefields of payroll processing and reporting in language that business owners can understand. Whether you already own or are planning to start your own business, *The Payroll Book* is an essential tool."

—**James A. Smith**, Past President and Chairman, Texas Society of CPAs

"If accounting is something you have not paid keen attention to in your startup, then this book can demystify the whole thing for you and then some! Logically set-up and highly practical in its approach! I highly recommend this book for any startup, entrepreneur, and, frankly, anyone thinking about starting a business. That said, if you already started a business it's just as important—this is a must-read!"

—**Hubert Zajicek**, CEO, Co-founder and Partner, Health Wildcatters



OCTOBER 2020 320PP
978-1-119-70443-0 PB \$29.95 (Japan)
Small Business & Entrepreneurship

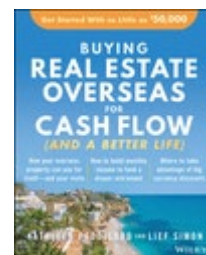
Buying Real Estate Overseas For Cash Flow (And A Better Life)

Get Started With As Little As \$50,000

KATHLEEN PEDDICORD, PANAMA CITY, PANAMA & LIEF SIMON

Buy real estate overseas to earn cash flow to fund your dream retirement

In *Buying Real Estate Overseas For Cash Flow (And A Better Life)*: *Get Started With As Little As \$50,000*, Kathleen Peddicord and Lief Simon explain how to incorporate an investment in foreign real estate into your portfolio for as little as \$50,000. With a lifetime of experience on the subjects of living, retiring, and investing overseas, the authors delve deep into this complex topic. Simply put, this book is a practical guide to buying property overseas as a strategy for earning cash flow to fund your dream retirement.



In the book, the authors cover topics as wide-ranging as:

- How to build the cash flow you need to fund the retirement you want
- 8 markets offering the best current cash-flow opportunities
- How to move money across borders in today's post-FATCA world
- Plus: How to run the numbers to evaluate a potential cash-flow investment

Buying Real Estate Overseas includes a breadth and depth of information on the world's best markets for investing in real estate for cash flow. Its up-to-date information about this investment category puts to bed much of the outdated advice and guidance currently available in published materials.

OCTOBER 2020 240PP
978-1-119-69620-9 PB \$29.00 (Japan)
Property & Real Estate

Building For Everyone

Expand Your Market With Design Practices From Google's Product Inclusion Team

ANNIE JEAN-BAPTISTE

Diversity and Inclusion to build better products from the front lines at Google

Establishing diverse and inclusive organizations is an economic imperative for every industry. Any business that isn't reaching a diverse market is missing out on enormous revenue potential and the opportunity to build products that suit their users' core needs. The economic "why" has been firmly established, but what about the "how?" How can business leaders adapt to our ever-more-diverse world by capturing market share AND building more inclusive products for people of color, women and other underrepresented groups? The Product Inclusion Team at Google has developed strategies to do just that and *Building For Everyone* is the practical guide to following in their footsteps.



This book makes publicly available for the first time the same inclusive design process used at Google to create user-centric award-winning and profitable products. Author and Head of Product Inclusion Annie Jean-Baptiste outlines what those practices look like in industries beyond tech with fascinating case studies. Readers will learn the key strategies and step-by-step processes for inclusive product design that limits risk and increases profitability.

Building For Everyone will show you how to infuse your business processes with inclusive design. You'll learn best practices for inclusion in product design, marketing, management, leadership and beyond, straight from the innovative Google Product Inclusion team.

OCTOBER 2020 256PP
978-1-119-64622-8 CL \$29.00 (Japan)
Business & Management Special Topics

The Dogfish Head Book

25 Years of Off-Centered Adventures

SAM CALAGIONE, LEWES, MARIAH CALAGIONE & ANDREW C. GREELEY

Celebrate the 25th anniversary of the Dogfish Head Craft Brewery with this rich, adventurous history

The Dogfish Head Book: 25 Years of Off-Centered Adventures celebrates a quarter-century in business for the Dogfish Head Craft Brewery. Over the past 25 years, the Dogfish Head founders have learned timeless lessons about working and living. This book shares their hard-earned insights and helps readers navigate life's adventures.



Through its colorful design and photos, *The Dogfish Head Book* brings the brewing business to life. Inside, you'll find wisdom and entertainment in the form of memorabilia, photos, and the Dogfish Head Rules of Thumb. Food and beer lovers, entrepreneurs, and business professionals alike will enjoy this unique book, which also makes a perfect gift for any Dogfish Head fan or craft beer enthusiast.

Since its start in 1995, Dogfish Head has grown exponentially to become one of the most celebrated craft breweries in the United States. This book lets you tour the history of the iconic brand without leaving home.

Paired nicely with any Dogfish Head beer, *The Dogfish Head Book: 25 Years of Off-Centered Adventures* is a living guide to business and life--the Dogfish way!

OCTOBER 2020 UnknownPP
978-1-119-64957-1 CL \$25.00 (Japan)
Business & Management Special Topics

土木工学

Sustainable Water Purification

M. R. ISLAM & M. SAFIUR RAHMAN

Water is synonymous with life. This has been the case since pre-historic time to the modern era. For the first time, humanity faces a crisis that eclipses the energy crisis, which has often incapacitated the global economy. The Climate-Water-Food nexus epitomizes our current civilization that depends on energy as the driver. Many recognize this crisis as a product of fossil fuel production, which allegedly triggered climate change and the "climate change debate." Others predict the onslaught of "water wars" in the coming decades. As the world gears up to another lineup of empty promises and ensuing chaos, this book turns this crisis on its head and shows the source of the water crisis.

The science behind the water cycle is described in clear language, without resorting to dogmatic assertions and spurious assumptions. The role of the sun, natural carbon dioxide (CO₂) and water and the need to maintain natural processes free from artificial chemicals are discussed in detail. The book makes it clear how most of the currently used purification techniques violates the natural cycle involving sunlight, CO₂ and water, and thus become unsustainable.

A series of water purification techniques, as usable for drinking, agricultural and industrial applications are presented. The advantages of these techniques and their long-term sustainability are highlighted, with discussion on improvements in the future. Whether for the engineer or scientist working in the field or laboratory or the student, this is a must-have for any engineer, scientist, student, or policymaker.

OCTOBER 2020 352PP
978-1-119-65099-7 CL \$225.00 (Japan)
Water Resources

Physical Models

Their Historical and Current Use in Civil and Building Engineering Design

BILL ADDIS, KARL-EUGEN KURRER & WERNER LORENZ

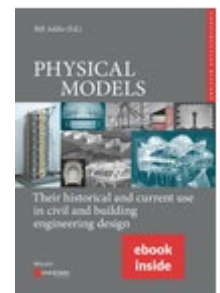
BERLIN

Physical models have been, and continue to be used by engineers when faced with unprecedented challenges, when engineering science has been non-existent or inadequate, and in any other situation when the engineer has needed to raise their confidence in a design proposal to a sufficient level to begin construction. For this reason, models have mostly been used by designers and constructors of highly innovative projects, when previous experience has not been available.

The book covers the history of using of physical models in the design and development of civil and building engineering projects including bridges in the mid-18th century, William Fairbairn's Britannia bridge in the 1840s, the masonry Aswan Dam in the 1890s, concrete dams in the 1920s, thin concrete shell roofs and the dynamic behaviour of tall buildings in earthquakes from the 1930s, tidal flow in estuaries and the acoustics of concert halls from the 1950s, and cable-net and membrane structures in the 1960s.

Traditionally, progress in engineering has been attributed to the creation and use of engineering science, the understanding materials properties and the development of new construction methods. The book argues that the use of reduced scale models have played an equally important part in the development of civil and building engineering. However, like the history of engineering design itself, this crucial contribution has not been widely reported or celebrated.

The book concludes with reviews of the current use of physical models alongside computer models, for example, in boundary layer wind tunnels, room acoustics, seismic engineering, hydrology, and air flow in buildings.



OCTOBER 2020 1073PP
978-3-433-03305-0 CL \$310.00 (Japan)
Structural Theory & Structural Mechanics

化学工学

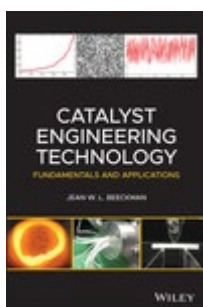
Catalyst Engineering Technology

Fundamentals and Applications

JEAN W. L. BEECKMAN

UNIVERSITY OF GHENT, BELGIUM

This book gives a comprehensive explanation of what governs the breakage of extruded materials, and what techniques are used to measure it. The breakage during impact aka collision is explained using basic laws of nature allowing readers to determine the handling severity of catalyst manufacturing equipment and the severity of entire plants. This information can then be used to improve on the architecture of existing plants and how to design grass-roots plants. The book begins with a summary of particle forming techniques in the particle technology industry. It covers extrusion technology in more detail since extrusion is one of the workhorses for particle manufacture. A section is also dedicated on how to describe transport and chemical reaction in such particulates for of course their final use. It presents the fundamentals of the study of breakage by relating basic laws in different fields (mechanics and physics) and this leads to two novel dimensionless groups that govern breakage. These topics are then apply these topics to R&D scale-up and manufacturing and shows how this approach is directly applicable.



OCTOBER 2020 304PP
978-1-119-63494-2 CL \$140.00 (Japan)
Catalysis & Chemical Reaction Engineering

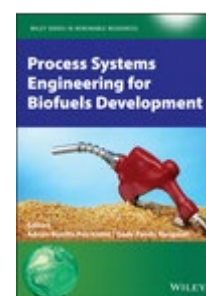
Process Systems Engineering for Biofuels Development

EDITOR ADRIAN BONILLA-PETRICIOLET, EDITOR GADE PANDU RANGAIAH & SERIES EDITOR CHRISTIAN V. STEVENS

INSTITUTO TECNOLÓGICO DE AGUASCALIENTES; NATIONAL UNIVERSITY OF SINGAPORE; GHENT UNIVERSITY, BELGIUM

A comprehensive overview of current developments and applications in biofuels production

Process Systems Engineering for Biofuels Development brings together the latest and most cutting-edge research on the production of biofuels. As the first book specifically devoted to process systems engineering for the production of biofuels, *Process Systems Engineering for Biofuels Development* covers theoretical, computational and experimental issues in biofuels process engineering.



Written for researchers and postgraduate students working on biomass conversion and sustainable process design, as well as industrial practitioners and engineers involved in process design, modeling and optimization, this book is an indispensable guide to the newest developments in areas including:

- Enzyme-catalyzed biodiesel production
- Process analysis of biodiesel production (including kinetic modeling, simulation and optimization)
- The use of ultrasonification in biodiesel production
- Thermochemical processes for biomass transformation to biofuels
- Production of alternative biofuels

In addition to the comprehensive overview of the subject of biofuels found in the Introduction of the book, the authors of various chapters have provided extensive discussions of the production and separation of biofuels via novel applications and techniques.

SERIES: WILEY SERIES IN RENEWABLE RESOURCE

OCTOBER 2020 544PP
978-1-119-58027-0 CL \$180.00 (Japan)
Process Engineering

化学

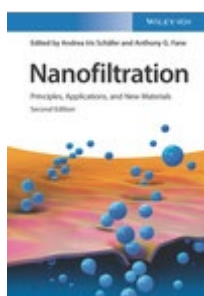
Nanofiltration

Principles, Applications, and New Materials
2nd Edition

ANDREA IRIS SCHÄFER & ANTHONY G. FANE

This book provides a comprehensive overview of the growing field of nanofiltration. The principles of the technology or described, along with a thorough overview of the industrial applications. New materials for nanofiltration are discussed.

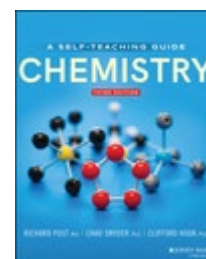
OCTOBER 2020 700PP
978-3-527-34690-5 CL \$224.15 (Japan)
Separations

**Chemistry**

Concepts and Problems, A Self-Teaching Guide
3rd Edition

RICHARD POST, CHAD SNYDER & CLIFFORD C. HOUK

Did you know that all of the elements in the known cosmos can be listed in a table on a single sheet of paper and that chemical combinations of those elements make up the thousands of substances that we interact with every day from space craft propulsion to the batteries in our electric cars? That's chemistry. This book will help you to understand the concepts and principles of chemistry and chemical reactions in a manner that allows you to read a short section and then interact with that information in a way that will reinforce what you just learned in a step-by-step tutorial manner. It's designed so that you can learn the subject on your own at your own pace and is complete with self-tests and references for review. About the only requirement is some basic high school math. The book covers most of a typical college-level course in general chemistry and gently leads a student to deeper levels and concepts with practice, critical thinking, problem solving and self-assessment at every stage.



SERIES: WILEY SELF-TEACHING GUIDES

OCTOBER 2020 400PP
978-1-119-63256-6 PB \$24.99 (Japan)
GENERAL CHEMISTRY

Analytical Techniques in the Oil and Gas Industry for Environmental Monitoring

MELISSA N. DUNKLE & WILLIAM L. WINNIFORD

A thorough introduction to environmental monitoring in the oil and gas industry

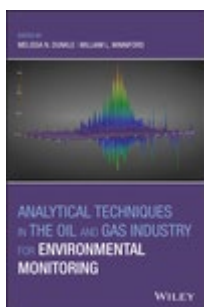
Analytical Techniques in the Oil and Gas Industry for Environmental Monitoring examines the analytical side of the oil and gas industry as it also provides an overall introduction to the industry. You'll discover how oil and natural gas are sourced, refined, and processed. You can learn about what's produced from oil and natural gas, and why evaluating these sourced resources is important.

The book discusses the conventional analyses for oil and natural gas feeds, along with their limitations. It offers detailed descriptions of advanced analytical techniques that are commercially available, plus explanations of gas and oil industry equipment and instrumentation. You'll find technique descriptions supplemented with a list of references as well as with real-life application examples. With this book as a reference, you can prepare to apply specific analytical methods in your organization's lab environment. *Analytical Techniques* can also serve as your comprehensive resource on key techniques in the characterization of oil and gas samples, within both refinery and environmental contexts.

- Understand of the scope of oil and gas industry techniques available
- Consider the benefits and limitations of each available process
- Prepare for applying analytical techniques in your lab
- See real examples and a list of references for each technique
- Read descriptions of off-line analytics, as well as on-line and process applications

As a chemist, engineer, instructor, or student, this book will also expand your awareness of the role these techniques have in environmental monitoring and environmental impact assessments.

OCTOBER 2020 480PP
978-1-119-52330-7 CL \$195.00 (Japan)
Analytical Chemistry



Environmental Chemistry

A Comprehensive Approach

MUHAMMAD A. HANIF, FARWA NADEEM, IJAZ AHMAD BHATTI & HAFIZ MUHAMMAD TAUQEER

This book is a very comprehensive project designed to provide complete information about environmental chemistry, including air, water, soil and all life forms on earth. The complete chemical composition and all the essential components of the atmosphere, hydrosphere, geosphere, lithosphere and biosphere are discussed in detail. Numerous forms of pollutants and their toxic effects along with sustainable solutions are provided.

Not just covering the basics of environmental chemistry, the authors discuss many specific areas and issues, and they provide practical solutions. The problems of non-renewable energy processes and the merits of renewable energy processes along with future fuels are discussed in detail, making this volume a comprehensive collaboration of many other relevant fields which tries to fill the knowledge gap of all previously available books on the market. It also thoroughly covers all environment-related issues, internationally recognized standard values, and the socioeconomic impacts on society for the short and long term.

A valuable reference for engineers, scientists, chemists, and students, this volume is applicable to many different fields, across many different industries, at all levels. It is a must-have for any library.

OCTOBER 2020 666PP
978-1-119-65091-1 CL \$249.00 (Japan)
Environmental Chemistry

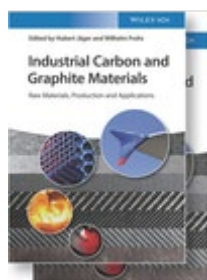
Industrial Carbon and Graphite Materials

Raw Materials, Production and Applications, 2Vols Set

EDITOR WILHELM FROHS & EDITOR HUBERT JAEGER

An excellent overview of industrial carbon and graphite materials, especially their manufacture, use and applications in industry.

Following a short introduction, the main part of this reference deals with industrial forms, their raw materials, properties and manifold applications. Featuring chapters on carbon and graphite materials in energy application, and as catalysts. It covers all important classes of carbon and graphite, from polygranular materials to fullerenes, and from activated carbon to carbon blacks and nanoforms of carbon. Indispensable for chemists and engineers working in such fields as steel, aluminum, electrochemistry, nanotechnology, catalyst, carbon fibres and lightweight composites.



OCTOBER 2020 1016PP
978-3-527-33603-6 CL \$470.00 (Japan)
Industrial Chemistry

Waste Valorisation

Rethinking Waste streams in a Circular Economy

EDITOR CAROL SZE KI LIN, EDITOR GUNEET KAUR, EDITOR CHONG LI, EDITOR XIAOFENG YANG & SERIES EDITOR CHRISTIAN V. STEVENS

CITY UNIVERSITY OF HONG KONG; HONG KONG BAPTIST UNIVERSITY; CHINESE ACADEMY OF AGRICULTURAL SCIENCES, SHENZHEN, CHINA; SOUTH CHINA UNIVERSITY OF TECHNOLOGY, GUANGZHOU, CHINA; GHENT UNIVERSITY, BELGIUM

A guide to the wide-variety of waste valorisation techniques related to various biomass, waste materials and by products

Waste Valorisation provides a comprehensive review of waste chemistry and its application to the generation of value-added products. The authors -- noted experts on the topic -- offer a clear understanding of waste diversity, drivers and policies governing its valorisation based on the location. The book provides information on the principles behind various valorisation schemes and offers a description of general treatment options with their evaluation guidelines in terms of cost, energy consumption and waste generation. Each of the book's chapters contain an introduction which summarises the current production and processing methods, yields, energy sources and other pertinent information for each specific type of waste. The authors focus on the most relevant novel technologies for value-added processing of waste streams or industrial by-products which can readily be integrated into current waste management systems. They also provide the pertinent technical, economic, social and environmental evaluations of bioconversions as future sustainable technologies in a biorefinery. *Waste Valorisation* is an authoritative guide to the chemistry and applications of waste materials and provides an overview of the most recent developments in the field.



SERIES: WILEY SERIES IN RENEWABLE RESOURCE

OCTOBER 2020 374PP
978-1-119-50270-8 CL \$140.00 (Japan)
Industrial Chemistry

Characterization of Pharmaceutical Nano- and Microsystems

LEENA PELTONEN, DENNIS DOUROUMIS, ALFRED FAHR,
JURGEN SIEPMANN, MARTIN J. SNOWDEN & VLADIMIR
TORCHILIN

UNIVERSITY OF GREENWICH

In order to achieve proper functioning of particulate drug delivery systems, it is important to know their basic physicochemical characteristics and material properties. This book provides a comprehensive summary of analytical techniques used to characterize particulate drug systems on the micro- and nanoscale. After an introduction to the analytical tools applied to determine particle size, shape and morphology, the book describes common chemical analysis approaches as well as solid state characterization of such systems. Further sections of the book deal with drug release and permeation studies and the interaction of drug particles with cells, their toxicity and safety issues.

SERIES: ADVANCES IN PHARMACEUTICAL TECHNOLOGY

OCTOBER 2020 380PP
978-1-119-41404-9 CL \$195.00 (Japan)
Pharmaceutical & Medicinal Chemistry

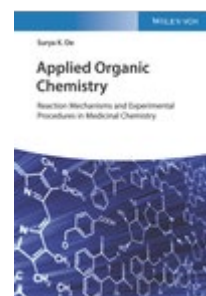
Applied Organic Chemistry

Reaction Mechanisms and Experimental
Procedures in Medicinal Chemistry

SURYA K. DE

Aimed at researchers in academia and industry, this book summarizes the most relevant reactions and reagents used by organic chemists to synthesize important heterocycles and drugs, including mechanistic information and typical experimental procedures.

OCTOBER 2020 708PP
978-3-527-34785-8 CL \$405.00 (Japan)
Organic Chemistry



Foundations of Organic Chemistry

Unity and Diversity of Structures, Pathways, and Reactions, 2nd Edition

DAVID R. DALTON

Learn the fundamentals and foundations of modern organic chemistry with this comprehensive guide

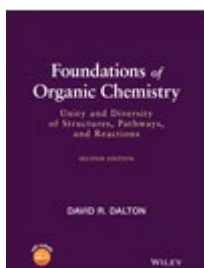
Foundations of Organic Chemistry: Unity and Diversity of Structures, Pathways, and Reactions, 2nd Edition, is a substantive guide for students beginning their study of organic chemistry and instructors, as well as senior undergraduates and graduate students seeking to further their understanding of the subject.

Foundations of Organic Chemistry is a serious attempt to show students who want to learn organic chemistry how we know what we know about the subject and to guide them to learn.

In this work, the emphasis of the discussion of structures, pathways, and reactions is placed on the original literature and the fundamentals and use of spectroscopic and kinetic tools. Application of the resulting working knowledge of the substance of organic chemistry will lead the serious student to ask additional questions and, ultimately, to solve problems we face.

The book also includes solutions guides for instructors and lecturers, as well as access to a companion website for furthering the reader's knowledge of organic chemistry.

OCTOBER 2020 1376PP
978-1-119-65642-5 CL \$175.00 (Japan)
ORGANIC CHEMISTRY



Synthetic Approaches to Nonaromatic Nitrogen Heterocycles

EDITOR ANA MARIA FAISCA PHILLIPS

A comprehensive overview of synthetic strategies for nonaromatic nitrogen heterocycles

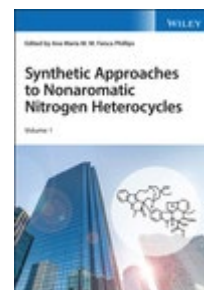
Nitrogen heterocycles are extremely widely distributed in nature, as well as in synthetic substances found in pharmaceuticals, agrochemicals, and materials chemistry. With new structures and medicines that include these structures emerging yearly, and a vast new journal literature to describe them, anyone who wants to be effective in R&D needs to easily access a synthesis of the latest research.

This state-of-the-art survey explores recent developments in the most widely used reactions, as well as completely new ones.

- Highlights the major modern synthetic methods known to obtain nonaromatic nitrogen heterocycles, and their practical applications
- Topics include enantioselective synthesis and catalysis, photocatalysis, biocatalysis, microwave-assisted synthesis, reactions of oximes and nitrones, and ionic liquids
- Discusses how to synthesize rings of specific sizes
- Covers sustainable synthetic approaches for obtaining salts

Whether you are using nonaromatic nitrogen compounds as an academic researcher, a synthetic chemist in industry, or an advanced student, this book is an essential, up-to-date resource to support your work.

OCTOBER 2020 900PP
978-1-119-70870-4 CL \$375.00 (Japan)
Organic Chemistry



コンピューティング

Surfactant Science and Technology

4th Edition

DREW MYERS

A solid introduction to the field of surfactant science, this new edition provides updated information about surfactant uses, structures, and preparation, as well as seven new chapters expanding on technology applications.

- Offers a comprehensive introduction and reference of the science and technology of surface active materials
- Elaborates, more fully than prior editions, aspects of surfactant crystal structure as well as their effects on applications
- Adds more information on new classes and applications of natural surfactants in light of environmental consequences of surfactant use



OCTOBER 2020 416PP
978-1-119-46585-0 CL \$195.00 (Japan)
SURFACE & COLLOID CHEMISTRY

G Suite For Dummies

PAUL MCFEDRIES, TORONTO, ONTARIO, CANADA

Collaborate with colleagues in real time

Through Google's single sign-in suite of products, students, employees, and businesses can work seamlessly in G Suite's cloud-based office productivity apps: Gmail, Calendar, Docs and Sheets, Drive, Hangouts, Meet, and more. G Suite offers many benefits including security, reliability, and compatibility with other products. Three simple pricing plans are available to meet the usage and storage needs of large and small groups of collaborators.



OCTOBER 2020 432PP
978-1-119-74217-3 PB \$29.99 (Japan)
Office Productivity - Non-Microsoft (General & Suites)

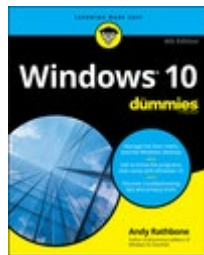
Windows 10 For Dummies

4th Edition

ANDY RATHBONE, SAN DIEGO

Time-tested advice on Windows 10

Windows 10 For Dummies remains the #1 source for readers looking for advice on Windows 10. Expert author Andy Rathbone provides an easy-to-follow guidebook to understanding Windows 10 and getting things done based on his decades of experience as a Windows guru.



Look inside to get a feel for the basics of the Windows interface, the Windows apps that help you get things done, ways to connect to the Internet at home or on the go, and steps for customizing your Windows 10 experience from the desktop wallpaper to how tightly you secure your computer.

- * Manage user accounts
- * Customize the start menu
- * Find and manage your files
- * Connect to a printer wirelessly

Revised to cover the latest round of Windows 10 updates, this trusted source for unleashing everything the operating system has to offer is your first and last stop for learning the basics of Windows!

OCTOBER 2020 464PP
978-1-119-67933-2 PB \$24.99 (Japan)
OPERATING SYSTEMS / MICROSOFT WINDOWS

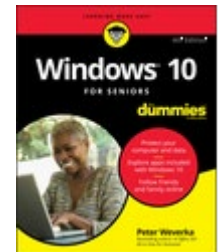
Windows 10 For Seniors For Dummies

4th Edition

PETER WEVERKA

The easy way to get up and running with Windows 10!

With *Windows 10 For Seniors For Dummies*, becoming familiarized with Windows 10 is a painless process. If you're interested in learning the basics of this operating system without having to dig through confusing computer jargon, look no further.



This book offers a step-by-step approach that is specifically designed to assist first time Windows 10 users who are over-50, providing easy-to-understand language, large-print text, and an abundance of helpful images along the way!

- Protect your computer
- Follow friends and family online
- Use Windows 10 to play games and enjoy media
- Check your security and maintenance status

Step-by-step instructions are provided to ensure that you don't get lost at any point along the way.

OCTOBER 2020 320PP
978-1-119-68054-3 PB \$24.99 (Japan)
OPERATING SYSTEMS / MICROSOFT WINDOWS

コミュニケーション

iPhone Photography For Dummies

MARK HEMMINGS

- Move beyond simple point-and-shoot photos
- Get pro results from your iPhone 11 or older iPhone
- Discover simple edits that enhance your images

Create beautiful photos with an iPhone

The majority of the 1 trillion photos shot each year are taken with a smartphone camera. The combination of ease of use, quick results, and high image quality combines to help iPhone users create brilliant photos anywhere and anytime. In this book, iPhone photography expert Mark Hemmings shares his deep experience and insight on creating top-quality images with an iPhone. Whether you're using a multi-lens iPhone 11 or an older model, you'll discover the shooting and editing techniques that get stunning results.

Inside...

- Optimize your settings
- Create landscape images
- Capture action shots
- Shoot portraits
- Master the selfie
- Select an editing app
- Share and organize images

OCTOBER 2020 336PP
978-1-119-68779-5 PB \$26.99 (Japan)
Digital Cameras & Photography

Augmented Reality**Unboxing Tech's Next Big Thing**

MARK PESCE

READERSHIP: A wide range of readers, from the interested layperson, to an augmented reality expert considering the implications of augmented reality deployed at scale as a mass-market medium.

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978-1-5095-4094-5 PB \$19.95 (Japan)
Media Studies

Gender and Popular Culture**2nd Edition**

KATIE MILESTONE & ANNEKE MEYER

MANCHESTER METROPOLITAN UNIVERSITY;
MANCHESTER METROPOLITAN UNIVERSITY

READERSHIP: Students of gender studies, media studies, and popular culture.

OCTOBER 2020 300PP
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978-0-7456-9827-4 PB \$26.95 (Japan)
Media Studies



The Crisis of the Institutional Press

STEPHEN D. REESE

READERSHIP: Advanced undergraduate and postgraduate. Recommended reading on introductory courses in Journalism Studies and Communication and Media Studies. Courses such as Principles of Journalism, Political Communication, and graduate seminars in Communication Theory and Research.

OCTOBER 2020 208PP
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978-1-5095-3803-4 PB \$22.95 (Japan)
Journalism

Media Effects

A Narrative Perspective

JAMES SHANAHAN

READERSHIP: Upper-level students taking courses on media effects and mass communication (e.g. Contemporary Mass Communication, Social Impact of the Media, etc.).



SERIES: KEY CONCEPTS IN MEDIA AND CULTURAL STUDIES

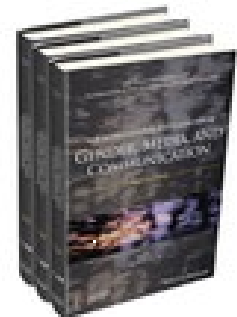
OCTOBER 2020 224PP
978-1-5095-3576-7 CL \$64.95 (Japan)
978-1-5095-3577-4 PB \$22.95 (Japan)
Media Studies

The International Encyclopedia of Gender, Media, and Communication, 3 Vols Set

ジェンダー、メディア、コミュニケーション 国際百科事典

EDITOR-IN-CHIEF KAREN ROSS,
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BACHMANN, ASSOCIATE
EDITOR VALENTINA CARDO,
ASSOCIATE EDITOR SUJATA
MOORTI & ASSOCIATE EDITOR
COSIMO MARCO SCARCELLI

UNIVERSITY OF LEICESTER




The first major reference work on gender and media—covering a broad range of gender-focused topics

The International Encyclopedia of Gender, Media, and Communication comprises more than 250 entries by an international team of both established and emerging scholars in the field. This innovative resource explores how gender is represented in media, who produces the content, and the ways in which audiences receive and understand media messages. The contributors offer original insights on diverse aspects of gender in film, television, visual media, social and digital media and more.

Three alphabetically-organized volumes explore contexts and issues, production, fiction and non-fiction representation, and audience consumption. Each entry provides an overview of the topic, a list of additional readings, and cross-references to related entries in the encyclopedia. Sub-topics are thematically organized, covering a wide range of issues, genres, and media formats. Comprehensive and up-to-date, the encyclopedia places gender at the center of both historical and contemporary debates in the broad field of media and communication.

The International Encyclopedia of Gender, Media, and Communication is an indispensable reference for advanced undergraduate students, graduate students, instructors, and scholars in media, communication, gender studies, and related fields.

SERIES: ICAZ - WILEY BLACKWELL-ICA INTERNATIONAL
ENCYCLOPEDIAS OF COMMUNICATION

OCTOBER 2020 1780PP
978-1-119-42910-4 CL \$625.00 (Japan) 
Communication Studies

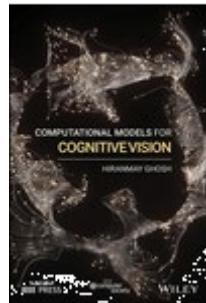
コンピュータサイエンス

Computational Models for Cognitive Vision

HIRANMAY GHOSH

Learn how to apply cognitive principles to the problems of computer vision

Computational Models for Cognitive Vision formulates the computational models for the cognitive principles found in biological vision, and applies those models to computer vision tasks. Such principles include perceptual grouping, attention, visual quality and aesthetics, knowledge-based interpretation and learning, to name a few. The author's ultimate goal is to provide a framework for creation of a machine vision system with the capability and versatility of the human vision.



Written by Dr. Hiranmay Ghosh, the book takes readers through the basic principles and the computational models for cognitive vision, Bayesian reasoning for perception and cognition, and other related topics, before establishing the relationship of cognitive vision with the multi-disciplinary field broadly referred to as "artificial intelligence". The principles are illustrated with diverse application examples in computer vision, such as computational photography, digital heritage and social robots. The author concludes with suggestions for future research and salient observations about the state of the field of cognitive vision.

Other topics covered in the book include:

- knowledge representation techniques
- evolution of cognitive architectures
- deep learning approaches for visual cognition

Undergraduate students, graduate students, engineers, and researchers interested in cognitive vision will consider this an indispensable and practical resource in the development and study of computer vision.

OCTOBER 2020 240PP
978-1-119-52786-2 PB \$59.95 (Japan)
General & Introductory Computer Science

VMware Certified Professional-Data Center Virtualization on vSphere 6.7 Study Guide

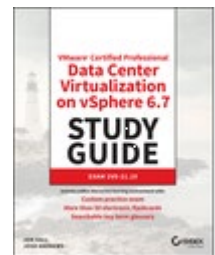
Exam 2V0-21.19

JON HALL & JOSH ANDREWS

EXECUTIVE DIRECTOR, LINUX INTERNATIONAL

Master vSphere 6 virtualization with hands-on practice and bonus preview exams

VCP6-DCV: VMware Certified Professional-Data Center Virtualization on vSphere 6 Study Guide is your ultimate guide to preparing for exam 2V0-621. This Study Guide provides 100% coverage of all exam objectives and offers a unique set of study tools including assessment tests, objective map, real-world scenarios, hands-on exercises, and much more so you can be confident come exam day. You will also receive access to the superior Sybex interactive online learning environment that provides additional study tools including electronic flashcards and bonus practice exams. More than just a study guide, this book bridges the gap between exam prep and real-world on the job skills by focusing on the key information VMware professionals need to do the job. You'll master the vCenter Server and ESXi from planning and installation through upgrade and security, and develop an in-depth understanding of vSphere networking and storage, vApp deployment, service level establishment, troubleshooting, monitoring implementation, and so much more.



- Study 100% of exam 2V0-621 objectives
- Practice your skills with hands-on exercises
- Gain professional insight from real-world scenarios
- Test your understanding with review questions, practice tests, and more

Virtualization is the number-one IT priority for organizations across public and private sectors, and VMware is the dominant force in the virtualization space. The VCP6-DCV certification gives you a highly marketable credential in terms of employment, but first you must pass this challenging exam. *VCP6-DCV* gives you the power of Sybex exam prep and the skills you need to excel at the job.

OCTOBER 2020 UnknownPP
978-1-119-21469-4 PB \$60.00 (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.

We cover topics of breaching a company from the external network perimeter, hacking internal enterprise systems and web application vulnerabilities. Delving into the basics of exploitation with real-world practical examples, you won't find any hypothetical academic only attacks here. From start to finish this book will take the student through the steps necessary to breach an organization to improve its security. 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.

OCTOBER 2020 608PP
978-1-119-56145-3 PB \$40.00 (Japan)
Networking / Security

Android Application Development All-in-One For Dummies

3rd Edition

BARRY BURD & JOHN PAUL MUELLER, LA VALLE, UNITED STATES

DREW UNIVERSITY, MADISON, NJ

Android Application Development For Dummies All-In-One, 3rd Edition gathers six Android For Dummies mini-books into one friendly guide. You'll go from Android newbie all the way to confident programmer and learn to develop apps for the world's largest smart phone market. Kotlin experts Barry Burd and John Paul Mueller introduce you to Android programming from start to finish!



Like all *For Dummies* books, this guide is written with clear explanations and careful organization, so non-technical readers and experienced programmers alike can get up to speed quickly. This new edition covers the latest features and enhancements to the Android platform.

- Learn how to develop apps for all sorts of devices including: your smartphone, tablet, wearables, TV, auto, and Internet of Things (IoT) like your refrigerator
- Discover the new Kotlin programming language, which makes development easier
- Create apps even faster than before using the new techniques found in this book
- Develop apps for the largest smartphone market to reach the biggest possible audience

This book focuses on Android 10, the newest and most flexible Android platform. Get started turning your app development dreams into reality today!

OCTOBER 2020 UnknownPP
978-1-119-66045-3 PB \$44.99 (Japan)
PROGRAMMING & SOFTWARE DEVELOPMENT

Bite-Size Python

An Introduction to Python Programming

APRIL SPEIGHT

Introduce children to the popular Python programming language through relatable examples and fun projects!

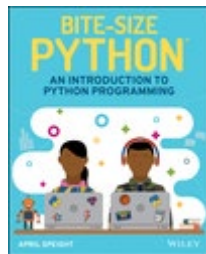
Python has now surpassed Java as the most commonly used programming language. As the language rises in popularity, this complete guide can teach basic Python concepts to kids with its simple, friendly format. *Bite-Size Python: An Introduction to Python Programming* provides children with a foundation in the Python language. This unique book shares knowledge through easy-to-understand examples, fast exercises, and fun projects!

As children learn, their parents, caregivers, and instructors can also join in their discoveries. *Bite-Size Python* is ideal for those who are new to programming, giving kids ages 9 and up a beginners' approach to learning one of the most important programming languages.

- Gives an overview of Python
- Provides exciting programming projects
- Offers instruction on how to download and install Python
- Presents key programming language concepts
- Simplifies technical definitions

With this playful guide to learning Python, readers can try out activities on their computers for a hands-on learning experience. The artwork in *Bite-Size Python* represents children of various backgrounds, so any child who picks up this book will be empowered to learn and young readers will love showing their projects to friends and family!

OCTOBER 2020 UnknownPP
978-1-119-64381-4 PB \$24.99 (Japan)
Programming & Software Development



Flutter For Dummies

BARRY BURD

DREW UNIVERSITY, MADISON, NJ

Create awesome iOS and Android apps with a single tool!

Flutter is an app developer's dream come true. With Google's open source toolkit, you can easily build beautiful apps that work across platforms using a single codebase. This flexibility allows you to get your work out to the widest possible audience. Flutter is already being used by thousands of developers worldwide in a market where billions of apps are downloaded every year. Now is the right time to get ahead of the curve with this incredible tool.

Flutter for Dummies is your friendly, ground-up route to creating multi-platform apps. From how to construct your initial frameworks to writing code in Dart, you'll find "the essentials" you need to ride the Flutter revolutionary wave to success. This book includes guidance on how to create an intuitive and stunning UI, add interactivity, and easily pull in data. You'll also see how Flutter features like Hot Reload--providing sub-second refreshes as you refine your work--help you make sure your app is a delight to use.

Whether you're a fledgling developer or an expert wanting to add a slick feather to your programming cap, join the Flutter revolution now and soar above the rest!



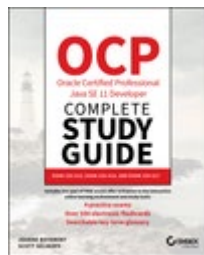
OCTOBER 2020 384PP
978-1-119-61258-2 PB \$29.99 (Japan)
Programming & Software Development

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.

OCTOBER 2020 1032PP
978-1-119-61913-0 PB \$80.00 (Japan)
Programming & Software Development

Java All-in-One For Dummies

6th Edition

DOUG LOWE, FRESNO

Java--from first steps to first apps

Knowing Java is a must-have programming skill for any programmer. It's used in a wide array of programming projects--from enterprise apps and mobile apps to big data, scientific, and financial uses. The language regularly ranks #1 in surveys of the most popular language based on number of developers, lines of code written, and real-world usage. It's also the language of choice in AP Computer Science classes taught in the U.S.



This guide provides an easy-to-follow path from understanding the basics of writing Java code to applying those skills to real projects. Split into eight minibooks covering core aspects of Java, the book introduces the basics of the Java language and object-oriented programming before setting you on the path to building web apps and databases.

- * Get up to speed on Java basics
- * Explore object-oriented programming
- * Learn about strings, arrays, and collections
- * Find out about files and databases

Step-by-step instructions are provided to ensure that you don't get lost at any point along the way.

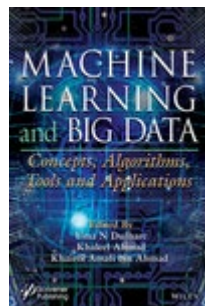
OCTOBER 2020 912PP
978-1-119-68045-1 PB \$39.99 (Japan)
OBJECT TECHNOLOGIES - JAVA

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

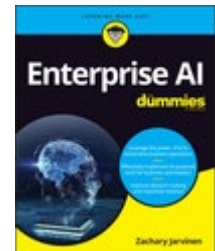


OCTOBER 2020 UnknownPP
978-1-119-65474-2 CL \$225.00 (Japan)
Algorithms & Data Structures

Enterprise AI For Dummies

ZACHARY JARVINEN

Master the application of artificial intelligence in your enterprise with the book series trusted by millions



In *Enterprise AI For Dummies*, author Zachary Jarvinen simplifies and explains to readers the complicated world of artificial intelligence for business. Using practical examples, concrete applications, and straightforward prose, the author breaks down the fundamental and advanced topics that form the core of business AI.

Written for executives, managers, employees, consultants, and students with an interest in the business applications of artificial intelligence, *Enterprise AI For Dummies* demystifies the sometimes confusing topic of artificial intelligence. No longer will you lag behind your colleagues and friends when discussing the benefits of AI and business.

The book includes discussions of AI applications, including :

- Streamlining business operations
- Improving decision making
- Increasing automation
- Maximizing revenue

The *For Dummies* series makes topics understandable, and as such, this book is written in an easily understood style that's perfect for anyone who seeks an introduction to a usually unforgiving topic.

OCTOBER 2020 352PP
978-1-119-69629-2 PB \$34.99 (Japan)
Artificial Intelligence

Cloud Computing For Dummies

2nd Edition

JUDITH S. HURWITZ & DANIEL KIRSCH

Choose the best cloud solutions for your needs

Cloud computing is a topic that technology pros need to know to stay ahead of the computing game. *Cloud Computing For Dummies* comes to the rescue of those still trying to sort out the many options in the world of cloud.



Judith Hurwitz and her team of analysts share the cloud insights they earned by consulting with some of the world's largest companies. Peek inside to sort out topics like multi-cloud architecture, hybrid-cloud infrastructure, development in the cloud, and software as a service.

- Understand how the cloud can improve your business
- Explore cloud models including hybrid and multi-cloud environments
- See how infrastructure and software can be delivered as a service
- Discover best practices

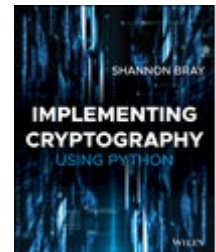
This edition is written for IT professionals, decision makers, and others who need general knowledge about cloud computing, how it works, and what options they have.

OCTOBER 2020 UnknownPP
978-1-119-54665-8 PB \$34.99 (Japan)
GRID & CLOUD COMPUTING

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

OCTOBER 2020 304PP
978-1-119-61220-9 PB \$50.00 (Japan)
Computer Security & Cryptography

Tribe of Hackers Blue Team

Tribal Knowledge from the best in Defensive Cybersecurity

MARCUS J. CAREY & JENNIFER JIN

Blue Team defensive advice from the biggest names in cybersecurity

The *Tribe of Hackers* team is back. This new guide is packed with insights on blue team issues from the biggest names in cybersecurity. Inside, dozens of the world's leading Blue Team security specialists show you how to harden systems against real and simulated breaches and attacks. You'll discover the latest strategies for blocking even the most advanced red-team attacks and preventing costly losses. The experts share their hard-earned wisdom, revealing what works and what doesn't in the real world of cybersecurity.



Tribe of Hackers Blue Team goes beyond the bestselling, original *Tribe of Hackers* book and delves into detail on defensive and preventative techniques. Learn how to grapple with the issues that hands-on security experts and security managers are sure to build into their blue team exercises.

Authored by leaders in cybersecurity attack and breach simulations, the *Tribe of Hackers* series is perfect for those new to blue team security, experienced practitioners, and cybersecurity team leaders. *Tribe of Hackers Blue Team* has the real-world advice and practical guidance you need to advance your information security career and ready yourself for the blue team defense.

SERIES: TRIBE OF HACKERS

OCTOBER 2020 UnknownPP
978-1-119-64341-8 PB \$25.00 (Japan)
Computer Security & Cryptography

文化研究

Peak Libido

Sex, Ecology, and the Collapse of Desire

DOMINIC PETTMAN

READERSHIP: Students and scholars in the humanities and social science, as well as interested general readers and anyone concerned about the climate crisis.

OCTOBER 2020 166PP
978-1-5095-4302-1 CL \$64.95 (Japan)
978-1-5095-4303-8 PB \$19.95 (Japan)
Cultural Studies General

A Companion to Celebrity

P. DAVID MARSHALL & SEAN REDMOND

DEAKIN UNIVERSITY; DEAKIN UNIVERSITY

Companion to Celebrity presents a multi-disciplinary collection of original essays that explore myriad issues relating to the origins, evolution, and current trends in the field of celebrity studies.



- Offers a detailed, systematic, and clear presentation of all aspects of celebrity studies, with a structure that carefully build its enquiry
- Draws on the latest scholarly developments in celebrity analyses
- Presents new and provocative ways of exploring celebrity's meanings and textures
- Considers the revolutionary ways in which new social media have impacted on the production and consumption of celebrity

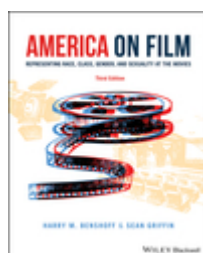
OCTOBER 2020 584PP
978-1-119-13470-1 PB \$54.95 (Japan)
9781118475010 CL \$202.75 (Japan) Published, DEC 2015
Popular Culture

America on Film

Representing Race, Class, Gender and Sexuality at the Movies, 3rd Edition

HARRY M. BENSHOFF & SEAN GRIFFIN

UNIVERSITY OF NORTH TEXAS, USA;
SOUTHERN METHODIST UNIVERSITY, USA



OCTOBER 2020 UnknownPP
978-1-118-74365-2 PB \$22.99 (Japan)
FILM STUDIES

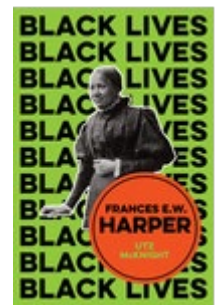
Frances E. W. Harper

A Call to Conscience

UTZ MCKNIGHT

READERSHIP: General readers, students and scholars interested in African American politics, history, and literature, race in US politics, and gender studies.

OCTOBER 2020 280PP
978-1-5095-3553-8 CL \$69.95 (Japan)
978-1-5095-3554-5 PB \$24.95 (Japan)
African / African-American Studies



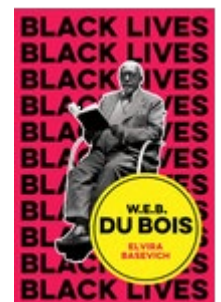
W.E.B. Du Bois

The Lost and the Found

ELVIRA BASEVICH

READERSHIP: General readers, students and scholars interested in African American studies, sociology, American history, American political thought, race in US politics, Africana Philosophy.

OCTOBER 2020 288PP
978-1-5095-3573-6 CL \$69.95 (Japan)
978-1-5095-3574-3 PB \$24.95 (Japan)
African / African-American Studies



経済学

The Inflation Myth and the Wonderful World of Deflation

MARK MOBIUS

In this book, Mark Mobius, one of the world's most respected investors, offers an in-depth insight into the history of monetary appreciation and depreciation, showing the goals of using and manipulating government and central bank statistics and how we can see through it. It is designed to ask questions regarding a subject that is important to everyone and of which there is a great deal of debate: Inflation.

The Inflation Myth and the Wonderful World of Deflation is, on one hand, an introduction to the history and concept of inflation, but on the other it is a thought provoking, timely piece of work that is challenging conventional wisdom and offering an explanation of big questions that traditional theories fail to answer.

OCTOBER 2020 176PP
978-1-119-74142-8 CL \$24.95 (Japan)
General & Introductory Economics

The Hunt for Unicorns

How Sovereign Funds Are Reshaping Investment in the Digital Economy

WINSTON MA & PAUL DOWNS

The Hunt for Unicorns: How Sovereign Funds Are Reshaping Investment in the Digital Economy presents a comprehensive analysis of the varied investment considerations, strategic motives, governance traits and regulatory challenges of sovereign investors -- the so-called Trillion Dollar Club -- as the salient global players of new capitalism. This new group of asset owners is driving the business of asset management to a new frontier and is also taking innovative steps to make the most of their capital scale and long-time horizons, finding new ways to attract talent, to collaborate, and to build greater alignment with the users of capital while simultaneously dealing with heightened scrutiny and pushback -- especially in the tech and data industries -- from investee country regulators, politicians and interest groups. They are changing the rules of capital markets and consequently, the rising digital economy -- as we know it.

This book covers the three intersecting aspects of sovereign investors' pursuit of digital revolution: their strategy and institutional setup, their investments and impact, and national/multinational regulatory policy responses. The authors have teamed up to map the global footprints of these financial institutions, examining their governance and investment management, and issues of domestic and international legitimacy. Along with the most current case studies -- from the China Investment Corporation to the funds of the Middle East and to the pensions of Canada, Nordic lands and the US -- this book identifies the leading practices among existing funds and establishes an analytical framework for assessing the critical policy and institutional aspects that legislators, policymakers and practitioners need to consider for cooperating with, regulating, or reforming an existing sovereign investor, as well as establishing a new one, for new economy investments and related policy goals.

OCTOBER 2020 288PP
978-1-119-74660-7 PB \$39.95 (Japan)
International Economics & Trade

教育

Homeschooling For Dummies

2nd Edition

JENNIFER KAUFELD

Recent data collected by the U.S. Department of Education shows that homeschooling has grown by 61.8% over the last decade. Two million children--4 percent of the total youth population in the United States--are homeschooled. But despite its growing popularity, homeschooling isn't for everyone. Students need the right support from parents, and parents must make sure their children get a well-rounded "classroom" experience. There are also other factors to consider. So how do you know if homeschooling is right for you? And how do you get started? *Homeschooling For Dummies*, 2nd Edition will take you through the ins and outs of home learning so you can make the right decisions for your family.



Topics covered include:

- Developing curricula for different grade levels and abilities
- Organizing and allocating finances
- Creating and/or joining a homeschooling community
- Encouraging socialization
- Special concerns for students with special needs

Updates for this edition:

- New resources
- Online courses
- Start-of-the-art Sex Ed
- Pinpointing your people
- Finding your homeschooling style

OCTOBER 2020 384PP
978-1-119-74082-7 PB \$24.99 (Japan)
GENERAL & INTRODUCTORY EDUCATION

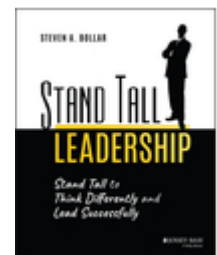
Stand Tall Leadership

Stand Tall to Think Differently and Lead Successfully

STEVE BOLLAR

**Stand out like you're 7 feet tall --
how to think and act differently as a
K-12 leader**

Tall people stand out in a crowd. Tall people think and act differently: people like author Steven Bollar. He has spent his career as a principal and administrator creating school cultures that make students excited to learn and achieve their goals. In *Stand Tall Leadership*, Steven shows you that it doesn't matter what your natural height really is--you can stand tall in everything you do by thinking and acting differently from those around you. Designed for K-12 leaders, this unique and engaging book helps you overcome challenges in your school, manage effectively, inspire your staff, build strong relationships, communicate clearly, and much more.



The *Stand Tall Leadership* philosophy is all about creating the best possible environment at your school. Strong leadership skills are essential for making better decisions, maintaining your focus and priority, and maximizing outcomes with students, staff, parents, and the entire community. The principles and techniques in this book will strengthen your own leadership skills and assist you in developing effective leaders within your school.

Stand Tall Leadership: Stand Tall to Think Differently and Lead Successfully is a must-read for all K-12 leaders and administrators, as well as K-12 educators looking to develop their leadership skills.

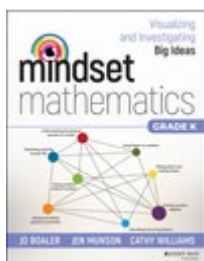
OCTOBER 2020 UnknownPP
978-1-119-63889-6 PB \$29.95 (Japan)
Leadership & Administration (K-12)

Mindset Mathematics: Visualizing and Investigating Big Ideas, Grade K

JO BOALER, JEN MUNSON & CATHY WILLIAMS

Engage students in mathematics using growth mindset techniques

The most challenging parts of teaching mathematics are engaging students and helping them understand the connections between mathematics concepts. In this volume, you'll find a collection of low floor, high ceiling tasks that will help you do just that, by looking at the big ideas at the kindergarten-grade level through visualization, play, and investigation.



During their work with tens of thousands of teachers, authors Jo Boaler, Jen Munson, and Cathy Williams heard the same message--that they want to incorporate more brain science into their math instruction, but they need guidance in the techniques that work best to get across the concepts they needed to teach. So the authors designed *Mindset Mathematics* around the principle of active student engagement, with tasks that reflect the latest brain science on learning. Open, creative, and visual math tasks have been shown to improve student test scores, and more importantly change their relationship with mathematics and start believing in their own potential.

With engaging questions, open-ended tasks, and four-color visuals that will help kids get excited about mathematics, *Mindset Mathematics* is organized around nine big ideas which emphasize the connections within the Common Core State Standards (CCSS) and can be used with any current curriculum.

SERIES: MINDSET MATHEMATICS

OCTOBER 2020 272PP
978-1-119-35760-5 PB \$24.95 (Japan)
Mathematics

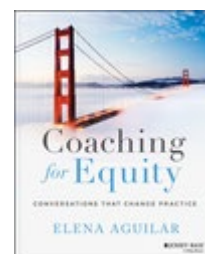
Coaching for Equity

Conversations That Change Practice

ELENA AGUILAR

Your Guide to Creating Equitable Schools

If we hope to interrupt educational inequities and create schools in which every child thrives, we must open our hearts to purposeful conversation and hone our skills to make those conversations effective. With characteristic honesty and wisdom, Elena Aguilar inspires us to commit to transforming our classrooms, lays bare the hidden obstacles to equity, and helps us see how to overcome these obstacles, one conversation at a time.



Coaching for Equity is packed with the resources necessary to implement Transformational Coaching in any organization. In addition to an updated coaching framework and corresponding rubrics, a comprehensive set of coaching tools puts success in every coach's hands. Extensive personal narratives demonstrate what coaching for equity looks like and help us see how we can make every conversation count towards building a more just and equitable world.

Perfect for teachers, teacher leaders, coaches and administrators, *Coaching for Equity* offers extensive strategies for talking about race, power, and systems of oppression. In framing the rationale for transformational conversations, *Coaching for Equity* gives us the context we need to enter into this work. In laying out the strategies, tools and models for critical conversations, it gives us the way forward.

Comprehensive, concrete, and deeply human, *Coaching for Equity* is the guide for those who choose to accept responsibility for interrupting inequities in schools. It is for all educators who know there is a better way.

OCTOBER 2020 400PP
978-1-119-59227-3 PB \$34.95 (Japan)
Education Special Topics

電気電子工学

The ESD Control Program Handbook

JEREMY M. SMALLWOOD

Provides the understanding and practical skills needed to develop and maintain an effective ESD control program for manufacturing, storage, and handling of ESD sensitive components

This essential guide to ESD control programs explains the principles and practice of ESD control in an easily accessible way whilst also providing more depth and a wealth of references for those who want to gain a deeper knowledge of the subject. It describes static electricity and ESD principles such as triboelectrification, electrostatic fields, and induced voltages, with the minimum of theory or mathematics. It is designed for the reader to "dip into" as required, rather than need to read cover to cover.



The ESD Control Program Handbook:

- Gives readers a sound understanding of the subject to analyze the ESD control requirements of manufacturing processes, and develop an effective ESD control program
- Provides practical knowledge, as well as sufficient theory and background to understand the principles of ESD control
- Teaches how to track and identify how ESD risks arise, and how to identify fitting means for minimizing or eliminating them
- Emphasizes working with modern ESD control program standards IEC 61340-5-1 and ESD S20:20

The ESD Control Program Handbook is an invaluable reference for anyone tasked with setting up, evaluating, or maintaining an effective ESD control program, training personnel, or making ESD control related measurements. It would form an excellent basis for a University course on the subject as well as a guide and resource for industry professionals.

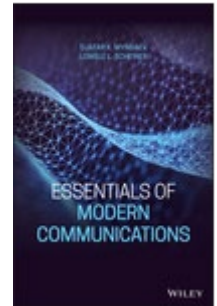
SERIES: WILEY – IEEE

OCTOBER 2020 416PP
978-1-118-31103-5 CL \$140.00 (Japan)
Circuit Theory & Design

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.

OCTOBER 2020 1088PP
978-1-119-52149-5 CL \$150.00 (Japan)
Communication Technology

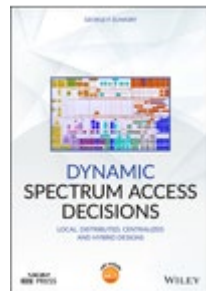
Dynamic Spectrum Access Decisions

Local, Distributed, Centralized and Hybrid Designs

GEORGE F. ELMASRY

DSCI

This book targets the field of dynamic spectrum access (DSA) (also referred to as dynamic spectrum awareness, dynamic spectrum management (DSM) or cooperative spectrum management). Its aim is to help engineers design the most suitable DSA approach for whatever system is being built. DSA is needed for a wide range of civilian and military communications systems and a form of DSA can be used for licensed and unlicensed spectrum bands. DSA is presented in this book with a wider context than cognitive radios. In today's ever-increasing appetite for bandwidth, different types of communications systems are evolving towards DSA but not necessarily in the context of cognitive radios. The book is meant for those with basic knowledge of wireless communications and wireless networks and has interest in the design and implementation of the physical layer and medium access control (MAC) layer of wireless communication systems to include Cognitive Radios and Cognitive Networks. Understanding the aspects of digital communications is a must for readers of this book.



SERIES: WILEY – IEEE

OCTOBER 2020 265PP
978-1-119-57376-0 CL \$135.00 (Japan)
Communication Technology - Networks

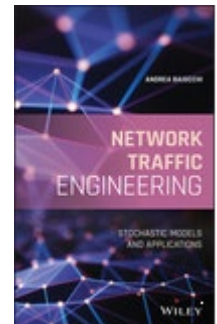
Network Traffic Engineering

Models and Applications

ANDREA BAIOCCHI

A COMPREHENSIVE GUIDE TO THE CONCEPTS AND APPLICATIONS OF QUEUING THEORY AND TRAFFIC THEORY

Network Traffic Engineering: Stochastic Models and Applications provides an advanced level queuing theory guide for students with a strong mathematical background who are interested in analytic modeling and performance assessment of service system networks, with a focus on communication networks.



The text begins with the basics of queuing theory before moving on to more advanced levels. Examples and applications are a key part of the material. The topics covered in the book are derived from cutting-edge research, project development, teaching activity, and discussions on the subject. They include applications of queuing and traffic theory in:

- Cellular networks
- Wi-Fi networks
- Ad-hoc and vehicular networks
- Congestion control in the Internet

The distinguished author seeks to show how insight into practical and real-world problems can be gained by means of quantitative modeling. Perfect for graduate and PhD students of engineering and science in the field of Information and Communication Technologies, including computer, telecommunications, and electrical engineering, computer science, data science, Network Traffic Engineering offers a supremely practical approach, grounded on a solid theoretical foundation, to a rapidly developing field of study and industry.

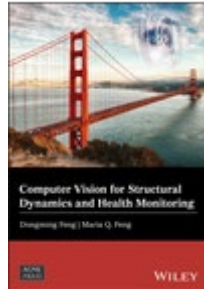
OCTOBER 2020 816PP
978-1-119-63243-6 CL \$150.00 (Japan)
Communication Technology - Networks

Computer Vision for Structural Dynamics and Health Monitoring

DONGMING FENG & MARIA Q. FENG

Provides comprehensive coverage of theory and hands-on implementation of computer vision-based sensors for structural health monitoring

This book is the first to fill the gap between scientific research of computer vision and its practical applications for structural health monitoring (SHM). It provides a complete, state-of-the-art review of the collective experience that the SHM community has gained in recent years. It also extensively explores the potentials of the vision sensor as a fast and cost-effective tool for solving SHM problems based on both time and frequency domain analytics, broadening the application of emerging computer vision sensor technology in not only scientific research but also engineering practice.



Computer Vision for Structural Dynamics and Health Monitoring presents fundamental knowledge, important issues, and practical techniques critical to successful development of vision-based sensors in detail, including robustness of template matching techniques for tracking targets; coordinate conversion methods for determining calibration factors to convert image pixel displacements to physical displacements; sensing by tracking artificial targets vs. natural targets; measurements in real time vs. by post-processing; and field measurement error sources and mitigation methods. The book also features a wide range of tests conducted in both controlled laboratory and complex field environments in order to evaluate the sensor accuracy and demonstrate the unique features and merits of computer vision-based structural displacement measurement.

Computer Vision for Structural Dynamics and Health Monitoring is ideal for graduate students, researchers, and practicing engineers who are interested in learning about this emerging sensor technology and advancing their applications in SHM and other engineering problems. It will also benefit those in civil and aerospace engineering, energy, and computer science.

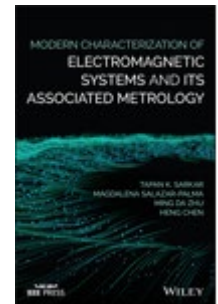
SERIES: WILEY-ASME PRESS SERIES

OCTOBER 2020 248PP
978-1-119-56658-8 CL \$140.00 (Japan)
Control Systems Technology

Modern Characterization of Electromagnetic Systems

TAPAN K. SARKAR

This book describes new method of characterization of electromagnetic wave dynamics and measurement, which are based on modern computational and digital signal processing techniques. The book introduces modern computational concepts in electromagnetic system characterization and introduce modern signal processing algorithms not only to enhance the resolution but also extract information from electromagnetic systems that is not currently possible, for example, generation of the non-minimum phase or for that matter the transient response given amplitude only data. The author covers model based parameter estimation and planar near field to far field transformation, as well as spherical near field to far field transformation.



SERIES: WILEY – IEEE

OCTOBER 2020 704PP
978-1-119-07646-9 CL \$155.00 (Japan)
Electromagnetic Theory

エネルギー

Vector Control in Electric Drives

Analysis, Simulation and Practical Implementation
for Electric Vehicles, Wind Turbines and Robotics

NED MOHAN & SIDDHARTH RAJU

UNIVERSITY OF MINNESOTA, MINNEAPOLIS

This book offers a practical approach to understanding electric drives and their industrial applications with real-world applications in electric vehicles and wind turbines. The first two introductory chapters describe the common knowledge and background required to understand electric drives. They include pertinent material that analyzes DC and AC machines in steady state using a unique physics-based approach, such that the book is complete and standalone. After that, the following chapters introduce the equations to analyze induction machine operation under dynamic conditions, assisted by Space Vectors. For discussion of all topics, computer simulations using MATLAB/Simulink® are provided to enhance student learning.

OCTOBER 2020 560PP
978-1-119-58453-7 CL \$145.00 (Japan)
Power Technology & Power Engineering

環境科学

Sustainability

MAURIE J. COHEN

READERSHIP: Undergraduates of
human geography, political science,
sociology, anthropology,
(ecological) economics, philosophy,
and psychology.

SERIES: SHORT INTRODUCTIONS

OCTOBER 2020 200PP
978-1-5095-4031-0 CL \$69.95 (Japan)
978-1-5095-4032-7 PB \$24.95 (Japan)
General & Introductory Environmental Studies



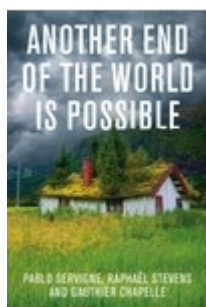
地球科学

Another End of the World is Possible

Living the Collapse (and Not Merely Surviving It)

PABLO SERVIGNE, RAPHAEL STEVENS, GAUTHIER CHAPELLE &
TRANSLATED BY GEOFFREY SAMUEL

READERSHIP: Anyone interested in climate change, the environmental crisis and the deteriorating state of our planet; readers with an interest in radical politics; students and scholars involved in environmental studies



OCTOBER 2020 250PP
978-1-5095-4465-3 CL \$64.95 (Japan)
978-1-5095-4466-0 PB \$19.95 (Japan)
Environmental Economics & Politics

Making Climate Policy WorkDANNY CULLENWARD & DAVID G.
VICTOR

READERSHIP: Students and scholars of energy politics, policy and economics.



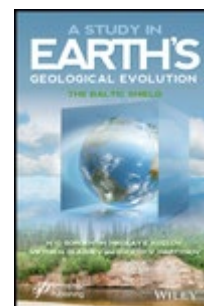
OCTOBER 2020 256PP
978-1-5095-4179-9 CL \$64.95 (Japan)
978-1-5095-4180-5 PB \$22.95 (Japan)
Environmental Economics & Politics

A Study in Earth's Geological Evolution

The Baltic Shield

NIKOLAI SOROKHTIN, NIKOLAY E. KOZLOV, VIKTOR N.
GLAZNEV & EUGENY V. MARTYNOV

Like N. O. Sorokhtin's most recent book, *The Origins of Natural Diamonds*, also available from Wiley-Scrivener at www.wiley.com, this is not just the story of the origin and evolution of the Baltic Shield, but a story about the evolution of the Earth's geology in general. Important to geologists, geophysicists, and engineers across multiple disciplines, written by an expert in the field and an expert on the Earth's geological evolution, this volume represents the state-of-the-art in major Earth geological processes. Of particular importance to mining engineers and petroleum engineers, it is also a practical guide for those who work in the mining or petroleum industry.



Before presenting the most in-depth discussion of the Baltic Shield available and its implications for study by geologists and various industries such as the petroleum industry, the author presents a theory for how the Earth, as we know it, came into existence and developed. He bases this theory on scientific evidence and mathematical models, using this as a basis for further explanation of the Earth's geological evolution.

Valuable as either a learning tool for the student or as a reference or refresher for the veteran scientist or engineer, the author explains important geological processes, such as the Earth's origin, composition, and structure, the Earth's energy balance, continental drift, tectonic activity, the evolution of the Earth's crust, and others. It is within this geological framework that the author offers practical guidance for engineers and scientists who work in industry or academia. It is a must-have for any geologist, geophysicist, or engineer working in mining or petroleum engineering.

OCTOBER 2020 588PP
978-1-119-65097-3 CL \$225.00 (Japan)
Geology & Geophysics

Unconventional Hydrocarbon Resources

Techniques for Reservoir Engineering Analysis

REZA BARATI & 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.

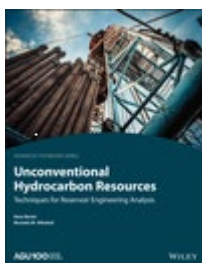
Volume highlights include:

- Methods for rock and fluid characterization of unconventional shale plays
- A workflow for analyzing wells with stimulated reservoir volume regions
- An unconventional approach to understanding of fluid flow through porous media
- A comprehensive summary of discoveries of massive shale resources worldwide
- Data from Eagle Ford, Woodford, Wolfcamp, and The Bakken shale plays
- Examples, homework assignments, projects, and access to supplementary online resources
- Hands-on teaching materials for use in petroleum engineering software applications

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

OCTOBER 2020 UnknownPP
978-1-119-42032-3 PB \$129.95 (Japan)
Geology & Geophysics



Dynamic Magma Evolution

FRANCESCO VETERE

Explores the complex physico-chemical processes involved in active volcanism and dynamic magmatism

Understanding the magmatic processes responsible for the chemical and textural signatures of volcanic products and igneous rocks is crucial for monitoring, forecasting, and mitigating the impacts of volcanic activity.

Dynamic Magma Evolution is a compilation of recent geochemical, petrological, physical, and thermodynamic studies. It combines field research, experimental results, theoretical approaches, unconventional and novel techniques, and computational modeling to present the latest developments in the field.

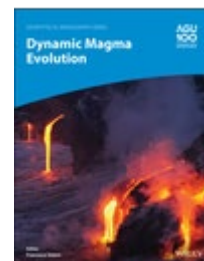
Volume highlights include:

- Crystallization and degassing processes in magmatic environments
- Bubble and mineral nucleation and growth induced by cooling and decompression
- Kinetic processes during magma ascent to the surface
- Magma mixing, mingling, and recharge dynamics
- Geo-speedometer measurement of volcanic events
- Changes in magma rheology induced by mineral and volatile content

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: GEOPHYSICAL MONOGRAPH SERIES

OCTOBER 2020 UnknownPP
978-1-119-52113-6 CL \$199.95 (Japan)
Igneous & Metamorphic Petrology and Volcanology

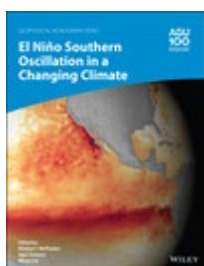


El Niño Southern Oscillation in a Changing Climate

EDITOR MICHAEL J. MCPHADEN, EDITOR AGUS SANTOSO &
EDITOR WENJU CAI

Comprehensive and up-to-date information on Earth's most dominant year-to-year climate variation

The El Niño Southern Oscillation (ENSO) in the Pacific Ocean has major worldwide social and economic consequences through its global scale effects on atmospheric and oceanic circulation, marine and terrestrial ecosystems, and other natural systems. Ongoing climate change is projected to significantly alter ENSO's dynamics and impacts.



El Niño Southern Oscillation in a Changing Climate presents the latest theories, models, and observations, and explores the challenges of forecasting ENSO as the climate continues to change. Volume highlights include:

- Historical background on ENSO and its societal consequences
- Review of key El Niño (ENSO warm phase) and La Niña (ENSO cold phase) characteristics
- Mathematical description of the underlying physical processes that generate ENSO variations
- Conceptual framework for understanding ENSO changes on decadal and longer time scales, including the response to greenhouse gas forcing
- ENSO impacts on extreme ocean, weather, and climate events, including tropical cyclones, and how ENSO affects fisheries and the global carbon cycle
- Advances in modeling, paleo-reconstructions, and operational climate forecasting
- Future projections of ENSO and its impacts
- Factors influencing ENSO events, such as inter-basin climate interactions and volcanic eruptions

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: GEOPHYSICAL MONOGRAPH SERIES

OCTOBER 2020 528PP
978-1-119-54812-6 CL \$199.95 (Japan)
Atmospheric Sciences

ファイナンス／インベストメント

Real Estate Investment and Finance

Strategies, Structures, Key Decisions, 2nd Edition

DAVID HARTZELL & ANDREW E. BAUM

PROFESSOR OF FINANCE UNIVERSITY OF NORTH CAROLINA; PROFESSOR OF LAND MANAGEMENT, UNIVERSITY OF READING; MANAGING DIRECTOR, OXFORD PROPERTY CONSULTANTS, READING

The fully revised and updated version of the leading textbook on real estate investment, emphasising real estate cycles and the availability and flow of global capital

Real Estate Investment remains the most influential textbook on the subject, used in top-tier colleges and universities worldwide. Its unique, practical perspective on international real estate investment focusses on real-world techniques which measure, benchmark, forecast and manage property investments as an asset class. The text examines global property markets and real estate cycles, outlines market fundamentals and explains asset pricing and portfolio theory in the context of real estate.

In the years since the text's first publication, conditions in global real estate markets have changed considerably following the financial crisis of 2008-2009. Real estate asset prices have increased past pre-crisis levels, signalling a general market recovery. Previously scarce debt and equity capital is now abundant, while many institutions once averse to acquiring property are re-entering the markets. The latest edition -- extensively revised and updated to address current market trends and practices as well as reflect feedback from instructors and students -- features new content on real estate development, improved practical examples, expanded case studies and more.

Written by internationally-recognised experts in capital management and institutional property investing strategies, *Real Estate Investment, Second Edition: Strategies, Structures, Decisions* is an indispensable textbook for instructors and students of real estate fund management, investment management and investment banking, as well as a valuable reference text for analysts, researchers, investment managers, investment bankers and asset managers.

SERIES: WILEY FINANCE

OCTOBER 2020 600PP
978-1-119-52609-4 CL \$64.00 (Japan)
GENERAL FINANCE & INVESTMENTS

Ignore the Hype

Financial Strategies Beyond the Media-Driven Mayhem

BRIAN PERRY

This book's goal is 3-fold: 1) to enhance awareness of the difference between long-term investing and short-term trading; 2) to help individual investors filter the information overload that volatile markets and the financial media subject them to; and 3) to provide a toolkit based upon empirical academic research which can provide a foundation for long-term investment success.



Ignore the Hype is designed to be accessible to the average individual. Therefore, although some of the topics are reasonably advanced, they are explained in a clear-cut manner and accompanied by real world examples. Some chapter topics include:

- * Not playing a game that is rigged
- * Realizing that forecasting is just guessing
- * Understanding the drivers of investment returns
- * Having a specific financial goal
- * Practicing smart diversification
- * Avoiding the media

OCTOBER 2020 304PP
978-1-119-69122-8 CL \$29.95 (Japan)
Personal Finance

Managing Investment Portfolios

A Dynamic Process, 4th Edition

CFA INSTITUTE

OCTOBER 2020 UnknownPP
978-1-119-74369-9 PB \$110.00 (Japan)
INVESTMENTS & SECURITIES

Managing Investment Portfolios

A Dynamic Process, Workbook, 4th Edition

CFA INSTITUTE

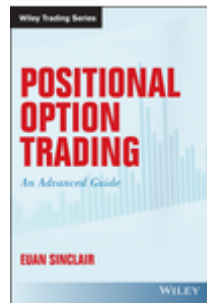
OCTOBER 2020 UnknownPP
978-1-119-74375-0 PB \$50.00 (Japan)
INVESTMENTS & SECURITIES

Positional Option Trading

EUAN SINCLAIR

A detailed, one-stop guide for experienced options traders

Positional Option Trading is a rigorous, professional-level guide on sophisticated techniques from professional trader and quantitative analyst Euan Sinclair. The author has over two decades of high-level option trading experience. He has written this book specifically for professional options traders who have outgrown more basic trading techniques and are searching for in-depth information suitable for advanced trading.



Custom-tailored to respond to the volatile option trading environment, this expert guide stresses the importance of finding a valid edge in situations where risk is usually overwhelmed by uncertainty and unknowability. Using examples of edges such as the volatility premium, term-structure premia and earnings effects, the author shows how to find valid trading ideas and details the decision process for choosing an option structure that best exploits the advantage.

Advanced topics include a quantitative approach for directionally trading options, the robustness of the Black Scholes Merton model, trade sizing for option portfolios, robust risk management and more. This book:

- Provides advanced trading techniques for experienced professional traders
- Addresses the need for in-depth, quantitative information that more general, intro-level options trading books do not provide
- Helps readers to master their craft and improve their performance
- Includes advanced risk management methods in option trading

No matter the market conditions, *Positional Option Trading* is an important resource for any professional or advanced options trader.

SERIES: WILEY TRADING

OCTOBER 2020 240PP
978-1-119-58351-6 CL \$75.00 (Japan)
Trading

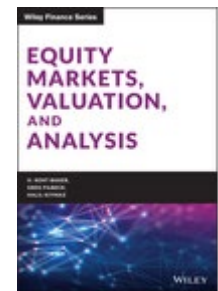
Equity Markets, Valuation, and Analysis

H. KENT BAKER, GREG FILBECK & HALIL KIYMAZ

AMERICAN UNIVERSITY

Sharpen your understanding of the financial markets with this incisive volume

Equity Markets, Valuation, and Analysis brings together many of the leading practitioner and academic voices in finance to produce a comprehensive and empirical examination of equity markets.



Masterfully written and edited by experts in the field, *Equity Markets, Valuation, and Analysis* introduces the basic concepts and applications that govern the area before moving on to increasingly intricate treatments of sub-fields and market trends. The book includes in-depth coverage of subjects including:

- The latest trends and research from across the globe
- The controversial issues facing the field of valuation and the future outlook for the field
- Empirical evidence and research on equity markets
- How investment professionals analyze and manage equity portfolios

This book balances its comprehensive discussion of the empirical foundations of equity markets with the perspectives of financial experts. It is ideal for professional investors, financial analysts, and undergraduate and graduate students in finance.

SERIES: WILEY FINANCE

OCTOBER 2020 448PP
978-1-119-63293-1 CL \$95.00 (Japan)
Finance & Investments Special Topics

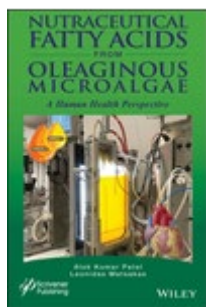
食品科学

Nutraceutical Fatty Acids from Oleaginous Microalgae

A Human Health Perspective

ALOK KUMAR PATEL & LEONIDAS MATSAKAS

Over the past several years, extensive research has been done on the microbial production of polyunsaturated fatty acids (PUFA). Regardless, research on the oleaginous microalgae used as feedstock for biofuels production and the overall story about the production of nutraceutical fatty acids from oleaginous microalgae has been very limited. This volume provides an exclusive insight on the production of nutraceutical fatty acids from oleaginous microalgae and their role on human health.



Some saturated and monounsaturated fatty acids can be synthesized by humans, whereas long-chain polyunsaturated fatty acids (PUFAs) such as α -linolenic acid and linoleic acid cannot and are deemed essential. The products of these acids, such as DHA, which is important for early visual and neurological development, are extremely important to human health. Replacing SFAs with omega-3 and omega-6 fatty acids in the diet reduce the risk of cardiovascular diseases and prevent Alzheimer's, bipolar disorder, and schizophrenia, among other benefits.

This groundbreaking volume presents invaluable new research on essential fatty acids, their production from various oleaginous microorganisms, biochemical and metabolic engineering to improve PUFAs content in oil, extraction and purification of omega 3 fatty acids, and the current market scenario. Whether a veteran engineer or scientist using it as a reference or a professor using it as a textbook, this outstanding new volume is a must-have for any engineer or scientist working in food science.

OCTOBER 2020 368PP
978-1-119-63171-2 CL \$225.00 (Japan)
Functional Foods & Nutraceuticals

コンシューマーヘルス

Yoga After 50 For Dummies

LARRY PAYNE

Yoga in your golden years

Yoga is a terrific way to stay fit, manage pain, and improve mental clarity, balance, agility, and flexibility. It's one of the most beneficial things you can do for your body and mind--but it's important to practice it correctly in order to avoid injury.



Yoga After 50 For Dummies takes the guesswork out of starting or continuing a yoga practice at 50 and beyond, showing you how to adapt poses and breath to your changing body, and reap the benefits from this ancient practice.

- Covers all the most common yoga poses
- Includes photos and figures
- Features large print
- Written by the founding president of the International Association of Yoga Therapists

Learn how to calm your mind and strengthen your body--one pose at a time.

OCTOBER 2020 360PP
978-1-119-63151-4 PB \$26.99 (Japan)
Fitness

歴史

Anti-Inflammatory Diet For Dummies

2nd Edition

ARTEMIS MORRIS & MOLLY ROSSITER

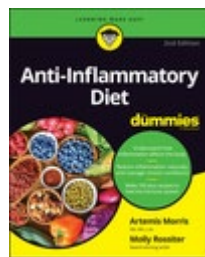
Fight inflammation and manage chronic pain and fatigue with this essential guide

Arthritis, stroke, chronic respiratory disease, cancer, obesity, and diabetes all have roots in chronic inflammation. No book explores the connection in a more accessible and straight-forward fashion. Packed with the latest information that can have a real and immediate impact on your health, the brand-new edition includes:

- 100 tasty and nourishing recipes
- Key anti-inflammation foods to incorporate in your diet
- Inflammatory foods to avoid
- The latest in anti-inflammatory superfoods
- Meal plans to fit any lifestyle
- The latest in lifestyle factors that impact inflammation

Anti-Inflammatory Diet for Dummies, 2nd Edition explores the link between inflammation and diseases like stroke, chronic respiratory disease, heart disease, cancer, obesity, and diabetes. Filled with actionable and practical tips for avoiding inflammatory foods and activities, this book constitutes the first update in the series in ten years.

OCTOBER 2020 UnknownPP
978-1-119-69457-1 PB \$24.99 (Japan)
HEALTH, DIET & NUTRITION

**The Herodotus Encyclopedia**

ヘロドトス百科事典

EDITOR CHRISTOPHER BARON


UNIVERSITY OF NOTRE DAME, USA

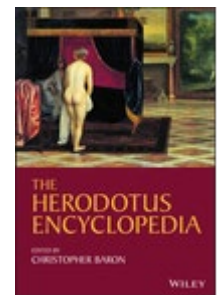
Provides a comprehensive gateway to Herodotus' *Histories*, the story they tell, and the world in which they were written

The first work of its kind, this book offers students and faculty of all levels an easy-to-use, up-to-date reference tool on Herodotus of Halicarnassus (the "Father of History") and provides Herodotean scholars with a collection of important strands of recent work. Topics include the debt of Greek historical writing to epic poetry (and other genres); narratological analysis of the text; Herodotus' position vis-à-vis his predecessors and contemporaries; his use of sources; his notion of Greekness; and the growing body of Persian and other Near Eastern evidence for sixth- and fifth century events.

Spanning three volumes, *The Herodotus Encyclopedia* surveys the current state of knowledge and understanding of Herodotus' work, and discusses past, current, and emerging approaches to the text. Featuring contributions from an international team of more than 150 scholars, it offers more than 2,500 entries which cover the individuals, peoples, and places Herodotus names in his *Histories*; the composition and central themes in his work; and the historical, social, intellectual, and literary context of the period. Many entries also explore the text's scholarship and reception from antiquity up to the present day.

The Herodotus Encyclopedia is an indispensable text for scholars in classics and related fields, instructors who cover Herodotus or Greek history in their courses, research libraries, and students of ancient Greek history and literature.

OCTOBER 2020 UnknownPP
978-1-118-68964-6 CL \$595.00 (Japan) 
Ancient & Classical Greek & Hellenistic Studies



A Companion to Global Historical Thought

EDITOR PRASENJIT DUARA, EDITOR VIREN MURTHY & EDITOR
ANDREW SARTORI

*Provides an overview of the development of historical thinking from the earliest times to the present, across the world, through essays written by a team of leading international scholars

*Complements the Companion to Western Historical Thought, placing non-Western perspectives on historiography at the center of the discussion

*Explores the different historical traditions that have shaped the discipline, and the challenges posed by modernity and globalization

READERSHIP: Advanced undergraduates, graduate students, and scholars of global historical thought and historiography

SERIES: WILEY BLACKWELL COMPANIONS TO WORLD
HISTORY

OCTOBER 2020 560PP
978-1-119-73581-6 PB \$55.00 (Japan)
9780470658994 CL \$215.25 (Japan) Published, MARCH 2014
Historical Methods & Historiography

A Companion to Mediterranean History

EDITOR PEREGRINE HORDEN & EDITOR SHARON KINOSHITA
ROYAL HOLLOWAY, UNIVERSITY OF LONDON

*Provides a valuable introduction to current debates on Mediterranean history and helps define the field for a new generation

*Covers developments in the Mediterranean world from Neolithic times to the modern era

*Enables fruitful dialogue among a wide range of disciplines, including history, archaeology, art, literature, and anthropology

READERSHIP: Advanced students and scholars of Mediterranean history, European history, Islamic history, ancient history, prehistory, and anthropology; also for Mediterranean scholars

SERIES: WILEY BLACKWELL COMPANIONS TO WORLD
HISTORY

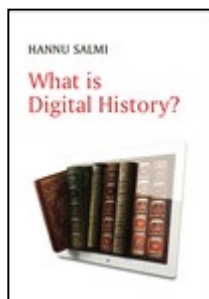
OCTOBER 2020 560PP
978-1-119-73583-0 PB \$55.00 (Japan)
9780470659014 CL \$215.25 (Japan), Published, MARCH 2014
European History

ホスピタリティ

What is Digital History?

HANNU SALMI

READERSHIP: Undergraduate students on digital methods in history courses, historiography courses, research methods courses, but also postgraduate students, researchers and other readers in the interdisciplinary field of digital humanities.



OCTOBER 2020 156PP
978-1-5095-3701-3 CL \$64.95 (Japan)
978-1-5095-3702-0 PB \$22.95 (Japan)
History Special Topics

Airbnb For Dummies

SYMON HE & JAMES SVETEC

Make extra money--and your guests extra happy--with Airbnb!

You've got that spare tower, mansion, apartment, couch, or perhaps even treehouse (really--there are more than 2,400 treehouses listed on Airbnb). You're a polite, clean, and tolerant host. And you want to make some money. Congratulations, you're fully qualified to become part of the Airbnb revolution! Whether you're looking to break into the business, or have already started and are researching ways of making your guests feel even *more* pampered as you grow your reputation and income, *Airbnb for Dummies* is the perfect venue for you. And this applies whether you currently own property or not!



Sit back in your lounge recliner and let the owners and founders of Learnairbnb.com show you the ins and outs of the short-term rental boom that connects hosts with travelers looking for more economical and personal travel experiences across the world. Sip a refreshing drink as you learn how to manage the day-to-day--from maintaining listings to keeping things clean for your guests--and how to maximize and increase your profits.

- Make an attractive listing
- Perfect your pricing
- Profit without a property
- Create amazing guest experiences

So, get hold of a copy, read it in your favorite spot, and watch as the money and excited guests beat a path to your door!

OCTOBER 2020 UnknownPP
978-1-119-62607-7 PB \$19.99 (Japan)
General & Introductory Hospitality

Hospitality Management Accounting

10th Edition

MARTIN G. JAGELS & CATHERINE E. RALSTON

The success of every business in the hospitality industry depends on maximising revenues and minimising costs. ***Hospitality Management Accounting, Tenth Edition*** continues its time-tested presentation of fundamental concepts and analytical techniques that are essential to taking control of real-world accounting systems, evaluating current and past operations, and effectively managing finances toward increased profits. It offers hands-on coverage of computer applications and ethics situations that challenge students' decision-making skills to successfully prepare them for the increasingly complex and competitive hospitality industry.



- Equips hospitality management students with the skills they need to take command of managing finances of hospitality businesses.
- Provides insight into the analysis and interpretations of financial statements.
- Computer applications are included at the end of each chapter that explain how managers and accountants are using computers to process accounting information and improve managerial decision-making.

READERSHIP: Students and hospitality managers

OCTOBER 2020 640PP
978-0-470-05243-3 CL \$80.95 (Japan)

Hospitality Management Accounting: STUDENT WORKBOOK, 10TH EDITION

OCTOBER 2020 UnknownPP
978-0-470-05244-0 PB \$75.95 (Japan)

Hospitality Management Accounting, 10e and Student Workbook Set

OCTOBER 2020 UnknownPP
978-0-470-48662-7 CL \$106.95 (Japan)

HOSPITALITY ACCOUNTING

The Wine, Beer, and Spirits Handbook

A Guide to Styles and Service, 2nd Edition

THE INTERNATIONAL CULINARY SCHOOLS AT THE ART
INSTITUTES

A GROUP OF 31 CULINARY SCHOOLS LOCATED THROUGHOUT NORTH
AMERICA

OCTOBER 2020 UnknownPP
978-1-118-78434-1 CL \$75.95 (Japan)
Beverage Management

エンジニアリング

Smart Manufacturing

SUBBA RAO, EDITOR RENE WOLF & EDITOR RAFFAELLO LEPRATTI

The world progresses toward Industry 4.0, and manufacturers are challenged to successfully navigate this unique digital journey. To some, digitalization is a golden opportunity; to others, it is a necessary evil. But to optimist and pessimist alike, there is a widespread puzzlement over the practical details of digitalization. To many manufacturers, digital transformation is a vague and confusing concept they nevertheless must grapple with in order to survive the Fourth Industrial Revolution.

The proliferation of digital manufacturing technologies adds to the confusion, leaving many manufacturers perplexed and unprepared, with little real insight into how emerging technologies can help them sustain a competitive edge in their markets.

This book effectively conveys Siemens's knowledge and experience through a concept called "Smart Digital Manufacturing," a stepwise approach to realizing the promise of the Fourth Industrial Revolution. The Smart Digital Manufacturing roadmap provides guidance and enables low-risk, high-reward adoption of new manufacturing software technologies through a series of tipping-point investment decisions that result in optimized manufacturing performance.

The book provides readers with a clear understanding of what digital technology has to offer them, and how and when to invest in these essential components of tomorrow's factories.

Rene Wolf is Senior Vice President of Manufacturing Operations Management Software for Siemens Digital Industries Software, a business unit of the Siemens Digital Factory Division.

Raffaello Lepratti is Vice President of Business Development and Marketing for Siemens Digital Industries Software.

OCTOBER 2020 100PP
978-3-527-34862-6 PB \$34.95 (Japan)
Industrial Engineering / Manufacturing

法律

A Companion to American Legal History

EDITOR SALLY E. HADDEN & EDITOR ALFRED L. BROPHY

WESTERN MICHIGAN UNIVERSITY, USA; UNIVERSITY OF NORTH CAROLINA, CHAPEL HILL, USA

- Presents up-to-date research describing key debates in American legal history
- Reflects the current state of American legal history research and points readers in the direction of future research
- Represents an ideal companion to graduate and law students seeking an introduction to the field, the key questions, and future research ideas

READERSHIP:

Undergraduate, graduate, and law students for introductory courses in American legal history; also for scholars, law libraries and university reference collections

SERIES: WILEY BLACKWELL COMPANIONS TO AMERICAN HISTORY

OCTOBER 2020 640PP
978-1-119-71165-0 PB \$56.00 (Japan)
9781444331424 CL \$220.50 (Japan), Published MARCH 2013
Law Special Topics

ライフスタイル

Horseback Riding For Dummies

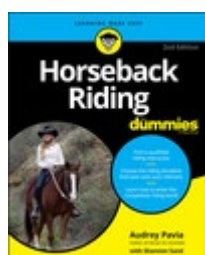
2nd Edition

AUDREY PAVIA, NORCO, UNITED STATES

SANTA ANA, CALIFORNIA

Giddy up! Your guide to horseback riding is here!

There's nothing quite like the sound of a horse's gallop. Add to that the sight of its mane catching wind as its powerhouse body criss-crosses the boundary of strength and graceful agility. They are majestic creatures to behold--and if you've caught the equine bug, *Horseback Riding For Dummies* is all you need to get saddled up and started on your journey to riding into the sunset!



Inside, riders at the beginner level will discover the differences between Western and English riding styles, get the knowledge to select the best stable and instructor, and so much more!

- Choose the riding discipline that best suits your interests
- Find a qualified riding instructor
- Learn how to enter the competitive riding world
- Fit and care for the saddle, bridle, and other equipment

Once you've fallen for one of these beautiful animals, it's hard to hold your horses--and this guide is here to give you the skills and know-how to take that excitement to the ring!

OCTOBER 2020 400PP
978-1-119-60766-3 PB \$24.99 (Japan)
Pet Care / Horses

ライフサイエンス

Biology

A Self-Teaching Guide, 3rd Edition

STEVEN D. GARBER

**An Interactive, Easy-to-Use
Introductory Guide to Major Biology
Concepts**

For students looking for a solid introduction to Biology, the new 3rd Edition of *Biology: A Teaching Guide* is the perfect learning tool. The latest edition has been updated to include the most up-to-date information on everything from photosynthesis to physiology.



For students preparing for exams or individuals who want to review material from years past, the step-by-step format is designed to help students and teachers alike easily understand complex concepts, key terms, and frequently asked questions. The guide includes a comprehensive glossary and self-test questions in each chapter, allowing students to reinforce their knowledge and better understand the concepts.

In *A Teaching Guide*, learn about the foundational aspects of biology, including:

- How photosynthesis occurs
- Whether viruses are living or dead
- The reproductive sexual terms behind cloning
- Comprehensive treatment of all aspects of life science

Thoroughly updated with self-teaching practice exams and questions, this comprehensive guide is designed to give students the tools they need to master the fundamental concepts and critical definitions behind biology.

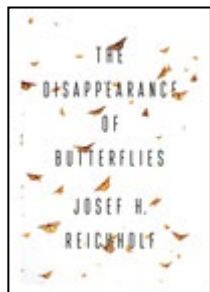
OCTOBER 2020 512PP
978-1-119-64502-3 PB \$24.99 (Japan)
GENERAL & INTRODUCTORY LIFE SCIENCES

The Disappearance of Butterflies

JOSEF H. REICHHOLF & TRANSLATED BY GWEN CLAYTON

READERSHIP: This book should have broad appeal to a general readership interested in environmental issues and the natural world.

OCTOBER 2020 260PP
978-1-5095-3979-6 CL \$35.00 (Japan)
Evolutionary Biology



Practical Virology

Fundamental Laboratory Techniques

CHRISTOPHER H. LOGUE

The first lab manual for virologists in years, the text includes all basic as well as modern and advanced techniques. 6 distinct methodology sections, ranging from cell to visualization to cloning and sequencing protocols are presented.

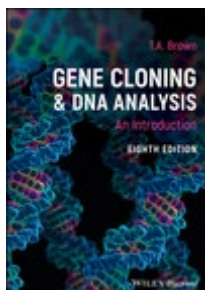
OCTOBER 2020 500PP
978-3-527-33850-4 CL \$120.00 (Japan)
Virology

Gene Cloning and DNA Analysis

An Introduction

TERRY BROWN

OCTOBER 2020 408PP
978-1-119-64078-3 PB \$70.00 (Japan)
Molecular Genetics



The Biophysics of Nerve cells

THOMAS HEIMBURG

UNIVERSITY OF COPENHAGEN, COPENHAGEN

Very well structured, presenting the complex topic on a readily accessible level, this book is the first to explain all the biological properties of nerve cell membranes.

Without neglecting the known theories of nerve impulse propagation, the monograph focuses on the less known features of nerve cell membranes, such as their mechanical, caloric and optical properties. Based on these properties, the author then develops an electromechanical theory of pulse propagation, offering the most plausible explanation yet for some unresolved questions regarding the effects observed during general anesthesia.

Of prime interest to the biophysical audience working on biomembranes as well for neurobiologists and everyone involved in anesthesia research. Additional features, such as summaries, textboxes and supplementary web material, also make this an excellent companion for teaching.

OCTOBER 2020 350PP
978-3-527-33180-2 CL \$165.00 (Japan)
Neurophysiology

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

OCTOBER 2020 504PP
978-1-118-84320-8 CL \$195.00 (Japan)
Poetry

The Book of Real-World Negotiations

Successful Strategies From Business, Government, and Daily Life

JOSHUA N. WEISS & FOREWORD BY WILLIAM L. URY

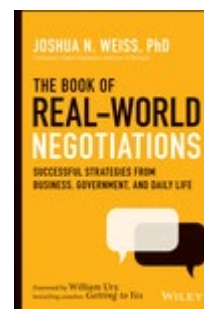
GEORGE MASON UNIVERSITY; THE PROGRAM ON NEGOTIATION AT HARVARD LAW SCHOOL

Real world negotiation examples and strategies from one of the most highly respected authorities in the field

This unique book can help you change your approach to negotiation by learning key strategies and techniques from actual cases. Through hard to find real world examples you will learn exactly *how* to effectively and productively negotiate. *The Book of Real World Negotiations: Successful Strategies from Business, Government and Daily Life* shines a light on real world negotiation examples and cases, rather than discussing hypothetical scenarios. It reveals what is possible through preparation, persistence, creativity, and taking a strategic approach to your negotiations. Many of us enter negotiations with skepticism and without understanding how to truly negotiate well. Because we lack knowledge and confidence, we may abandon the negotiating process prematurely or agree to deals that leave value on the table.

The Book of Real World Negotiations will change that once and for all by immersing you in these real world scenarios. As a result, you'll be better able to grasp the true power of negotiation to deal with some of the most difficult problems you face or to put together the best deals possible. This book also shares critical insights and lessons for instructors and students of negotiation, especially since negotiation is now being taught in virtually all law schools, many business schools, and in the field of conflict resolution.

OCTOBER 2020 320PP
978-1-119-61619-1 CL \$27.00 (Japan)
Business & Finance



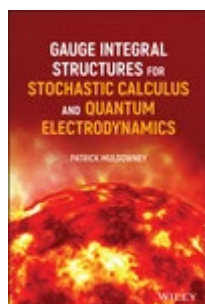
数学

Gauge Integral Structures for Stochastic Calculus and Quantum Electrodynamics

PATRICK MULDOWNNEY

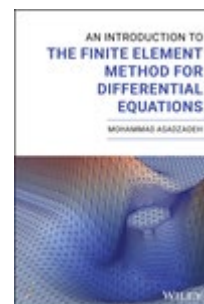
UNIVERSITY OF ULSTER

OCTOBER 2020 UnknownPP
978-1-119-59549-6 CL \$125.00 (Japan)
Business & Finance

**An Introduction to the Finite Element Method for Differential Equations**

MOHAMMAD ASADZADEH

The objective of this book is two-fold. The first objective is to construct, as much as possible, stable finite element schemes without affecting accuracy. The second objective is to derive convergence of the numerical schemes up to maximal available regularity of the exact solution. The first two chapters of the book cover existence, uniqueness and stability as well as the working environment, such as vector and function spaces and principle mathematical inequalities. Chapters 3 and 4 cover the approximation procedure with piecewise linears, interpolation, numerical integration and numerical solution of linear system of equations. Chapters 5 through 7 are devoted to the finite element approximations for the one-space dimensional, boundary value problems, initial value problems, and initial-boundary value problems. Finally, Chapters 8 through 10 are an extension of Chapters 3 and 5-7 to higher spatial dimensions. This book is a great resource for upper undergraduates and graduates in applied math, engineering and natural sciences, as well as researchers in industry and academia in need of finite element approximation techniques. Researchers in industry and academia in need of finite element approximation techniques. Some advanced classes in second year.



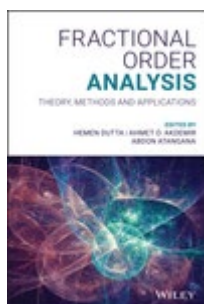
OCTOBER 2020 352PP
978-1-119-67164-0 CL \$115.00 (Japan)
Differential Equations

Fractional Order Analysis

Theory, Methods and Applications

HEMEN DUTTA, AHMET O. AKDEMIR & ABDON ATANGANA

The book contains new research findings in fractional order analysis. Different tools and techniques from the field of fractional order analysis are found to be extremely helpful in practical applications because such analyses can help in developing mathematical methods or models more accurately. The book covers topics such as: conformable fractional operators, local fractional proportional derivatives, fractional derivative and integral operators, different inequalities via several fractional environments, different type of fractional integral operators, fractional-order chaotic model, flow models in fractional environment, multi-dimensional fractional order models, fractional modelling of the transmission dynamics of Influenza, and Zika virus model with various fractional derivatives. Using this book, readers can find several useful, relevant and connected topics in one place, which is necessary for crucial understanding of research problems of an applied nature. This book can be a reference for courses in Mathematical Analysis at undergraduate and postgraduate levels. Additionally, this book could be used in specialized courses (1/2 weeks to 6 months duration) usually offered by mathematical societies/organizations, in university departments, and in research institutions on fractional calculus, fractional analysis, non-linear analysis, fractional dynamics, and nonlinear dynamics.



OCTOBER 2020 336PP 978-1-119-65416-2 CL \$135.00 (Japan)
Mathematical Analysis

Hadamard Matrices

Constructions using Number Theory and Linear Algebra

JENNIFER SEBERRY & MIEKO YAMADA

This book, which is the update of a 1992 survey by the same authors, summarizes some known constructions of Hadamard Matrices that are based on algebraic and number theoretic methods. Hadamard matrices are of practical use in signal processing and design experiments among other applications. This book begins with basic definitions, and is followed by a chapter on Gauss sums, Jacobi sums and relative Gauss sums. Next, the authors discuss plug-in matrices, arrays, and sequences. M-structure is covered next, along with Menon Hadamard differences sets and regular Handmard matrices. The authors then discuss Paley difference sets, skew-Handmard matrices, and skew Handmard differences sets. Finally, the book concludes with a discussion of asymptotic existence of Handmard matrices and more on maximal determinant matrices.



OCTOBER 2020 384PP
978-1-119-52024-5 CL \$115.00 (Japan)
Number Theory

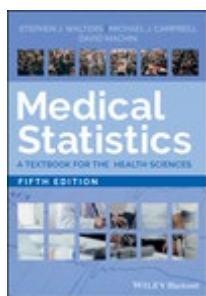
メディカル・サイエンス

Medical Statistics

A Textbook for the Health Sciences, 5th Edition

STEPHEN J. WALTERS, MICHAEL J. CAMPBELL, UNITED KINGDOM
& DAVID MACHIN, UNITED KINGDOMUNIVERSITY OF SHEFFIELD, UK; UNIVERSITY OF SOUTHAMPTON;
MEDICAL RESEARCH COUNCIL CANCER TRIALS OFFICE, CAMBRIDGE

The 5th edition of this popular introduction to statistics for the medical and health sciences has undergone a significant revision, with several new chapters added and examples refreshed throughout the book. Yet it retains its central philosophy to explain medical statistics with as little technical detail as possible, making it accessible to a wide audience.



Helpful multi-choice exercises are included at the end of each chapter, with answers provided at the end of the book. Each analysis technique is carefully explained and the mathematics kept to minimum. Written in a style suitable for statisticians and clinicians alike, this edition features many real and original examples, taken from the authors' combined many years' experience of designing and analysing clinical trials and teaching statistics.

The practical guidance provided by this book will be of use to professionals working in and/or managing clinical trials, in academic, public health, government and industry settings, particularly medical statisticians, clinicians, trial co-ordinators. Its practical approach will appeal to applied statisticians and biomedical researchers, in particular those in the biopharmaceutical industry, medical and public health organisations.

OCTOBER 2020 424PP
978-1-119-42364-5 PB \$45.00 (Japan)
MEDICAL STATISTICS & EPIDEMIOLOGY**Immunology**

A Short Course, 8th Edition

RICHARD COICO

CITY UNIVERSITY OF NEW YORK MEDICAL SCHOOL, NEW YORK

Immunology: A Short Course provides an overview of the physiology of the immune system and the pathophysiology of a broad range of immune-mediated diseases, offering accessible and comprehensive guidance to the basic concepts and clinical approaches in the discipline.



Now in its eighth edition, this bestselling textbook has been fully updated to reflect our expanded knowledge of how the immune system develops and functions, and the ways in which these physiological phenomena can fail or be compromised. New chapters examine cells and organs of the immune system, organization and expression of lymphocyte antigen receptor genes, experimental systems and methods, and B- and T-cell development activation. Helping students gain an integrated understanding of immunology, this textbook:

- Offers substantial new and revised material, expanded clinical coverage, enhanced pedagogical features, and updated figures, tables, and references
- Features recent research advances and therapeutic successes in the field of immunology
- Includes a companion website containing multiple choice questions, electronic flashcards, downloadable figures, PowerPoint slides, and sample cases
- Can be supplemented with the *Clinical Cases in Immunology* companion book

The eighth edition of *Immunology: A Short Course* is an ideal resource for life and health science students, dental and nursing students seeking a short course text, and basic scientists and clinical researchers looking to refresh their knowledge in the subject.

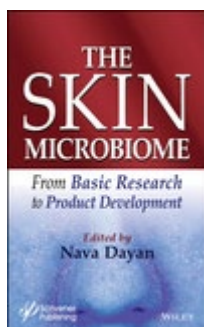
OCTOBER 2020 418PP
978-1-119-55157-7 PB \$75.00 (Japan)
IMMUNOLOGY

The Skin Microbiome

From Basic Research to Product Development

EDITOR NAVA DAYAN

The idea to compile and edit the book is the result of over a decade of work by the editor, Dr. Nava Dayan, on various projects related to skin barrier, innate immunity, microbiome, developing products, testing methods and paths of products to the market, both for pharmaceutical and the cosmetic industries.



The book is a summary of current status of knowledge, research tools and approaches in skin microbiome, in health and disease. It contains the following categories: healthy skin microbiome and oral-skin interaction, skin microbiome observational research, skin microbiome in disequilibrium and disease, skin's innate immunity, testing and study design, regulatory and legal aspects for skin microbiome related products.

The 18 chapters of the book are written by carefully selected leaders in the academia, industry exhibiting extensive experience and understanding in the areas of interest.

OCTOBER 2020 UnknownPP
978-1-119-59223-5 CL \$249.00 (Japan)
Cosmetic / Esthetic Dermatology

Snyder and Champness Molecular Genetics of Bacteria

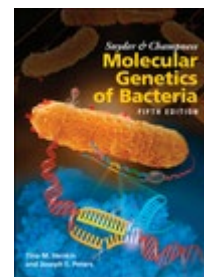
5th Edition

TINA M. HENKIN & JOSEPH E. PETERS

THE OHIO STATE UNIVERSITY, USA; UNIVERSITY OF MARYLAND, USA

SERIES: ASM BOOKS

OCTOBER 2020 640PP
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Microbiology



Principles and Practice of Child Neurology in Infancy

2nd Edition

EDITOR COLIN KENNEDY

SERIES: PRACTICAL GUIDES FROM MAC KEITH PRESS

OCTOBER 2020 314PP
978-1-911612-00-1 CL \$70.00 (Japan)
Neurology

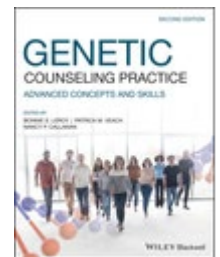
Genetic Counseling Practice

Advanced Concepts and Skills, 2nd Edition

EDITOR BONNIE S. LEROY, EDITOR PATRICIA M. VEACH & EDITOR
NANCY CALLANAN

UNIVERSITY OF MINNESOTA; UNIVERSITY OF MINNESOTA

As genetic medicine and testing continue to expand, the role of the genetic counselor is transforming and evolving. *Genetic Counseling Practice: Advanced Concepts and Skills* was the first text to address ways that genetic counselors can deepen their skills to meet expanding practice demands. This updated and revised second edition further helps readers develop their abilities in gathering relevant data and interpreting it for patients, as well as supporting their role in incorporating patient values into clinical practice.

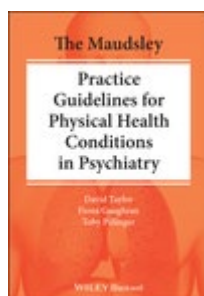


OCTOBER 2020 390PP
978-1-119-52985-9 PB \$125.00 (Japan)
ONCOLOGY & RADIOTHERAPY

The Maudsley Practice Guidelines for Physical Health Conditions in Psychiatry

DAVID TAYLOR, FIONA GAUGHRAN & TOBY PILLINGER

The Maudsley Practice Guidelines for Physical Health Conditions in Psychiatry aims to bridge the gap between psychiatric and physical health services for people with Severe Mental Illness (SMI), services which are usually geographically and organizationally separate. This will be achieved by providing psychiatric healthcare practitioners with an evidence-based practical guide to investigation and management of common physical health conditions in SMI, as well as guidance regarding appropriate referrals to medical subspecialties.



SERIES: THE MAUDSLEY PRESCRIBING GUIDELINES SERIES

OCTOBER 2020 600PP
978-1-119-55420-2 PB \$60.00 (Japan)
Psychiatry

Safety and Biological Effects in MRI

EDITOR DEVASHISH SHRIVASTAVA & EDITOR J. THOMAS VAUGHAN

UNIVERSITY OF MINNESOTA

In vivo magnetic resonance imaging (MRI) has evolved into a versatile and critical, if not 'gold standard', imaging tool with applications ranging from the physical sciences to the clinical 'ology'. In addition, there is a vast amount of accumulated but unpublished inside knowledge on what is needed to perform a safe, in vivo MRI.

The goal of this comprehensive text, written by an outstanding group of world experts, is to present information about the effect of the MRI environment on the human body, and tools and methods to quantify such effects. By presenting such information all in one place, the expectation is that this book will help everyone interested in the Safety and Biological Effects in MRI find relevant information relatively quickly and know where we stand as a community. The information is expected to improve patient safety in the MR scanners of today, and facilitate developing faster, more powerful, yet safer MR scanners of tomorrow.



This book is arranged in three sections. The first, named 'Static and Gradient Fields' (Chapters 1-9), presents the effects of static magnetic field and the gradients of magnetic field, in time and space, on the human body. The second section, named 'Radiofrequency Fields' (Chapters 10-30), presents ways to quantify radiofrequency (RF) field induced heating in patients undergoing MRI. The effect of the three fields of MRI environment (i.e. Static Magnetic Field, Time-varying Gradient Magnetic Field, and RF Field) on medical devices, that may be carried into the environment with patients, is also included. Finally, the third section, named 'Engineering' (chapters 31-35), presents the basic background engineering information regarding the equipment (i.e. superconducting magnets, gradient coils, and RF coils) that produce the Static Magnetic Field, Time-varying Gradient Magnetic Field, and RF Field.

SERIES: EMAGRES BOOKS

OCTOBER 2020 600PP
978-1-118-82130-5 CL \$160.00 (Japan)
MRI

機械工学

Engineering Acoustics

Noise and Vibration Control

MALCOLM J. CROCKER & JORGE P. ARENAS

AUBURN UNIVERSITY; UNIVERSITY AUSTRAL, CHILE

A comprehensive evaluation of the basic theory for acoustics, noise and vibration control together with fundamentals of how this theoretical material can be applied to real world problems in the control of noise and vibration in aircraft, appliances, buildings, industry, and vehicles. The basic theory is presented in elementary form and only of sufficient complication necessary to solve real practical problems. Unnecessary advanced theoretical approaches are not included. In addition to the fundamental material discussed, chapters are included on human hearing and response to noise and vibration, acoustics and vibration transducers, instrumentation, noise and vibration measurements, and practical discussions concerning: community noise and vibration, interior and exterior noise of aircraft, road and rail vehicles, machinery noise and vibration sources, noise and vibration in rapid transit rail vehicles, automobiles, trucks, off road vehicles, and ships. In addition, extensive up to date useful references are included at the end of each chapter for further reading. The book concludes with a glossary on acoustics, noise and vibration

SERIES: WILEY SERIES IN ACOUSTICS NOISE AND VIBRATION

OCTOBER 2020 512PP
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Mechanical Engineering - Design

Engineering Thermodynamics

A Concise Introduction, 1st Edition

ALAN A. KORNHAUSER

OCTOBER 2020 UnknownPP
978-0-470-41308-1 CL \$128.95 (Japan)
Thermodynamics

Heat Transfer

1st Edition

DONALD E. BEASLEY

UNIVERSITY OF MICHIGAN

- Combining prior knowledge with this introduction to heat transfer, allows the users to have a solid foundation of the subject.
- Accessible text allowing readers to bring in what they have learned previously about thermodynamics and fluids.
- The book covers the topics of convection, conduction, and radiation.
- This title includes the applications in electronics and high interest areas like bio-, micro scale, and environmental engineering allowing the reader to get a solid introduction to the subject.

READERSHIP:

Mechanical and Chemical Engineering Students and Instructors.

OCTOBER 2020 UnknownPP
978-0-471-47988-8 CL \$182.95 (Japan)
Thermodynamics

Introduction to Thermal and Fluids Engineering

2nd Edition

DEBORAH A. KAMINSKI & MICHAEL K. JENSEN

- The two-course sequence presents the three topics (thermodynamics, fluid mechanics, and heat transfer) in an integrated manor, helping improve students understanding.
- This textbook uses a fresh approach to the teaching of thermal and fluids engineering as an integrated subject.
- Develops governing equations and approaches in sufficient detail so that the students can understand how the equations are based on fundamental conservation laws and other basic concepts
- Explains the physics of processes and phenomena with language and examples that students have seen and used in everyday life
- Integrate the presentation of the three subjects with common notation, examples, and homework problems

READERSHIP: Engineering Students

OCTOBER 2020 UnknownPP
978-0-471-78705-1 CL \$133.00 (Japan)
THERMODYNAMICS

Krylov Subspace Methods with Application in Incompressible Fluid Flow Solvers

IMAN FARAHBAKHSI

A succinct and complete explanation of Krylov subspace methods for solving matrices Krylov Subspace Methods with Application in Incompressible Fluid Flow Solvers is the most current and complete guide to the implementation of Krylov subspace methods for solving systems of equations with different types of matrices. Written in the simplest language possible and eliminating ambiguities, the text is easy to follow for post-grad students and applied mathematicians alike. The book covers a breadth of topics, including: The different methods used in solving the systems of equations with ill-conditioned and well-conditioned matrices. The behavior of Krylov subspace methods in the solution of systems with ill-posed singular matrices The book includes executable subroutines and main programs that can be applied in CFD codes as well as appendices that support the results provided throughout the text. There is no other comparable resource to prepare the reader to use Krylov subspace methods in incompressible fluid flow solvers.



OCTOBER 2020 200PP
978-1-119-61868-3 CL \$130.00 (Japan)
Fluid Mechanics

Vibrations

1st Edition

PAUL ALLAIRE & WALTER D. PILKEY, CHARLOTTESVILLE, UNITED STATES

OCTOBER 2020 750PP
978-0-470-63535-3 CL \$183.00 (Japan)
Aeronautic & Aerospace Engineering

材料科学

Flame Retardants

JOHANNES KARL FINK

This book focuses on the chemistry and applications of flame retardants for polymers and other materials. It starts with a description and types of flame retardants, as well as their properties and chemical structures, to include chlorine- and bromine-containing



flame retardants, phosphorus-based flame retardants, nitrogen-based flame retardants, and silicones. Inorganic materials that serve as flame retardants, such as boron-based additives, graphenes, and others are discussed in detail.

In addition, the following subjects are discussed in detail:

- Flame retardant polymers
- The mechanisms of flame retardants, such as flame cooling, synergetic effects, degradation of flame retardants, and others
- Other flame retardant compositions, such as dripping inhibitors and smoke suppressants
- Testing methods for flame retardants, international standards, human health hazards, such as smoke toxicity and problems with wastes
- Synthesis and fabrication methods, as well as recycling methods
- The application of flame retardants to the coating material using 3D printing, reactive coating, and bulk addition methods
- Non-burning comonomers, foams, nanocomposites and bio-based materials
- Flame retardants with other textiles, such as wool and electrical applications such as batteries.

OCTOBER 2020 384PP
978-1-119-75061-1 CL \$225.00 (Japan)
General & Introductory Materials Science

Progress in Adhesion Adhesives, Volume 5

EDITOR K. L. MITTAL

With the ever-increasing amount of research being published, it is a Herculean task to be fully conversant with the latest research developments in any field, and the arena of adhesion and adhesives is no exception. Thus, topical review articles provide an alternate and very efficient way to stay abreast of the state-of-the-art in many subjects representing the field of adhesion science and adhesives.



Based on the success of the preceding volumes in this series "Progress in Adhesion and Adhesives", the present volume comprises 13 review articles published in Volume 7 (2019) of *Reviews of Adhesion and Adhesives*. The subjects of these review articles fall into the following areas:

- Adhesively bonded joints
- Adhesives (including bioadhesives) and their applications
- Nanocomposite polymer adhesives
- Polymer surface modification
- Wettability and surface free energy
- Adhesion of bacteria

The topics covered include: Adhesion behavior of plasma treated steel and its alloys; debonding on demand of adhesively bonded joints; bioadhesive polymers; adhesives in the footwear industry; nanocomposite polymer adhesives; ion beam treatment of polymer surfaces to enhance adhesion; natural to artificial non-wettable surfaces and applications; plasma oxidation of polyolefins; wettability and surface free energy characterization of textiles; bioadhesive nanoformulations; laser-assisted tailoring of surface wettability; functionally graded adhesively bonded joints; adhesion of colloids and bacteria to porous media.

OCTOBER 2020 490PP
978-1-119-74806-9 CL \$225.00 (Japan)
Joining, Welding and Adhesion

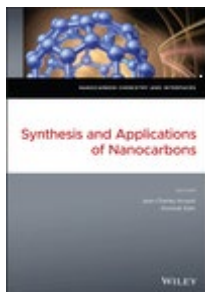
ナノテクノロジー

Synthesis and Applications of Nanocarbons

EDITOR JEAN-CHARLES ARNAULT, EDITOR DOMINIK EDER &
SERIES EDITOR NIANJUN YANG

**A crucial overview of the cutting-edge
in nanocarbon research and
applications**

In *Synthesis and Applications of Nanocarbons*, the distinguished authors have set out to discuss fundamental topics, synthetic approaches, materials challenges, and various applications of this rapidly developing technology. Nanocarbons have recently emerged as a promising material for chemical, energy, environmental, and medical applications because of their unique chemical properties and their rich surface chemistries. This book is the latest entry in the Wiley book series *Nanocarbon Chemistry and Interfaces* and seeks to comprehensively address many of the newly surfacing areas of controversy and development in the field.



This book introduces foundational concepts in nanocarbon technology, hybrids, and applications, while also covering the most recent and cutting-edge developments in this area of study.

Synthesis and Applications of Nanocarbons addresses new discoveries in the field, including:

- Nanodiamonds
- Onion-like carbons
- Carbon nanotubes
- Fullerenes
- Carbon dots
- Carbon fibers
- Graphene
- Aerographite

This book provides a transversal view of the various nanocarbon materials and hybrids and helps to share knowledge between the communities of each material and hybrid type.

SERIES: NANOCARBON CHEMISTRY AND INTERFACES

OCTOBER 2020 400PP
978-1-119-42938-8 CL \$170.00 (Japan)
Nanochemistry

物理学

Basic Physics

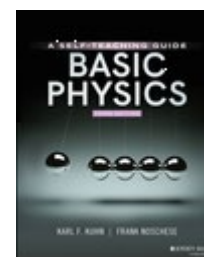
A Self-Teaching Guide, 3rd Edition

KARL F. KUHN & FRANK NOSCHESSE

EASTERN KENTUCKY UNIVERSITY, RICHMOND

**Learn physics at your own pace
without an instructor**

Basic Physics: A Self-Teaching Guide, 3rd Edition is the most practical and reader-friendly guide to understanding all basic physics concepts and terms. The expert authors take a flexible and interactive approach to physics based on new research-based methods about how people most effectively comprehend new material. The book takes complex concepts and breaks them down into practical, easy to digest terms.



There are also sections explaining the math behind each concept for those who would like further explanation and understanding. Each chapter features a list of objectives so that students know what they should be learning from each chapter, test questions, and exercises that inspire deeper learning about physics.

High school students, college students, and those re-learning physics alike will greatly enhance their physics education with the help of this one-of-a-kind guide. The third edition of this book reflects and implements new, research-based methods regarding how people best learn new material. As a result, it contains a flexible and interactive approach to learning physics.

OCTOBER 2020 304PP
978-1-119-62990-0 PB \$24.99 (Japan)
GENERAL PHYSICS

Laser-based Mid-infrared Sources and Applications

KONSTANTIN L. VODOPYANOV

An important guide to the major techniques for generating coherent light in the mid-infrared region of the spectrum

Laser-based Mid-infrared Sources and Applications gives a comprehensive overview of the existing methods for generating coherent light in the important yet difficult-to-reach mid-infrared region of the spectrum (2–20 μm) and their applications.

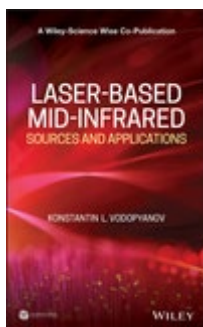
The book describes major approaches for mid-infrared light generation including ion-doped solid-state lasers, fiber lasers, semiconductor lasers, and laser sources based on nonlinear optical frequency conversion, and reviews a range of applications: spectral recognition of molecules and trace gas sensing, 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.

Written for researchers, academics, students, and engineers from different disciplines, the book helps navigate the rapidly expanding field of mid-infrared laser-based technologies.

SERIES: A WILEY-SCIENCE WISE CO-PUBLICATION

OCTOBER 2020 320PP
978-1-118-30181-4 CL \$165.00 (Japan)
Laser



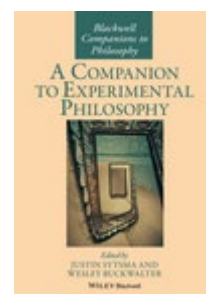
哲学

A Companion to Experimental Philosophy

EDITOR JUSTIN SYTSMA & EDITOR WESLEY BUCKWALTER

VICTORIA UNIVERSITY OF WELLINGTON, NEW ZEALAND; UNIVERSITY OF WATERLOO, CANADA

This is a comprehensive collection of essays that explores cutting-edge work in experimental philosophy, a radical new movement that applies quantitative and empirical methods to traditional topics of philosophical inquiry.



- Situates the discipline within Western philosophy and then surveys the work of experimental philosophers by sub-discipline
- Contains insights for a diverse range of fields, including linguistics, cognitive science, anthropology, economics, and psychology, as well as almost every area of professional philosophy today
- Edited by two rising scholars who take a broad and inclusive approach to the field
- Offers a complete introduction for non-specialists and students to the central approaches, findings, challenges, and controversies in experimental philosophy

SERIES: BLACKWELL COMPANIONS TO PHILOSOPHY

OCTOBER 2020 648PP
978-1-119-09904-8 PB \$54.95 (Japan)
9781118661703 CL \$202.75 (Japan) Published, MAY 2016
General Philosophy

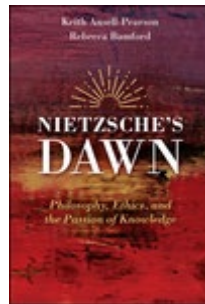
Nietzsche's Dawn

Philosophy, Ethics, and the Passion of Knowledge

KEITH ANSELL-PEARSON & REBECCA BAMFORD

UNIVERSITY OF WARWICK

The first focused study of Nietzsche's *Dawn*, offering a close reading of the text by two of the leading scholars on the philosophy of Nietzsche



Published in 1881, *Dawn: Thoughts on the Presumptions of Morality* represents a significant moment in the development of Nietzsche's philosophy and his break with German philosophic thought. Though groundbreaking in many ways, *Dawn* remains the least studied of Nietzsche's work. In *Nietzsche's Dawn: Philosophy, Ethics, and the Passion of Knowledge*, authors Keith Ansell-Pearson and Rebecca Bamford present a thorough treatment of the second of Nietzsche's so-called "free spirit" trilogy.

This unique book explores Nietzsche's philosophy at the time of *Dawn's* writing and discusses the modern relevance of themes such as fear, superstition, terror, and moral and religious fanaticism. The authors highlight *Dawn's* links with key areas of philosophical inquiry, such as "the art of living well," skepticism, and naturalism. The book begins by introducing *Dawn* and discussing how to read Nietzsche, his literary and philosophical influences, his relation to German philosophy, and his efforts to advance his "free spirit" philosophy. Subsequent discussions address a wide range of topics relevant to *Dawn*, including presumptions of customary morality, hatred of the self, free-minded thinking, and embracing science and the passion of knowledge.

Like no other book on the subject, *Nietzsche's Dawn: Philosophy, Ethics, and the Passion of Knowledge* is a must-read for advanced undergraduate and graduate students, instructors, and scholars in philosophy, as well as general readers with interest in Nietzsche, particularly his middle writings.

OCTOBER 2020 286PP
978-1-119-69366-6 PB \$49.95 (Japan)
General Philosophy

The Good Place and Philosophy

SERIES EDITOR WILLIAM IRWIN, WILKES-BARRE, UNITED STATES &
EDITOR KIMBERLY S. ENGELS

WILKES-BARRE, PENNSYLVANIA

SERIES: THE BLACKWELL PHILOSOPHY AND POP CULTURE
SERIES

OCTOBER 2020 304PP
978-1-119-63328-0 PB \$19.95 (Japan)
Introductions to Philosophy

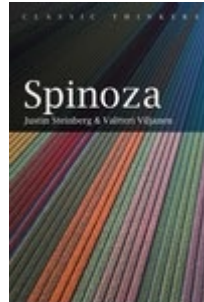
Spinoza

JUSTIN STEINBERG & WITH
VALTTERI VILJANEN

READERSHIP: Undergraduate
students in philosophy

SERIES: CLASSIC THINKERS

OCTOBER 2020 192PP
978-0-7456-6489-7 CL \$69.95 (Japan)
978-0-7456-6490-3 PB \$24.95 (Japan)
History of Philosophy

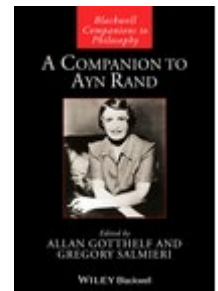


A Companion to Ayn Rand

EDITOR ALLAN GOTTHELF & EDITOR GREGORY SALMIERI

UNIVERSITY OF PITTSBURGH; UNIVERSITY OF NORTH CAROLINA, CHAPEL
HILL

The first volume to offer a comprehensive scholarly treatment of Rand's entire corpus (including her novels, her philosophical essays, and her analysis of the events of her times), this *Companion* provides vital orientation and context for scholars and educated readers grappling with a controversial and understudied thinker whose enduring influence on American (and world) culture is increasingly recognized.



- The first publication to provide an in-depth scholarly treatment ranging over the whole of Rand's corpus
- Provides informed contextual analysis for scholars in a variety of disciplines
- Presents original research on unpublished material and drafts from the Rand archives in California
- Features insightful and fair-minded interpretations of Rand's controversial positions

SERIES: BLACKWELL COMPANIONS TO PHILOSOPHY

OCTOBER 2020 544PP
978-1-119-09902-4 PB \$34.25 (Japan)
9781405186841 CL 202.75 (Japan) Published, FEB 2016
Ethics

This Is Bioethics

An Introduction

RUTH F. CHADWICK, UDO SCHUKLENK & SERIES EDITOR STEVEN D. HALES

QUEEN'S UNIVERSITY, CANADA ; BLOOMSBURG UNIVERSITY

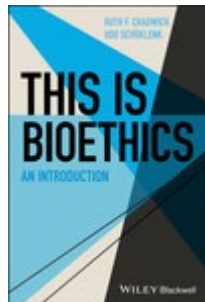
A balanced and student-friendly introduction to the field of bioethics, written by the editors of the field-defining *Bioethics* journal

The general purpose of ethics is to offer clear guidance--backed by a reasoned justification--when we are faced with a particular ethical problem. Bioethics, a more specialized branch of the wider study of ethics, concentrates on normative issues in the biomedical and life sciences. Bioethicists analyze questions such as "*Should editing the human genome be allowed,*" "*Is it ethical to use animals in clinical research,*" "*Is abortion immoral,*" amongst many others.

This is Bioethics is an ideal introductory textbook for students new to the field, exploring the fundamental questions, concepts, and issues within this dynamic area of study. Assuming no prior knowledge of the subject, this accessible volume helps students consider both traditional and cutting-edge questions, develop informed and defensible answers, and evaluate the strengths and weaknesses of a diverse range of bioethical arguments. The authors avoid complex technical terms and jargon in favor of an easy and informal writing style, offering engaging chapters designed to stimulate student interest and encourage class discussion. Students are guided through questions of research ethics, moral standing, genetics, mental health, justice and healthcare, population health, and more.

SERIES: THIS IS PHILOSOPHY

OCTOBER 2020 UnknownPP
978-1-118-77074-0 PB \$34.95 (Japan)
Bioethics & Medical Ethics



A Companion to Locke

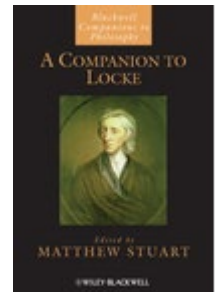
EDITOR MATTHEW STUART

BOWDOIN COLLEGE, USA

READERSHIP: Students and scholars of Locke, 17th Century philosophy, History of Modern Philosophy and History of Modern Political Thought.

SERIES: BLACKWELL COMPANIONS TO PHILOSOPHY

OCTOBER 2020 544PP
9781405178150 CL \$202.75 (Japan) Published, NOV 2015
978-1-119-10990-7 PB \$34.25 (Japan)
17th & 18th Century Philosophy

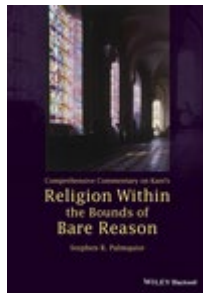


Comprehensive Commentary on Kant's Religion Within the Bounds of Bare Reason

STEPHEN R. PALMQUIST

HONG KONG BAPTIST UNIVERSITY, HONG KONG

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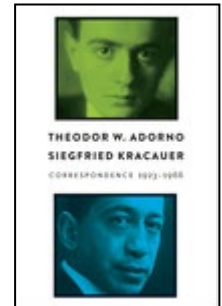
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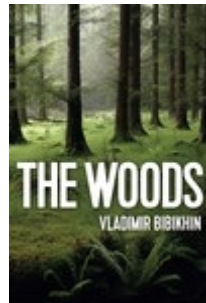
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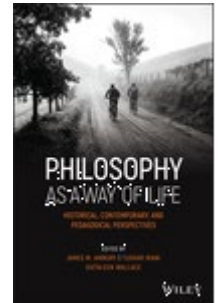
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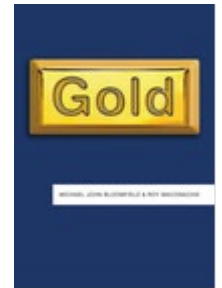
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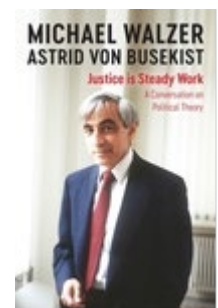
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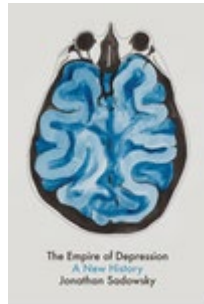
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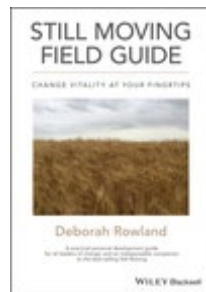
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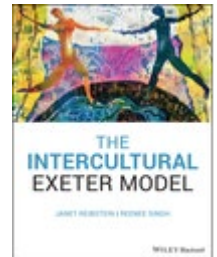
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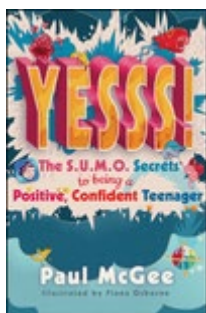
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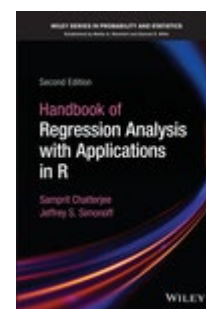
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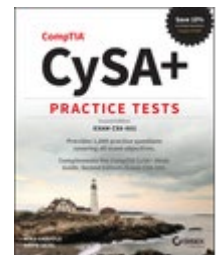
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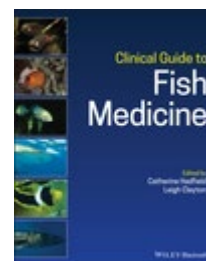
獣医学

Clinical Guide to Fish Medicine

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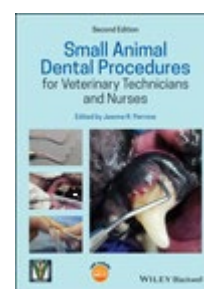
Small Animal Dental Procedures for Veterinary Technicians and Nurses

2nd Edition

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