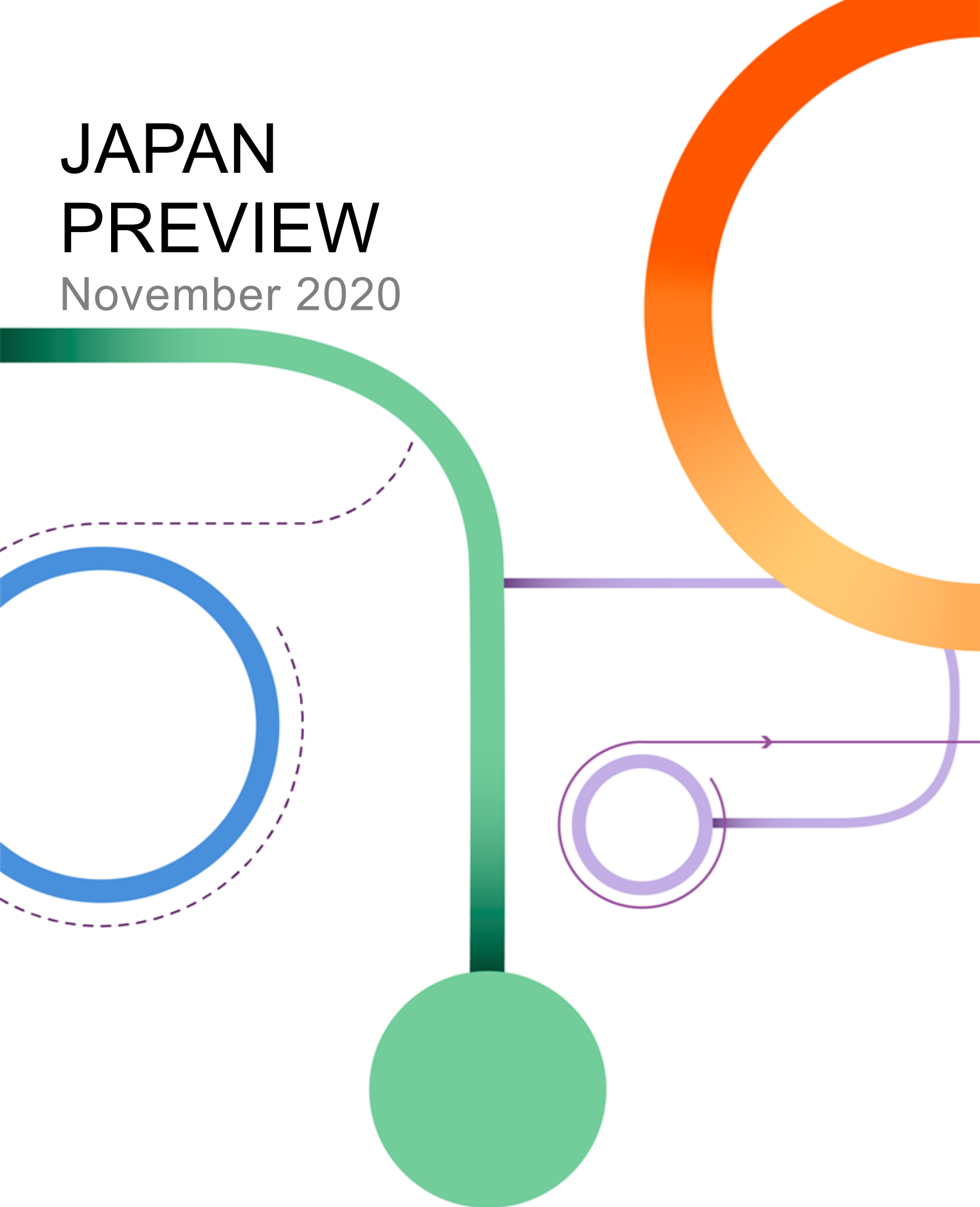


JAPAN PREVIEW

November 2020



WILEY

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芸術

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

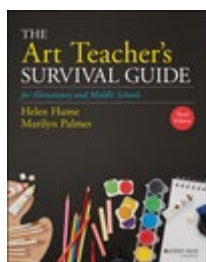
3rd Edition

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

Ballwin, Missouri

The perennial bestseller--now in a new edition

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



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

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

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

SERIES: J-B ED: SURVIVAL GUIDES

NOVEMBER 2020 320PP
978-1-119-60008-4 PB \$39.95 (Japan)
GENERAL & INTRODUCTORY ART & APPLIED ARTS

会計学

Revenue Recognition

Mastering the New FASB Requirements

RENEE RAMPULLA

For years, revenue recognition has been the cause of audit failures and the focus of corporate abuse and fraud allegations. Today, there is FASB ASC 606, a new standard which is critical to understand before it can be successfully implemented. Supported by practical examples, industry specific real-life scenarios, and more than a dozen



exercises, this work will assist you in avoiding revenue recognition traps and provide you with the latest FASB guidance. You will gain an in-depth understanding of the revenue recognition framework that is built around the core principles of this new five-step process. In addition, you will gain a better understanding of the changes in disclosure requirements.

Key topics covered include:

- Background, purpose, and main provisions of new standard (FASB ASC 606)
- Transition guidance
- Five-step process for recognizing revenue
- Disclosure requirements
- Implementation guidance -- contracts, tax matters, internal controls, IT

SERIES: AICPA

NOVEMBER 2020 UnknownPP
978-1-119-76378-9 PB \$107.50 (Japan)
Corporate / Managerial Accounting

Audit and Accounting Manual

Nonauthoritative Practice Aid 2020

AICPA

This comprehensive, step-by-step guide provides a plain-English approach to planning and performing audits. In one handy resource, you'll find applicable requirements and how-to advice. This edition includes updates for the issuance of SAS No. 133, Auditor Involvement with Exempt Offering Documents. Update boxes have been added for SAS No. 134, 137, 138 and 139. You'll find illustrative examples, sample forms and helpful techniques ideal for small- and medium-sized firms.



SERIES: AICPA AUDIT AND ACCOUNTING GUIDE

NOVEMBER 2020 UnknownPP
978-1-950688-48-7 PB \$205.00 (Japan)
AUDITING

Modern Auditing

4th Edition

NEIL RODDA & GRAHAM COSSERAT

Manchester Metropolitan University ; Nottingham Trent University, UK

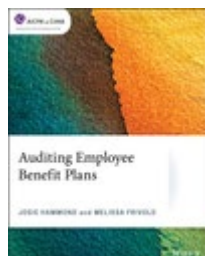
“Modern Auditing” is a core textbook for students taking introductory level courses in auditing at undergraduate, postgraduate and professional levels. Rodda offers the reader a thorough coverage of the practice of auditing in context of auditing theory and concepts, and the professional responsibilities of the independent auditor. The structure of the book develops the auditing process in a logical and sequential manner, enabling students to progressively consolidate their understanding of the concepts and processes without excessive detail or repetition.

NOVEMBER 2020 656PP
978-1-118-96282-4 PB \$66.99 (Japan)
AUDITING

Auditing Employee Benefit Plans

JOSIE HAMMOND & MELISSA FRIVOLD

Master the fundamentals of auditing employee benefit plans in accordance with AICPA standards and ERISA rules and regulations. Written by a member on the expert panel for employee benefit plans, this book is designed to give an understanding of the requirements and audit procedures related to defined contribution, defined benefit, and health and welfare plans to help accountants more effectively plan and carry out their audit. Topics include:



- FASB ASU 2017-06, which significantly impacted master trust accounting, reporting and disclosures for employee benefit plans
- PCAOB adopted AS 3101 in 2017 which resulted in significant changes to the existing auditor's report.
- New insert for SAS No. 136, Forming an Opinion and Reporting on Financial Statements of Employee Benefit Plans Subject to ERISA

SERIES: AICPA

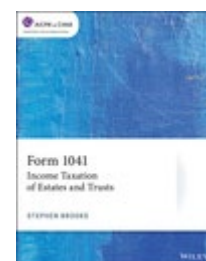
NOVEMBER 2020 432PP
978-1-119-76380-2 PB \$107.50 (Japan)
Auditing / External

Form 1041

Income Taxation of Estates and Trusts

STEPHEN BROOKS

Protect your clients' assets and shield their estates from increased taxation brought about by changing tax laws. This book can help you to understand the tax obligations of trusts and estates and how these obligations affect beneficiaries. It provides exercises and examples that reflect the calculation and allocation of taxable income and its presentation on the appropriate forms. In addition, you will also learn how to prepare federal Form 1041, US Income Tax Return for Estates and Trusts.



Key topics covered include:

- How are trusts and estates taxed under the internal revenue code?
- What is a trust? What is a "simple trust?" What is a "complex trust?"
- How is the "income" of a trust or estate defined for tax purposes?
- What are the ordinary deductions and credits allowed?
- How is the "deduction for distributions" to beneficiaries determined?
- How are trust and estate beneficiaries taxed?
- What is a "grantor trust" and how is it taxed?
- How to prepare Form 1041.

SERIES: AICPA

NOVEMBER 2020 240PP
978-1-119-76379-6 PB \$107.50 (Japan)
Taxation Special Topics

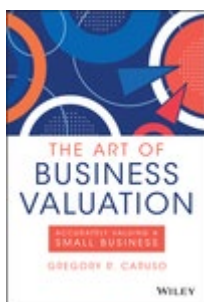
建築学

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.

This book examines the 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.

NOVEMBER 2020 432PP
978-1-119-60599-7 CL \$60.00 (Japan)
Valuation

Impact

Revenge of the Digital

ALI RAHIM & HINA JAMELLE

University of Pennsylvania, USA; Director of Contemporary Architecture Practice in New York State

This issue of *AD* explores the working discipline of architecture as it impacts the material culture within which it is always embedded. An architecture of impact uses advanced digital techniques in such a way that its material assembly supersedes its use of the digital.



Until now, this type of architecture has been formally and materially bound by restrictive conventional methodologies, which the digital project has moved from the scale of installations to three-dimensional building-sized fabrications. Unless architects turn to a new culture of making, architecture shaped by even innovative digital technology will become irrelevant. Architectural projects that are more subversive in how they are created and that lose their digital signature have greater potential to be at the forefront of the discipline's new materialisations. This issue illustrates these ideas and their architectural impact.

Contributors: Kutan Ayata, Ben van Berkel, Hernan Diaz Alonso, David Goldblatt, Thomas Heatherwick, Ferda Kolatan, Ascan Mergenthaler, Antoine Picon, Casey Rehm, Patrik Schumacher, and Philip F Yuan.

Featured architects: Archi-Union, Contemporary Architecture Practice, HDA-X, Heatherwick Studio, Herzog & de Meuron, Ishida Rehm Studio, Pininfarina, SHoP Architects, SU-11, UNStudio, and Young & Ayata, and Zaha Hadid Architects.

SERIES: ARCHITECTURAL DESIGN

NOVEMBER 2020 144PP
978-1-119-65158-1 PB \$45.00 (Japan)
Building Design

ビジネス

Leading with Character

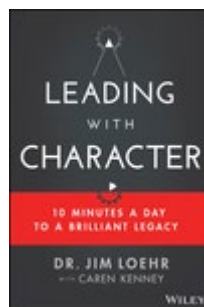
10 Minutes a Day to a Brilliant Legacy

JIM LOEHR

The challenges we confront every day to remain true to our deepest values and finest character are common to all of us as leaders. Each of us desires to rise above our parochial self-interest and become a true servant leader whose ethical and moral character is beyond reproach, but we struggle mightily to do so.

Leading With Character offers a succinct plan for strengthening your character as a leader:

- Expose the ingenious ways leaders knowingly and unknowingly cross moral lines to get their personal wants and needs met.
- Prevent leaders from defaulting into reflexive, automatic moral decisions by raising awareness of the process they are using to render a moral decision.
- Provide leaders with a proven method for constructing a robust Personal Credo which will become the ultimate source code for vetting all their ethical and moral decisions.



The program presented in this book, along with the accompanying journal, provides a practical method that could be used to build and maintain a robust personal morality system for leaders to address inherent flaws in their operating systems.

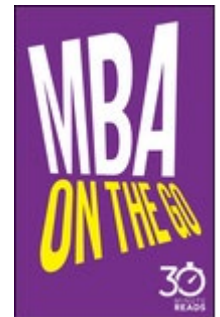
NOVEMBER 2020 UnknownPP
978-1-119-55018-1 CL \$25.00 (Japan)
Business Self-Help

MBA On The Go: 30 Minute Reads

NICHOLAS BATE

Neither the time nor money to study for an MBA? Skill-up with this 30 minute read!

Make the most of your commute to work by discovering the critical models and hard-won wisdom of an MBA course in short form. *MBA On The Go* is an ultra-condensed, mobile guide to the essential thinking which will make your business fitter and stronger -- quickly.



MBA On the Go:

- * Can be read in 30 minutes -- that's the same as the average commute time
- * Covers core business skills and problems to make your work life more productive and more successful
- * Provides the answer to pretty well any business challenge you might have
- * Is written in an engaging and punchy style with high impact

NOVEMBER 2020 40PP
978-0-85708-519-1 PB \$6.95 (Japan)
Business Self-Help

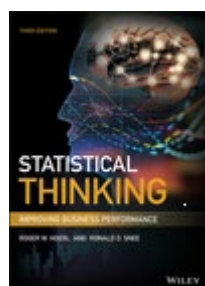
Statistical Thinking

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

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

Business Model Innovation Strategy

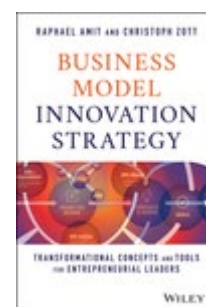
Transformational Concepts and Tools for Entrepreneurial Leaders

RAPHAEL AMIT & CHRISTOPH ZOTT

University of Pennsylvania

The most comprehensive, global guide to business model design and innovation for academic and business audiences.

Business Model Innovation Strategy: Transformational Concepts and Tools for Entrepreneurial Leaders is centered on a timely, mission-critical strategic issue that both founders of new firms and senior managers of incumbent firms globally need to address as they reimagine their firms in the post COVID-19 world. The book, which draws on over 20 years of the authors collaborative theoretical and rigorous empirical research, has a pragmatic orientation and is filled with examples and illustrations from around the world.



This action-oriented book provides leaders with a rigorous and detailed guide to the design and implementation of innovative, and scalable business models for their companies. Faculty and students can use *Business Model Innovation Strategy* as a textbook in undergraduate, MBA, and EMBA degree courses as well as in executive courses of various designs and lengths. The content of the book has been tested in both degree and non-degree courses at some of the world's leading business schools and has helped students and firm leaders to develop ground-breaking business model innovations.

Authors Amit and Zott anchored the book on their pioneering research and extensive scholarly and practitioner-oriented publications on the design, implementation, and performance implications of innovative business models. They are the most widely cited researchers in the field of business model innovation, and they teach at the top-ranked Wharton School of the University of Pennsylvania and the prestigious global business school IESE with campuses in Barcelona, Madrid, Munich, New York, and São Paulo.

NOVEMBER 2020 368PP
978-1-119-68968-3 CL \$29.00 (Japan)
Management / Leadership

The Digital Transformer's Dilemma

How to Energize Your Core Business While Building Disruptive Products and Services

KAROLIN FRANKENBERGER, HANNAH MAYER, ANDREAS REITER & MARKUS SCHMIDT

Bring your company into the digital era without compromising your core business

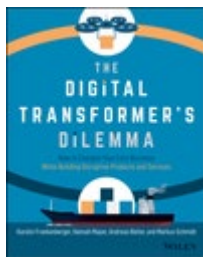
In *The Digital Transformer's Dilemma: How to Energize Your Core Business While Building Disruptive Products and Services*, the authors show companies how to go digital while also advancing their core business. The book emphasizes how to strike a difficult balance between establishing a new (digital) business and re-vitalizing -- and digitizing -- the legacy business.

The core of the book is focused on the actual implementation of the digital transformation across both businesses, providing concrete tips, tricks, tools and action plans across six key dimensions:

- Crafting a flexible organization
- Using technology as a driver
- Designing the necessary processes
- Building transformational leaders
- "Right-skilling" the workforce of the future
- Galvanizing cultural change

The Digital Transformer's Dilemma is a very visual book, filled with dozens of engaging illustrations that bring the contained concepts to life on the page. Based on 100+ interviews with senior executives at leading companies (such as Nestlé, Novartis, Volkswagen, BNP Paribas, BASF and Michelin) and smaller hidden champions, numerous illuminating case studies, and the authors' own experience from working in international management consulting and years of academic experience, the book highlights the fundamental principles required for executives and businesspeople to transform legacy organizations into digitally empowered companies.

NOVEMBER 2020 384PP
978-1-119-70130-9 PB \$34.00 (Japan)
Management / Leadership



The Personal Credo Journal: A Companion to Leading with Character

10 Minutes a Day to a Brilliant Legacy

JAMES E. LOEHR

A practical companion to *Leading with Character: 10 Minutes a Day to a Brilliant Legacy*, *The Personal Credo Journal* features activities and exercises to help you develop and strengthen your own personal credo.

The challenges we confront every day to remain true to our deepest values and finest character are common to all of us as leaders. Each of us desires to rise above our parochial self-interest and become a true servant leader whose ethical and moral character is beyond reproach, but we struggle mightily to do so. *Leading with Character* offers a succinct plan for strengthening your character as a leader:

- Expose the ingenious ways leaders knowingly and unknowingly cross moral lines to get their personal wants and needs met.
- Prevent leaders from defaulting into reflexive, automatic moral decisions by raising awareness of the process they are using to render a moral decision.
- Provide leaders with a proven method for constructing a robust Personal Credo which will become the ultimate source code for vetting all their ethical and moral decisions.

The program presented in the book, along with the accompanying personal credo journal, provides a practical method that could be used to build and maintain a robust personal morality system for leaders to address inherent flaws in their operating systems.

NOVEMBER 2020 160PP
978-1-119-76406-9 PB \$20.00 (Japan)
Management / Leadership

Future State 2025

How Top Technology Executives Disrupt and Drive Success in the Digital Economy

HUNTER MULLER, WESTPORT

Identify the best technology investments and implement them rapidly

Accelerating Innovation and Invention in the 21st Century Enterprise: How Top CIOs Leverage Technology to Achieve Superior Results gives CIOs an essential playbook for learning how to implement and sustain innovation and invention. Drawing on the experiences of many of the world's leading CIOs, the book reveals the strategies and techniques they used to put in place the newest techniques and technologies.



Since the rise of the digital economy, the role of the CIO has expanded the responsibilities of the IT team function. The new norm is continuous innovation; CIOs must deliver or perish. This book offers a guide for selecting and implementing the right technology that is so essential for success in the hyper-competitive marketplace. This vital resource offers a guide to tech investments including:

- * Artificial Intelligence and advanced cyber security
 - * Robotics and advanced networks including Mesh, Edge and Hybrid Cloud
 - * Virtual Reality and smart cities
 - * Autonomous transportation, logistics and rapid prototyping, and digital twin
- Accelerating Innovation and Invention in the 21st Century Enterprise* is written to help identify the best technology investments and move forward with rapid implementations of new tech and stay ahead of the competition.

NOVEMBER 2020 256PP
978-1-119-57479-8 CL \$45.00 (Japan)
Creativity & Innovation Management

Analytics Stories

Using Data to Make Good Things Happen

WAYNE L. WINSTON

Inform your own analyses by seeing how one of the best data analysts in the world approaches analytics problems



Analytics Stories: How to Make Good Things Happen is a thoughtful, incisive, and entertaining exploration of the application of analytics to real-world problems and situations. Covering fields as diverse as sports, finance, politics, healthcare, and business, *Analytics Stories* bridges the gap between the oft inscrutable world of data analytics and the concrete problems it solves.

Distinguished professor and author Wayne L. Winston answers questions like:

- Was Liverpool over Barcelona the greatest upset in sports history?
- Was Derek Jeter a great infielder?
- What's wrong with the NFL QB rating?
- How did Madoff keep his fund going?
- Does a mutual fund's past performance predict future performance?
- What caused the Crash of 2008?
- Can we predict where crimes are likely to occur?
- Is the lot of the American worker improving?
- How can analytics save the US Republic?
- The birth of evidence-based medicine: How did James Lind know citrus fruits cured scurvy?
- How can I objectively compare hospitals?
- How can we predict heart attacks in real time?
- How does a retail store know if you're pregnant?
- How can I use A/B testing to improve sales from my website?
- How can analytics help me write a hit song?

Perfect for anyone with the word "analyst" in their job title, *Analytics Stories* illuminates the process of applying analytic principles to practical problems and highlights the potential pitfalls that await careless analysts.

NOVEMBER 2020 512PP
978-1-119-64603-7 PB \$35.00 (Japan)
Decision Sciences

The Conflict Resolution Toolbox

Models and Maps for Analyzing, Diagnosing, and Resolving Conflict, 2nd Edition

GARY T. FURLONG & FOREWORD BY CHRISTOPHER W. MOORE

Boulder, Colorado

PRAISE FOR THE CONFLICT RESOLUTION TOOLBOX

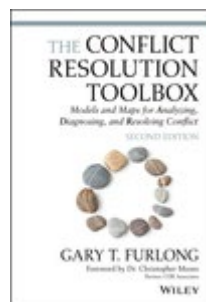
SECOND EDITION

"I have been using and recommending *The Conflict Resolution Toolbox* since its first edition. It is rare to find a resource with such practical tools in a field that is so concrete, but often struggles to bridge theory and practice. In this increasingly complex world, it is vital to have models to resort to when we reach impasse in conflict. I recommend *The Conflict Resolution Toolbox* to anyone engaged in resolving conflicts in any discipline."

—**Martha E. Simmons, JD, LLM, PHD**, Academic Director, Winkler Institute of Dispute Resolution and Director, Mediation Clinic and Intensive Program, Toronto, Canada

"We all know one thing about conflict: It is messy! Furlong's models offer mediators, facilitators, lawyers, psychotherapists and others 'a leg up' in more swiftly figuring out what is going on and what is needed. Furlong does not offer up a single 'truth', style or theory, so much as a collection of effective tools that professionals, groups and families can use to better understand what they are experiencing and how they can approach achieving better results. Highly recommended!"

—**James C. Melamed, JD**, CEO, Mediate.com



NOVEMBER 2020 UnknownPP
978-1-119-71758-4 CL \$65.00 (Japan)
Conflict Resolution & Mediation (Workplace Settings)

Trampled by Unicorns

Big Tech's Empathy Problem and How to Fix It

MAELLE GAVET

An insider's revealing and in-depth examination of Big Tech's failure to keep its foundational promises and the steps the industry can take to course-correct in order to make its full impact in this Digital Revolution.



Trampled by Unicorns: Big Tech's Empathy Problem and How to Fix It explores how technology has

progressed humanity's most noble pursuits, while also grappling with the origins of the industry's destructive empathy deficit and the practical measures Big Tech can take to self-regulate and make it right again. Author Maelle Gavet examines the tendency for many of Big Tech's stars to stray from their user-first ideals and make products that actually profoundly damage their customers and ultimately society.

Offering an account of the world of tech startups in the United States and Europe—from Amazon, Google, and Facebook to Twitter, Airbnb, and Uber (to name a few)—*Trampled by Unicorns* argues that the causes and consequences of Big Tech's failures originate from four main sources: the Valley's cultural insularity, the hyper-growth business model, the sector's stunning lack of diversity, and a dangerous self-sustaining ecosystem. However, the book is not just an account of how an industry came off the rails, but also a passionate call to action on how to get it back on track.

Gavet, a leading technology executive and former CEO of Ozon, an executive vice president at Priceline Group, and chief operating officer of Compass, formulates a clear call to action for industry leaders, board members, employees, and consumers/users to drive the change necessary to create better, more sustainable businesses—and the steps Western governments are likely to take should tech leaders fail to do so. Steps that include reformed tax codes, reclassification of platforms as information companies, new labor laws, and algorithmic transparency and oversight.

NOVEMBER 2020 224PP
978-1-119-73064-4 CL \$25.00 (Japan)
Business Ethics

Data-First Marketing

Data-Driven Marketing in the Age of Analytics

JANET DRISCOLL MILLER & JULIA LIM

Supercharge your marketing strategy with data analytics

In *Data-First Marketing: How to Compete & Win in the Age of Analytics*, distinguished authors Miller and Lim demystify the application of data analytics to marketing in any size business.



Digital transformation has created a widening gap between what the CEO and business expect marketing to do and what the CMO and the marketing organization actually deliver. The key to unlocking the true value of marketing is data -- from actual buyer behavior to targeting info on social media platforms to marketing's own campaign metrics. Data is the next big battlefield for not just marketers, but also for the business because the judicious application of data analytics will create competitive advantage in the Age of Analytics.

Miller and Lim show marketers where to start by leveraging their decades of experience to lay out a step-by-step process to help businesses transform into data-first marketing organizations. The book includes a self-assessment which will help to place your organization on the Data-First Marketing Maturity Model and serve as a guide for which steps you might need to focus on to complete your own transformation.

Data-First Marketing: How to Compete & Win in the Age of Analytics should be used by CMOs and heads of marketing to institute a data-first approach throughout the marketing organization. Marketing staffers can pick up practical tips for incorporating data in their daily tasks using the Data-First Marketing Campaign Framework. And CEOs or anyone in the C-suite can use this book to see what is possible and then help their marketing teams to use data analytics to increase pipeline, revenue, customer loyalty -- anything that drives business growth.

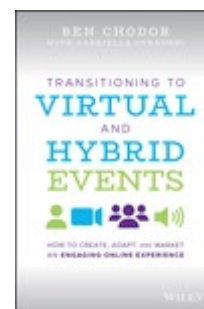
NOVEMBER 2020 256PP
978-1-119-70121-7 CL \$25.00 (Japan)
Marketing & Sales

Transitioning to Virtual and Hybrid Events

How to Create, Adapt, and Market an Engaging Online Experience

BEN CHODOR & WITH GABRIELLA CYRANSKI

Creating virtual events is not as simple as moving the same content online -- learn how to immediately leverage virtual solutions for effective in-person online events



As the global COVID-19 pandemic continues to have unprecedented impact on both the global economy and the whole of the world population, the need for effectively and efficiently connecting people and the right information has never been more urgent. Although the technology infrastructure currently exists, many organizations are scrambling to create virtual meetings and events to address important time-sensitive issues.

Transitioning to Virtual and Hybrid Events explains everything an event host needs to know about going virtual, from understanding the new audience, to adapting content to the new medium, to marketing effectively, and much more. Author Ben Chodor, president of Intrado Digital Media, provides expert advice and real-world instructions for delivering engaging hybrid, virtual, and streaming events and webinars for companies of all sizes and across all industries.

Transitioning to Virtual and Hybrid Events is an indispensable instruction manual for anyone tasked with enhancing their organization's continuity plans, enabling their employee base to work remotely, or creating any type of virtual solution to meet this urgent crisis.

NOVEMBER 2020 UnknownPP
978-1-119-74717-8 CL \$25.00 (Japan)
Marketing & Sales

Luxury Brand Management in Digital and Sustainable Times

4th Edition

MICHEL CHEVALIER & GERALD MAZZALOVO

Luxury Brand Management in Digital and Sustainable Times, 4th Edition presents both the macro and micro-economic aspects of the luxury industry and the management, marketing, distribution, logistics and creation axes specific to the industry. Illustrated with many examples (over 450 brands are examined), it offers a general vision of the main luxury sectors (fashion, perfumes and cosmetics, wines and spirits, jewellery and watchmaking, leather goods and hotels) with precise indications on the size of the different sectors and information on the financial aspects of the main actors. It also discusses the relevant considerations on the notion of luxury and the implications of the growing importance of authenticity and sustainable development on the management of luxury brands and provides an analysis of the strategic issues faced by the companies featured in the book.

This new edition includes:

- A new chapter on the "Luxury of Tomorrow," with particular focus on authenticity and durable development to take into account the issues of the consumers movement and the concept of using organic/natural resources in producing luxury goods
- An entirely rewritten chapter on "Luxury Clients" to take into account the geographical changes in the luxury consumption of the new client profiles, and a dedicated section on the Chinese customers (in Asia, the US and Europe)
- Major updates to the data and industry figures (market size, turnover and profitability of leading companies) to cover the changes that have taken place since the publication of the prior edition
- Analytical tools that aid in developing management of brand identity

NOVEMBER 2020 320PP
978-1-119-70628-1 CL \$70.00 (Japan)
Retailing

Average Joe

Be the Silicon Valley Tech Genius

SHAWN LIVERMORE

The book covers numerous tech entrepreneurial founders and software developers, and the exciting brands or products that they created. It goes deep on a handful of them, narrowly divulging exactly how a few software developers and startup founders created breakthrough tech products like **Gmail**, **Dropbox**, **Ring**, **Snapchat**, **Bitcoin**, **Groupon**, and more. It highlights and unpacks the general hero-worship that the media and our own minds practice about tech founders and tech entrepreneurs. This idealization of tech success can create a paradox, preventing average tech professionals from their own successful journeys. This book provides hard evidence that anyone in tech can *create*, and anyone on the peripheral of tech can break through to the center where innovation, creativity, and opportunity meet.

The anecdotes, stories, evidence, facts, arguments, logic, principles, and techniques provided in this book have helped individuals and businesses engage in slow creation cycles, improve the morale of their development teams, and increased their delivery potential of their technology solutions overall.

NOVEMBER 2020 464PP
978-1-119-61887-4 PB \$35.00 (Japan)
Small Business & Entrepreneurship



Corporate Agility

Insights on Agile Practices for Adaptive, Collaborative, Rapid, and Transparent Enterprises

MICHAEL WONG

Integrate Agile methodology into your business with this stunning guide to the latest management techniques

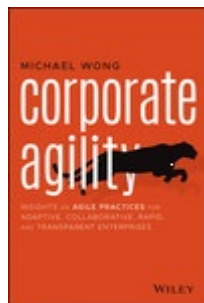
Corporate

Agility is the must-have guide on adopting Agile methodology for businesses of all shapes and sizes. This visually stunning book delivers seven key lessons that you must learn in order to effectively join the Agile world. You'll learn the ins and outs of the traditional approach, helping you answer the questions "Why Agile?" and "Why now?" You'll also discover new, more efficient Agile strategies that will help you lead your enterprise to increased collaboration, more flexibility, and better business results.

Based on the latest practice and research, and drawing on years of experience at the author's own leading consultancy, *Corporate Agility* features a beautiful 4-color design that helps you visualize powerful strategic ideas, so you can understand and implement them right away. Unlike other books on the market, this title helps you reinterpret key Agile management concepts in a way that will work for your specific needs.

Organizational leaders will love this digestible, forward-thinking guide written by one of America's fastest rising strategic execution gurus.

NOVEMBER 2020 240PP
978-1-119-65226-7 PB \$35.00 (Japan)
Small Business & Entrepreneurship



Third Shift Entrepreneur

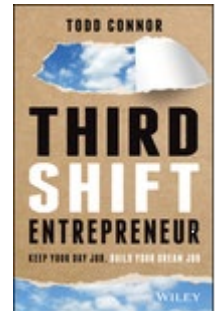
Keep Your Day Job, Build Your Dream Job

TODD CONNOR

Matt Carney is 39, married, "successfully" employed, but unhappy. He has an ambition to do more, to be more. His ambition is catalyzed when through a chance interaction with a Lyft driver on the way to the airport he learns about, and is invited into, an underground mastermind group of so-called 3rd Shift Entrepreneurs. Within this lively and supportive community of diverse characters, Matt learns how six people are making their dreams a reality through the surprising twists and turns of applying sometimes counter-intuitive strategies, and in turn does the same himself.

Every job comes with its fair share of responsibilities. Sometimes they feel overwhelming. For many, the idea of starting their own business is often dismissed because the reality of working one job while building a new business is far too stressful. *The Calling* teaches readers a series of strategies to help them balance working the job they need while starting the business they've dreamed about.

NOVEMBER 2020 256PP
978-1-119-70836-0 CL \$25.00 (Japan)
Small Business & Entrepreneurship



チルドレン

Undisruptable

A mindset of Permanent Reinvention for
Individuals, Organisations and Life

AIDAN MCCULLEN

The dictionary definition of disruption is "disturbance or problems that interrupt an event, activity or process". This certainly describes our world of incessant change. Today's world is characterized by the acronym VUCA, volatility, uncertainty, complexity and adversity, the Covid-19 pandemic is just another arrow in the VUCA quiver. In this rapidly changing world, a volley of questions come to mind. What does the future hold? What does this change mean for employment in face of exponential growth of technology? What does it mean for future generations in a changing job market? What does it mean for business leaders navigating waves of disruption? What does it mean for all of us as citizens in a society evolving at breakneck speed?

Undisruptable is a book that brings order to the chaos we are experiencing. While we cannot see into the future, there are repeatable patterns we can understand. *Undisruptable* demystifies the principles of change through a blend of analogies, innovation frameworks and the challenges we face whenever we lead change at a personal or organizational level. The first step to becoming undisputable is to realize that evolution is a natural part of life, nature provides many examples. Next, by recognizing the cognitive biases, mental limitations, and psychological barriers that hold us back, we can learn to overcome them. Once we understand mental obstacles, we can start our journey towards transformation.

By the end of this book you will have the essential tools and techniques to foster a reinvention mindset that will help you and your organisation to become Undisruptable.

NOVEMBER 2020 256PP
978-1-119-77048-0 CL 24.95
Business & Management Special Topics

The Science Chef

100 Fun Food Experiments and Recipes for Kids

2nd Edition

JOAN D'AMICO, WAYNE & KAREN E. DRUMMOND, YARDLEY

Serve Up the Magic of Science with Fun and Kid-Friendly Cooking Experiments

Break out your best aprons and spatulas: *The Science Chef: 100 Fun Food Experiments and Recipes for Kids, 2nd Edition* teaches children the basics of science through a variety of fun experiments, activities, and recipes. Each chapter explores a different science topic by giving you an experiment or activity you can do right in your kitchen, followed by easy-to-make recipes using ingredients from the experiment. Altogether there are over 100 experiments, activities, and recipes for you to try. From learning why an onion makes you cry to how to bake the perfect cupcake, you'll bring the fundamentals of science to life in a new, magical way.



The Science Chef covers a wide variety of scientific areas, like:

- How plants grow and produce seeds
- How the process of fermentation produces pickles
- The basics of nutrition
- How acids and bases react together to make baked items rise up in the oven

While the first edition of this classic book has delighted readers for over twenty years, this new edition is sure to be an even bigger hit with the kids in your home. Bon Appetit!

NOVEMBER 2020 UnknownPP
978-1-119-60830-1 PB \$19.99 (Japan)
CHILDREN'S COOKING

土木工学

Modern Construction Management

8th Edition

PROF. FRANK HARRIS & PROF. RONALD MCCAFFER

The Polytechnic, Wolverhampton, UK; Loughborough University

While the construction process still requires traditional skills, the dynamic nature of construction demands of its managers improved understanding of modern business, production and contractual practices. This well established, core undergraduate textbook reflects current best practice in the management of construction projects, with particular emphasis given to supply chains and networks, value and risk management, BIM, ICT, project arrangements, corporate social responsibility, training, health and welfare and environmental sustainability.

The overall themes for the Eighth Edition Modern Construction Management are:

- Drivers for efficiency: lean construction underpinning production management and off-site production methods.
- Sustainability: reflecting the transition to a low carbon economy.
- Corporate Social Responsibility: embracing health & safety and employment issues.
- Modern contractual systems driving effective procurement
- Building Information Modelling directed towards the improvement of collaboration in construction management systems

NOVEMBER 2020 608PP
978-1-119-48834-7 PB \$60.00 (Japan)
Construction Management

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.



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

Engineering Solutions for CO₂ conversion

EDITOR TOMAS RAMIREZ REINA, EDITOR JOSE A ODRIÓZOLA &
EDITOR HARVEY ARELLANO-GARCIA

This book comprises a complete overview of the current technologies to tackle CO₂ emissions ranging from CO₂ capture to CO₂ utilization approaches. The book is presented as a multidisciplinary toolkit covering all the different aspects of CO₂ conversion strategies including chemical, physical, engineering and economical facets and therefore it is an excellent resource for researchers and students working in chemistry, chemical engineering and environmental sciences.

NOVEMBER 2020 800PP
978-3-527-34639-4 CL \$470.00 (Japan)
Process Engineering

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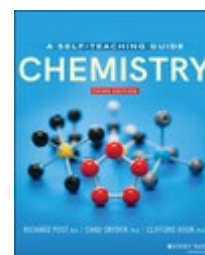
Chemistry

Concepts and Problems, A Self-Teaching Guide

3rd Edition

RICHARD POST, CHAD SNYDER & CLIFFORD C. HOUK

THE QUICK AND PAINLESS WAY TO TEACH YOURSELF BASIC CHEMISTRY CONCEPTS AND TERMS



Chemistry: A Self-Teaching Guide is the easy way to gain a solid understanding of the essential science of chemistry. Assuming no background knowledge of the subject, this clear and accessible guide covers the central concepts and key definitions of this fundamental science, from the basic structure of the atom to chemical equations.

An innovative self-guided approach enables you to move through the material at your own pace—gradually building upon your knowledge while you strengthen your critical thinking and problem-solving skills. This edition features new and revised content throughout, including a new chapter on organic chemistry, designed to dramatically increase how fast you learn and how much you retain.

Chemistry: A Self-Teaching Guide is an ideal resource for high school or college students taking introductory chemistry courses, for students taking higher level courses needing to refresh their knowledge, and for those preparing for standardized chemistry and medical career admission tests.

SERIES: WILEY SELF-TEACHING GUIDES

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

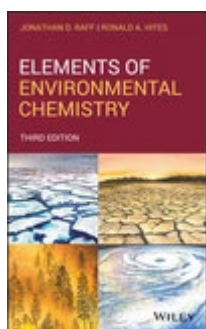
Elements of Environmental Chemistry

3rd Edition

JONATHAN D. RAFF & RONALD A. HITES

Indiana University; Indiana University, Bloomington, USA

A practical approach to environmental chemistry, *Elements of Environmental Chemistry*, 3rd Edition provides readers with the fundamentals of environmental chemistry and a toolbox for putting them into practice. This is a concise, accessible, and hands-on volume designed for students and professionals working in the chemical and environmental sciences. The 3rd Edition has been completely revised and rearranged. The first chapter on tool skills has been expanded to include thermodynamic considerations and measurement issues. The former chapter on the partitioning of organic compounds has been expanded to cover the fates of organic compounds, with an emphasis on developing the reader's "chemical intuition" for predicting a chemical's fate based on structure. The material on lead, mercury, pesticides, PCBs, dioxins, and flame retardants has been expanded and combined into the last chapter and supplemented with more references to the literature. The problem sets have been extended and now include over 130 problems, some of which can be solved using Excel.

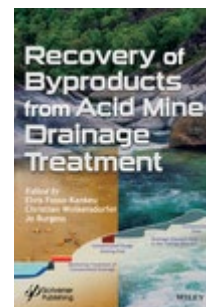


NOVEMBER 2020 288PP
978-1-119-43487-0 CL \$79.95 (Japan)
ENVIRONMENTAL CHEMISTRY

Recovery of Byproducts from Acid Mine Drainage Treatment

EDITOR ELVIS FOSSO-KANKEU, EDITOR CHRISTIAN WOLKERSDORFER & EDITOR JO BUGESS

Recent developments have provided the opportunity to recover valuable materials from AMD treatment; this is a sustainable approach that allows to reduce waste while generating incomes that balance the cost of the treatment. This book provides insights to innovative and affordable routes for AMD valorisation that can certainly motivate the mining industry to effectively manage their wastes and minimize environmental impact while generating jobs opportunities.



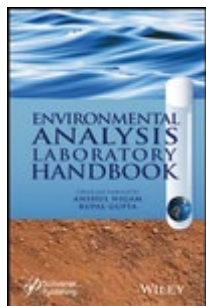
NOVEMBER 2020 370PP
978-1-119-62007-5 CL \$225.00 (Japan)
Environmental Chemistry

Environmental Analysis Laboratory Handbook

ANSHUL NIGAM & RUPAL GUPTA

Today, environmental issues are a great cause of concern at the global level, and universities and other institutions around the world are involved in research on climate change, deforestation, pollution control, and many other issues. Moreover, environmental science and environmental biotechnology are inherent parts of various courses while some universities provide degrees in these fields. Although the environment perspective of water is discussed time and again in research, academic, and non-academic discussions, there is no book summarizing protocols involved in water quality analysis. The information seems to be sporadically distributed on the internet.

Even if available at all, the information does not discuss limits of the protocols or caveats involved. For example, essays on chemical oxygen demand (COD) on the internet mostly do not discuss differences between organic compounds of biological origin and aliphatic/aromatic. The authors have performed nearly all the protocols mentioned in this new volume, and their protocols are discussed in a simplified, easy-to-understand manner. The book has been written after elaborative discussions with and input from faculty and research students to ensure the clarity of the material for use on many levels. Further, the authors have emphasized low-cost methods which involve minimal use of high-end instrumentation keeping in mind limitations faced in developing countries. 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.

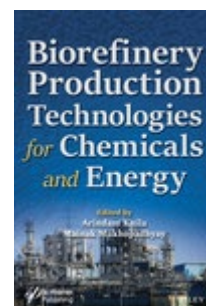


NOVEMBER 2020 302PP
978-1-119-72480-3 CL \$225.00 (Japan)
Environmental Analysis

Biorefinery Production Technologies for Chemicals and Energy

ARINDAM KUILA & MAINAK MUKHOPADHYAY

The world has shifted towards sustainable development for the generation of energy and industrially valuable chemicals. Biorefinery plays an important role in the integration of conversion process with high-end equipment facilities for the generation of energy, fuels and chemicals. The first part of the book presents the fundamentals of the biorefinery concept. The second part describes the biorefinery approach for production of several industrially important chemicals from waste biomass and agro residues. These chemicals include industrially important C4, C5 and C6 chemicals, propylene glycol, glycerol byproducts, dyes and inks etc. Each and every chemical has its own industrial value and the book describes the production processes and strategies at the industrial level. The final part of the book describes the various biorefinery approaches and economic analysis for the different types of biofuel production.



NOVEMBER 2020 UnknownPP
978-1-119-59142-9 CL \$225.00 (Japan)
Petrochemistry / Fuel

Electrochemical Systems

4th Edition

JOHN NEWMAN & NITASH P. BALSARA

University of California, Berkley

Provides a comprehensive understanding of a wide range of systems and topics in electrochemistry

This book offers complete coverage of electrochemical theories as they pertain to the understanding of electrochemical systems. It describes the foundations of thermodynamics, chemical kinetics, and transport phenomena—including the electrical potential and charged species. It also shows how to apply electrochemical principles to systems analysis and mathematical modeling. Using these tools, the reader will be able to model mathematically any system of interest and realize quantitative descriptions of the processes involved.



This brand new edition of *Electrochemical Systems* updates all chapters while adding content on lithium battery electrolyte characterization and polymer electrolytes. It also includes a new chapter on impedance spectroscopy. Presented in 4 sections, the book covers: Thermodynamics of Electrochemical Cells, Electrode Kinetics and Other Interfacial Phenomena, Transport Processes in Electrolytic Solutions, and Current Distribution and Mass Transfer in Electrochemical Systems. It also features three appendixes containing information on: Partial Molar Volumes, Vectors and Tensors, and Numerical Solution of Coupled, Ordinary Differential Equations.

Electrochemical Systems, Fourth Edition is an excellent resource for students, scientists, and researchers involved in electrochemical engineering.

SERIES: THE ECS SERIES OF TEXTS AND MONOGRAPHS

NOVEMBER 2020 704PP
978-1-119-51460-2 CL \$175.00 (Japan)
ELECTROCHEMISTRY

Long-lived Proteins in Human Aging and Disease

EDITOR ROGER TRUSCOTT

This comprehensive overview on an emerging topic in the molecular life sciences covers all aspects of the aging of (long-lived) proteins and their role in age-related diseases and in determining human lifespan.

NOVEMBER 2020 350PP
978-3-527-34728-5 CL \$165.00 (Japan)
Biochemistry (Chemical Biology)

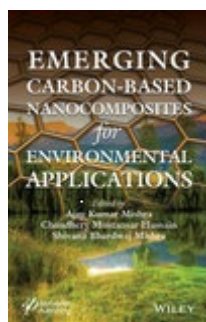
Emerging Carbon-Based Nanocomposites for Environmental Applications

AJAY KUMAR MISHRA, SHIVANI BHARDWAJ MISHRA & CHAUDHERY MUSTANSAR HUSSAIN

NJIT, Dept of Chemistry and Environmental Sciences

The 12 chapters comprehensively cover the development and advances on emerging carbon-based nanocomposites for wastewater applications and discuss the following topics:

- The emerging carbon-based nanocomposites for remediation of heavy metals and organic pollutants from wastewater;
- Functional green carbon nanocomposites for heavy-metal treatment in water;
- Green nanocomposites and their applications in environmentally-friendly carbon nanomaterials;
- Carbon-based nanocomposites as heterogeneous catalysts for organic reactions in environment-friendly solvents;
- Carbonaceous nanomaterials for arsenic and chromium removal from waste water;
- Biochar-based adsorbents for the removal of organic pollutants from aqueous systems;
- Describes carbon nanomaterials based green nanocomposites;
- The removal of trihalomethanes from water using nanofiltration membranes and
- The transformation of wide bandgap semiconductors for visible-light photocatalytic degradation of organic dyes;
- Nanocomposite materials as electrode materials in microbial fuel cells for the removal of water pollutants;
- Plasmonic smart nanosensors for the determination of environmental pollutants.



NOVEMBER 2020 UnknownPP
978-1-119-55485-1 CL \$225.00 (Japan)
Sustainable Chemistry & Green Chemistry

コンピューティング

Linux For Dummies

10th Edition

RICHARD BLUM, INDIANAPOLIS

With an influx of first-time Linux users comes the need for guidance laid out in simple everyday terms. The *Linux For Dummies* series has provided the backbone for beginning Linux user information for years. This book expands on this history by providing up-to-date guidance and information about the current popular Linux distributions. *Linux For Dummies*, 10th Edition focuses on two types of Linux distributions currently popular with beginners: Ubuntu and Mint.



Updates include:

- Updating to focus on currently popular Linux distributions Mint and Ubuntu
- Updating to address USB boot and VirtualBox boot
- Updating for new GNOME and KDE Plasma desktop features and tools
- Updating for new Network Manager tool for connecting to networks
- Updating to latest LibreOffice office suite of software
- Adding chapter on creating simple shell scripts
- Replacing Ten Steps to building a Samba server with Building your own web server, a more popular topic these days

NOVEMBER 2020 456PP
978-1-119-70425-6 PB \$34.99 (Japan)
OPERATING SYSTEMS / LINUX & UNIX

Android For Dummies

2nd Edition

DAN GOOKIN, COEUR D'ALENE

This book focuses on Android technology for both phones and tablets. The difference between the two is slight, primarily that phones can place and receive phone calls, and tablets feature more screen real estate. Beyond that, both devices work identically. Indeed, the existing titles featured a lot of overlap. As with previous titles, this book covers Android technology for a beginner or anyone who uses an Android mobile device and feels that the gizmo is getting the best of them.



This book documents all the features of the Android phone and tablet, approaching them from the point of view of a smart person who is intimidated by the technology and baffled by the scant documentation and online support. All topics for the Android will be covered, from setup and configuration, to use of the phone features: texting, emailing, accessing the internet, maps, navigation, camera and video, synching with a PC, and expanding the device's potential with new software. As usual, humor is generously sprinkled throughout the text. The accessible and fun writing style provides relief but never gets in the way of the book's important content. The reader will end up keeping this book close, referring to it often as they explore the features of their Android phone or tablet. It covers all the updates to the OS through the latest version release.

Updates include:

- Android 10, both the Google Pixel and Samsung versions
- All new screenshots and illustrations
- Privacy protection features
- Updated security and anti-virus features
- System-wide gesture navigation
- Android Auto (for cars)
- Night Light and Dark Mode
- Google Duo for video calling
- Playground camera features

NOVEMBER 2020 UnknownPP
978-1-119-71135-3 PB \$29.99 (Japan)
COMPUTER HARDWARE (GENERAL)

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.

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

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.

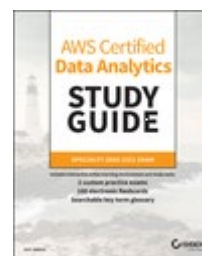
NOVEMBER 2020 UnknownPP
978-1-119-68045-1 PB \$39.99 (Japan)
OBJECT TECHNOLOGIES - JAVA

AWS Certified Data Analytics Study Guide

Specialty (DAS-C01) Exam

ASIF ABBASI

Move your career forward with AWS certification! Prepare for the AWS Certified Data Analytics Specialty Exam with this thorough study guide



This comprehensive study guide will help assess your technical skills and prepare for the updated AWS Certified Data Analytics exam. Earning this AWS certification will confirm your expertise in designing and implementing AWS services to derive value from data. The *AWS Certified Data Analytics Study Guide: Specialty (DAS-C01) Exam* is designed for business analysts and IT professionals who perform complex Big Data analyses.

This AWS Specialty Exam guide gets you ready for certification testing with expert content, real-world knowledge, key exam concepts, and topic reviews. Gain confidence by studying the subject areas and working through the practice questions. Big data concepts covered in the guide include:

- Collection
- Storage
- Processing
- Analysis
- Visualization
- Data security

AWS certifications allow professionals to demonstrate skills related to leading Amazon Web Services technology. The AWS Certified Data Analytics Specialty (DAS-C01) Exam specifically evaluates your ability to design and maintain Big Data, leverage tools to automate data analysis, and implement AWS Big Data services according to architectural best practices. An exam study guide can help you feel more prepared about taking an AWS certification test and advancing your professional career.

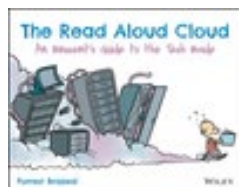
NOVEMBER 2020 408PP
978-1-119-64947-2 PB \$60.00 (Japan)
Grid & Cloud Computing

The Read Aloud Cloud

An Innocent's Guide to the Tech Inside

FORREST BRAZEAL

What is "the cloud"? Is it here or there? Should it be allowed? Should I even care?



Have you ever imagined the internet as a giant Rube Goldberg machine? Or the fast-evolving cloud computing space as a literal jungle filled with prehistoric beasts? Does a data breach look like a neo-noir nightmare full of turned-up coat collars and rain-soaked alleys? Wouldn't all these vital concepts be easier to understand if they *looked* as interesting as they *are*? And wouldn't they be more memorable if we could explain them in rhyme? Whether you're a kid or an adult, the answer is: YES!

The medicine in this spoonful of sugar is a sneaky-informative tour through the past, present and future of cloud computing, from mainframes to serverless and from the Internet of Things to artificial intelligence. Forrest is a professional explainer whose highly-rated conference talks and viral cartoon graphics have been teaching engineers to cloud for years. He knows that a picture is worth a thousand words. But he has plenty of words, too.

*Your hotel key, your boarding pass,
The card you swipe to pay for gas,
The smart TV atop the bar,
The entertainment in your car,
Your doorbell, toothbrush, thermostat,
The vacuum that attacked your cat,
They all connect the cloud and you.
Maybe they shouldn't, but they do.*

As a graduation gift (call it "Oh the Places You'll Go" for engineering students), a cubicle conversation starter, or just a delightfully nerdy bedtime story for your kids, "The Read-Aloud Cloud" will be the definitive introduction to the technologies that everyone uses and nobody understands.

NOVEMBER 2020 176PP
978-1-119-67762-8 PB \$24.99 (Japan)
Grid & Cloud Computing

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

NOVEMBER 2020 400PP
978-1-119-64341-8 PB \$25.00 (Japan)
Computer Security & Cryptography

The Product-Led Organization

Drive Growth By Putting Product at the Center of Your Customer Experience

TODD OLSON

A playbook on product-led strategy for software product teams

There's a common strategy used by the fastest growing and most successful businesses of our time. These companies are building their entire customer experience around their digital products, delivering software that is simple, intuitive and delightful, and that anticipates and exceeds the evolving needs of users. Product-led organizations make their products the vehicle for acquiring and retaining customers, driving growth, and influencing organizational priorities. They represent the future of business in a digital-first world.



This book is meant to help you transform your company into a product-led organization, helping to drive growth for your business and advance your own career. It provides:

- A holistic view of the quantitative and qualitative insights teams need to make better decisions and shape better product experiences.
- A guide to setting goals for product success and measuring progress toward meeting them.
- A playbook for incorporating sales and marketing activities, service and support, as well as onboarding and education into the product
- Strategies for soliciting, organizing and prioritizing feedback from customers and other stakeholders; and how to use those inputs to create an effective product roadmap

The Product-Led Organization: Drive Growth By Putting Product at the Center of Your Customer Experience was written by the co-founder and CEO of Pendo—a SaaS company and innovator in building software for digital product teams. The book reflects the author's passion and dedication for sharing what it takes to build great products.

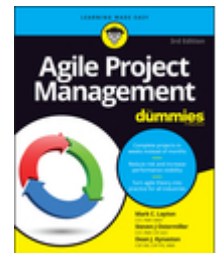
NOVEMBER 2020 272PP
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Software Design

Agile Project Management For Dummies

3rd Edition

MARK C. LAYTON, STEVEN J. OSTERMILLER & DEAN J. KYNASTON

This updated edition shows you how to use the agile project management framework for success!



Learn how to apply agile concepts to your projects. This fully updated book covers changes to agile approaches and new information related to the methods of managing an agile project.

Agile Project Management For Dummies, 3rd Edition gives product developers and other project leaders the tools they need for a successful project. This book's principles and techniques will guide you in creating a product roadmap, self-correcting iterations of deployable products, and preparing for a product launch. Agile approaches are critical for achieving fast and flexible product development. It's also a useful tool for managing a range of business projects.

Written by one of the original agile technique thought-leaders, this book guides you and your teams in discovering why agile techniques work and how to create an effective agile environment. Users will gain the knowledge to improve various areas of project management.

- Define your product's vision and features
- Learn the steps for putting agile techniques into action
- Manage the project's scope and procurement
- Plan your team's sprints and releases
- Simplify reporting related to the project

Agile Project Management For Dummies can help you to better manage the scope of your project as well as its time demands and costs. You'll also be prepared to skillfully handle team dynamics, quality challenges, and risks.

NOVEMBER 2020 UnknownPP
978-1-119-67699-7 PB \$29.99 (Japan)
PROJECT MANAGEMENT

コミュニケーション

The International Encyclopedia of Media Psychology

メディア心理学 国際百科事典 全三巻

EDITOR JAN VAN DEN BULCK - University of Leuven, Belgium

The definitive international reference work on how communication technology and media phenomena affect human psychology.


The International Encyclopedia of Media Psychology provides a thorough guide to the foundational theories and the exciting new developments within this dynamic field—a growing area of study that investigates how and why human behavior is influenced by interacting with media and technology. Covering a wide range of interdisciplinary methodologies, this comprehensive reference work explores how media affects psychological responses, the ways these responses interact with media variables, and the various methods of empirical analysis for developing models of users' processing of their media experience.

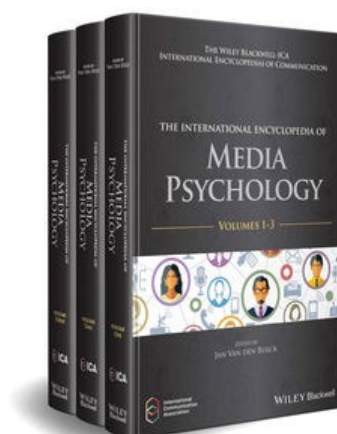
Edited by an internationally-recognized expert in the field, the Encyclopedia contains more than 300 entries written by leading figures and promising young researchers alike, exploring flow theory, media aggression, the Reinforcing Spirals Model (RSM), social identity theory, Fear of Missing Out (FOMO), Joint Media Engagement (JME), audience flow research, gender identification, and many other concepts. Throughout the text, in-depth yet accessible entries illustrate how long-established ideas are providing insight into new phenomena, and how cutting-edge methods are enabling a better understanding of traditional, well-researched topics.

- Examines psychological theories, process models, and quantitative empirical research
- Covers advances in psychophysiological and big data methodologies
- Explores the relation between media use and the development of racial and ethnic identities
- Discusses new media challenges, developmental issues in children and adults, and non-experimental approaches, and the expanding field of psychological measurement
- Includes complete cross references, enabling readers to easily find related topics and competing theories
- Part of “The Wiley Blackwell-ICA International Encyclopedias of Communication” series, published in conjunction with the International Communication Association. Online version available at <http://www.wileyicaencyclopedia.com>

The International Encyclopedia of Media Psychology is invaluable for psychologists looking to keep current on research on media and communication, for media researchers needing solid background information on psychological theories and processes, and for students and scholars across the social sciences, including psychology, media studies, sociology, political science, information science, and criminology.

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

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General Communication & Media Studies



歯学

Setting the Agenda

Mass Media and Public Opinion

MAXWELL MCCOMBS & SEBASTIAN VALENZUELA

University of Texas, Austin

READERSHIP: Students of media, communications and politics.

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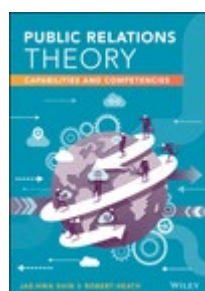
Public Relations Theory

Capabilities and Competencies

JAE-HWA SHIN & ROBERT L. HEATH

University of Southern Mississippi;
University of Houston

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Public Relations & Advertising



An Illustrated Atlas of Tooth Carving and Wax-Up Techniques

ANIL BANGALORE SHIVAPPA

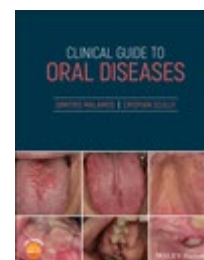
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Clinical Guide to Oral Diseases

DIMITRIOS MALAMOS & CRISPIAN SCULLY

University College London

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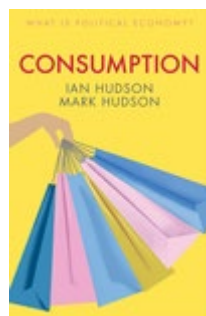


経済学

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READERSHIP: Students and scholars in political economy, economics, economic sociology and consumption studies.



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HANNAH CROSS

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ALICE MARTIN & ANNIE QUICK

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



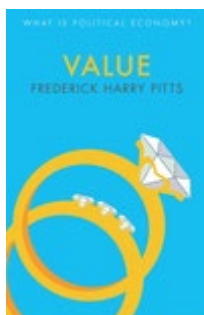
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Political Economics

教育

Value

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READERSHIP: Students and scholars in political economy, economics, economic sociology, management and politics.



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Political Economics

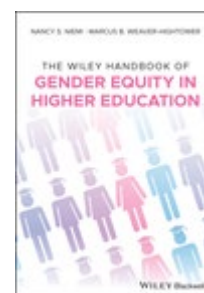
The Wiley Handbook of Gender Equity in Higher Education

NANCY S. NIEMI & MARCUS B. WEAVER-HIGHTOWER

University of Maryland Eastern Shore; University of North Dakota

Research into gender equity in higher education, inspiring action

With this enlightening handbook, you can review the thinking of leading researchers on the current intersection of gender and higher education. *The Wiley Handbook of Gender Equity in Higher Education* provides an in-depth look at education's complicated relationships with, and in some cases inadequate fostering of, gender equity. The collection offers a bold picture of research into the subject. It also projects future paths of exploration, inquiry, and action for gender equity.



- Focuses specifically on gender and higher education across the globe, setting the stage for new explorations
- Examines gender equity in relation to the STEM fields
- Considers current male participation in higher education
- Covers gender segregation by major and the issue of women remaining in lower-paying areas

The Wiley Handbook of Gender Equity in Higher Education spotlights the continuing and integral role of educational institutions in the struggle for gender equity. Policy makers, university administrators, and researchers can look to this handbook for perspective on recent research as they move forward in the pursuit of more equitable educational environments.

SERIES: WILEY HANDBOOKS IN EDUCATION

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Theory of Education

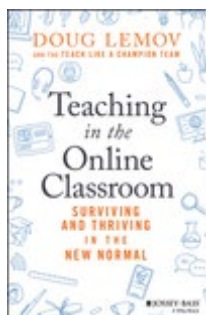
Teaching in The New Normal

Surviving and Thriving in the Online Classroom

DOUG LEMOV, ALBANY, UNITED STATES

A timely guide to online teaching strategies from bestselling author Doug Lemov and the Teach Like a Champion team

School closures in response to the covid-19 coronavirus pandemic resulted in an immediate and universal pivot to online teaching. More than 3.7 million teachers in the U.S. were suddenly asked to teach in an entirely new setting with little preparation and no advance notice. This has caused an unprecedented threat to children's education, giving rise to an urgent need for resources and guidance. *The New Normal* is a just-in-time response to educators' call for help. Teaching expert Doug Lemov and his colleagues spent weeks studying videos of online teaching and they now provide educators in the midst of this transition with a clear guide to engaging and educating their students online.



Although the transition to online education is happening more abruptly than anyone anticipated, technology-supported teaching may be here to stay. This guide explores the challenges involved in online teaching and guides educators and administrators to identify and understand best practices. It is a valuable tool to help you and your students succeed in synchronous and asynchronous settings this school year and beyond.

The New Normal features real-world examples you can apply and adapt right away in your own online classroom to allow you to survive and thrive online.

NOVEMBER 2020 208PP
978-1-119-76293-5 PB \$19.95 (Japan)
Technology & Education (K-12)

A Geek Girl's Guide to Electronics and the Internet of Things

AUDREY O'SHEA

A straightforward demystification of electronics and the Internet of Things

A Geek Girl's Guide to Electronics and the Internet of Things breaks down and simplifies electronics and the Internet of Things for the layperson. Written by a leading technical

school instructor with a talent for bringing complex topics to everyday people, this book provides concrete examples and practical advice for anyone interested in building, repairing, or studying electronics and functional Internet of Things (IoT) devices.



A Geek Girl's Guide to Electronics and the Internet of Things explores a wide range of topics including, among others:

- Ohm's and Watt's Law
- Series and Parallel Circuits
- Diodes, transistors, capacitors and relays
- Motors and Pulse with Modulation
- Using light to control electricity
- Photovoltaic Cells and Transducers
- Enhancing circuits with Arduino
- Connecting circuits to networks

The distinguished author's website includes videos to help you build and enhance projects, along with deeper information to enrich your learning. Additionally, the book goes beyond theory and teaches readers how circuit components become IoT devices and provide the data that drive our modern world. The combination of hands-on activities and solid pedagogy ensures long-lasting retention of the material for everyone.

NOVEMBER 2020 336PP
978-1-119-68368-1 PB \$40.00 (Japan)
General & Introductory Electrical & Electronics Engineering

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.

- 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

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

Radio Access Network Slicing and Virtualization for 5G Vertical Industries

EDITOR LEI ZHANG, EDITOR ARMAN FARHANG, EDITOR GANG FENG & EDITOR OLUWAKAYODE ONIRETI

National Research Council, Vancouver, Canada



Future wireless communication systems are expected to provide services to various vastly different applications, ranging from Internet of Things (IoT), mobile broadband, to vehicle to vehicle (V2V)

communications. This book explores recent advances in theory and practice of radio access network slicing for 5G and beyond communication system to support various industrial sectors including manufacturing, entertainment, public safety, public transport, healthcare, financial services, automotive and energy utilities. The book covers four aspects; physical waveforms design, multiple service signals coexistence, Radio Access Network Slicing (RAN) slicing and virtualization, and applications to the vertical industries. This timely book proposes to address a challenging research issue of the radio slices co-existence of various communication services with vastly different requirements covering 5G defined all three main communication scenarios. This is a very important topic as network slicing has been focused on core network function virtualisation to date and this is a pioneering research from radio air-interface perspective to achieve the true end-to-end configurable network slicing for the future diverse radio system. This book has the potential to influence 5G-and-beyond standards pertaining to the radio access schemes envisioned for use beyond 2020.

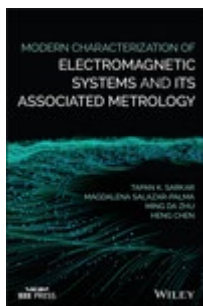
SERIES: WILEY – IEEE

NOVEMBER 2020 400PP
978-1-119-65238-0 CL \$125.00 (Japan)
Communication 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

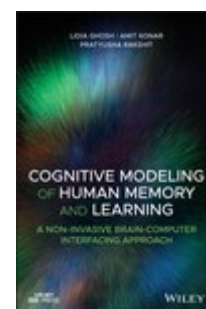
NOVEMBER 2020 704PP
978-1-119-07646-9 CL \$155.00 (Japan)
Electromagnetic Theory

Cognitive Modeling of Human Memory and Learning

A Non-invasive Brain-Computer Interfacing Approach

LIDIA GHOSH, AMIT KONAR & PRATYUSHA RAKSHIT

Proposes computational models of human memory and learning using a brain-computer interfacing (BCI) approach



Human memory modeling is important from two perspectives. First, the precise fitting of the model to an individual's short-term or working memory may help in predicting memory performance of the subject in future. Second, memory models provide a biological insight to the encoding and recall mechanisms undertaken by the neurons present in active brain lobes, participating in the memorization process. This book models human memory from a cognitive standpoint by utilizing brain activations acquired from the cortex by electroencephalographic (EEG) and functional near-infrared-spectroscopic (f-NIRs) means.

Cognitive Modeling of Human Memory and Learning A Non-invasive Brain-Computer Interfacing Approach begins with an overview of the early models of memory. The authors then propose a simplistic model of Working Memory (WM) built with fuzzy Hebbian learning. A second perspective of memory models is concerned with Short-Term Memory (STM)-modeling in the context of 2-dimensional object-shape reconstruction from visually examined memorized instances. A third model assesses the subjective motor learning skill in driving from erroneous motor actions. Other models introduce a novel strategy of designing a two-layered deep Long Short-Term Memory (LSTM) classifier network and also deal with cognitive load assessment in motor learning tasks associated with driving. The book ends with concluding remarks based on principles and experimental results acquired in previous chapters.

SERIES: WILEY – IEEE

NOVEMBER 2020 272PP
978-1-119-70586-4 CL \$135.00 (Japan)
Neural Networks

地球科学

Seismoelectric Exploration

Theory, Experiments, and Applications

NIELS GROBBE, ANDRÉ REVIL, ZHENYA ZHU & EVERT SLOB

University of Hawai'i at Mānoa, HI, USA; Université Savoie Mont-Blanc, France; Massachusetts Institute of Technology, MA, USA; Delft University of Technology, Netherlands

Seismoelectric coupling and its current and "potential future applications"

The seismoelectric method--the naturally-occurring coupling of seismic waves to electromagnetic fields--can provide insight into important properties of porous media. With a variety of potential environmental and engineering uses, as well as larger scale "applications" such as earthquake detection and oil and gas exploration, it offers a number of advantages over conventional geophysical methods.



Volume highlights include:

- Physics of the seismoelectric effect at the microscale
- Governing equations describing coupled seismo-electromagnetic fields
- Examples of successful seismoelectric field experiments in different geological settings
- Current and potential applications of seismoelectric coupling
- Noise removal techniques for seismoelectric field measurements

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

NOVEMBER 2020 UnknownPP
978-1-119-12737-6 CL \$219.95 (Japan)
Geology & Geophysics

Unconventional Hydrocarbon Resources

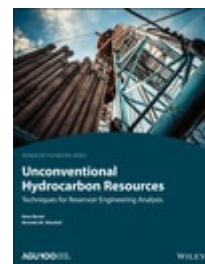
Techniques for Reservoir Engineering Analysis

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

SERIES: AGU ADVANCED TEXTBOOKS

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

Large Igneous Provinces

A Driver of Global Environmental and Biotic Changes

RICHARD R. ERNST, AISHA AL SUWAIDI, ANDREY BEKKER & ALEX DICKSON

ETH-Z Honggerberg, Zurich, Switzerland

Exploring the links between Large Igneous Provinces and dramatic environmental impact

An emerging consensus suggests that Large Igneous Provinces (LIPs) and Silicic LIPs (SLIPs) are a significant driver of dramatic global environmental and biological changes, including mass extinctions. Environmental changes caused by LIPs and SLIPs include rapid global warming, global cooling (â€˜Snowball Earth'), oceanic anoxia events, mercury poisoning, atmospheric and oceanic acidification, and sea level changes.



Continued research to characterize the effects of these extremely large and typically short duration igneous events on atmospheric and oceanic chemistry through Earth history can provide lessons for understanding and mitigating modern climate change.

Large Igneous Provinces: A Driver of Global Environmental and Biotic Changes describes the interactions between the effects of LIPs and other drivers of climatic change, the limits of the LIP effect, and the atmospheric and oceanic consequences of LIPs in significant environmental events.

Triassic-Jurassic, and other mass extinction events
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.

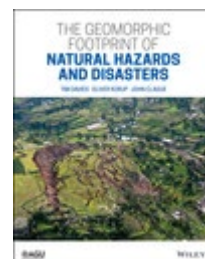
SERIES: GEOPHYSICAL MONOGRAPH SERIES

NOVEMBER 2020 572PP
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Igneous & Metamorphic Petrology and Volcanology

Engineering Geomorphology for the Sustainable Management of Natural Hazards

TIM DAVIES, MAURI MCSAVENEY & OLIVER KORUP

University of Canterbury, NZ; GNS Science Ltd.; Swiss Federal Research Institutes



SERIES: WILEY WORKS

NOVEMBER 2020 352PP
978-1-119-99032-1 CL \$120.00 (Japan)
978-1-119-99031-4 PB \$50.00 (Japan)
Geomorphology

Paleobiology of the Polycystine Radiolaria

DAVID LAZARUS, KOZO TAKAHASHI, YOSHIAKI AITA,
YOSHIYUKI ISHITANI & NORITOSHI SUZUKI

Humboldt University; Kyushu University; Utsunomiya
University; Japan Agency For Marine-Earth Science And
Technology; Tohoku University

We propose a new book which will provide an updated and more balanced presentation of both the biology and fossil record of radiolarians. The primary target for this book will be researchers and advanced students, and will specifically include more material on paleobiologic themes, as well as a synthesis of recent biologic and ecologic research. A more balanced, critical review of biostratigraphy, paleoenvironmental studies, including principles and methods, and the taxonomy/systematics of the group will be given, as will a summary of the history of research. Lastly, a broader range of primary literature, including extensive research in non-English sources (Japanese, Russian etc) will be used to provide a better summary of our biologic and geologic knowledge of this important group of organisms. The composition of the proposed book (nine major chapters) is outlined below:

NOVEMBER 2020 464PP
978-0-470-67144-3 PB \$95.00 (Japan)
Paleontology, Paleobiology & Geobiology

ファイナンス／インベストメント

Educated REIT Investing

The Intelligent REIT Investor Guide

STEPHANIE KREWSON-KELLY

Learn to invest in REITs with confidence and skill with this powerful resource

Educated REIT Investing is the ultimate resource for investors, financial advisors, and students interested in learning how to invest in real estate investment trusts (REITs)—one of the only asset classes to significantly outperform the S&P 500 Index over the last 25 years.

Written by Stephanie Krewson-Kelly and Glenn R. Mueller, PhD., both accomplished REIT authors and investors with six decades of accumulated industry experience between them, *Educated REIT Investing* provides all the basics and history, then blends pragmatic strategies and advice with a thorough exploration of the fundamentals and nuances of the REIT industry.

Topics include:

- Basic information about REITs and the REITs industry
- Terminology specific to the REIT industry, explained in plain-English
- Historical REIT industry performance tables and trading perspectives
- Analysis and equations needed to calculate key metrics used to identify the suitability of companies for investment purposes, illustrated with simple examples

This book is perfect for anyone looking for a straightforward, easy-to-understand resource to establish or improve their understanding and analysis of real-estate investment trusts.

NOVEMBER 2020 UnknownPP
978-1-119-70869-8 CL \$29.95 (Japan)
GENERAL FINANCE & INVESTMENTS

The Elements of Investing, 10th Anniversary Edition: Easy Lessons for Every Investor

Since the original edition of *The Elements of Investing* was published over 10 years ago, investors have faced difficult economic times along with unprecedented market volatility. It's not surprising that many investors simply abandoned the stock market. It seemed to be too risky a place for retirement savings, and the situation was too unnerving for most to handle. Moreover, some professionals started to announce the death of "buy and hold" and "diversification" strategies.

Burton Malkiel and Charles Ellis, two of the investment world's greatest thinkers, understand how you could get thoroughly confused by today's markets and the often-conflicting advice that comes with it. That's why they've returned with a 10th Anniversary Edition of *The Elements of Investing*. While staying true to the original edition--and discussing the timeless investing and saving lessons that will put you on a path towards a lifetime of financial success.

Written with every investor in mind and fully updated, this short, straight-talking book skillfully offers a set of simple, yet powerful thoughts on how to avoid Mr. Market and his "loser's game," and instead enjoy the "winner's game" approach to investing. All the investment rules and principles you need to know are here--with clear advice on how to follow them.

Divided into six essential elements of investing, this little book packs a big message that can help secure your financial future all the way through retirement. Malkiel and Ellis touch on a variety of topics, from focusing on the long term instead of following market fluctuations to using employer-sponsored plans to supercharge your savings and minimize taxes. Along the way, they also address the best friends of any investor: diversification, rebalancing, dollar-cost averaging, and indexing.

The timeless lessons presented in this book are even more relevant in today's volatile markets. If you take the time to learn them, you will be able to take control of your financial future.

NOVEMBER 2020 208PP
978-1-119-77373-3 CL \$22.95 (Japan)
General Finance & Investments

Out of the Ether

The Amazing Story of Ethereum and the \$55 Million Heist that Almost Destroyed It All

MATTHEW LEISING

Discover how \$55 million in cryptocurrency vanished in one of the most bizarre thefts in history

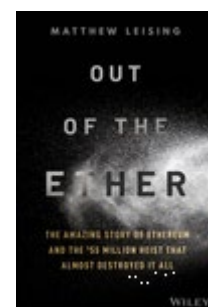
Out of the Ether: The Amazing Story of Ethereum and the \$55 Million Heist that Almost Destroyed It All tells the astonishing tale of the disappearance of \$55 million worth of the cryptocurrency ether in June 2016. It also chronicles the creation of the Ethereum blockchain from the mind of inventor Vitalik Buterin to the ragtag group of people he assembled around him to build the second-largest crypto universe after Bitcoin.

Celebrated journalist and author Matthew Leising tells the full story of one of the most incredible chapters in cryptocurrency history. He covers the aftermath of the heist as well, explaining the extreme lengths the victims of the theft and the creators of Ethereum went to in order to try and limit the damage. The book covers:

- The creation of Ethereum
- An explanation of the nature of blockchain and cryptocurrency
- The activities of a colorful cast of hackers, coders, investors, and thieves

Perfect for anyone with even a passing interest in the world of modern fintech or daring electronic heists, *Out of the Ether* is a story of genius and greed that's so incredible you may just choose not to believe it.

NOVEMBER 2020 320PP
978-1-119-60293-4 CL \$24.95 (Japan)
Money & Banking



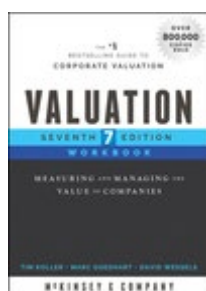
Valuation Workbook

Step-by-Step Exercises and Tests to Help You Master Valuation, 7th Edition

MCKINSEY & COMPANY INC.

A vital companion to the bestselling guide to corporate valuation

Valuation Workbook, 7th Edition is the ideal companion to McKinsey's *Valuation*, helping you get a handle on difficult concepts and calculations before using them in the real world. This workbook reviews all things valuation, with chapter-by-chapter summaries and comprehensive questions and answers that allow you to test your knowledge and skills. Useful both in the classroom and for self-study, this must-have guide is essential for reviewing and applying the renowned McKinsey & Company approach to valuation and reinforces the major topics discussed in detail in the book. Fully updated to align with the latest edition of *Valuation*, this workbook is an invaluable learning tool for students and professionals alike and an essential part of the McKinsey Valuation suite.



SERIES: WILEY FINANCE

NOVEMBER 2020 UnknownPP
978-1-119-61181-3 PB \$45.00 (Japan)
INSTITUTIONAL & CORPORATE FINANCE

Ignore the Hype

Financial Strategies Beyond the Media-Driven Mayhem

BRIAN PERRY

Secure your investment gains and supercharge your results with this down-to-earth analysis of investing fundamentals

Via powerful and unique insights, *Ignore the Hype: Financial Strategies Beyond the Media-Driven Mayhem* teaches readers how to keep their focus squarely on time-tested strategies for meeting their financial goals without getting distracted by a constant barrage of news headlines.



The book takes a common-sense approach to the financial world that's ideally suited to the everyday investor. It covers topics including:

- How to avoid competing against hedge funds in a game they've rigged
- What you can do today to avoid taxes tomorrow
- Wall Street's Dirty Secret: Forecasting is just guessing
- Why some of your investments have worse odds than a casino game
- How the media circus can derail your financial plans
- Surviving a world where financial advisors don't have to act in your best interest

Ignore the Hype emphasizes the difference between short-term trading and long-term investing, how to filter the constant onslaught of information coming your way from every angle and separate the valuable content from the noise, and how to build a foundation for investment success based on common sense and academic research.

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

Wiley Study Guide for 2021 Part II FRM Exam: Complete Set

Designed for candidates who want to cut through the complexities and get right to the detail. Our Study Guides cover every Learning Objective of the FRM Program curriculum and decodes the concepts you need to pass.

We don't just want you to memorize, we help you to understand – our Exam Prep materials have helped thousands of candidates across the globe prepare to pass the FRM exam.

NOVEMBER 2020 UnknownPP
978-1-119-77047-3 PB \$235.00 (Japan)
PERSONAL FINANCE / FINANCIAL ADVISING

Corporate Finance

A Practical Approach, 3rd Edition

CFA INSTITUTE

NOVEMBER 2020 UnknownPP
978-1-119-74376-7 PB \$110.00 (Japan)
Investments & Securities

Corporate Finance

A Practical Approach, Workbook, 3rd Edition

CFA INSTITUTE

NOVEMBER 2020 UnknownPP
978-1-119-74381-1 PB \$50.00 (Japan)
Investments & Securities

Economics for Investment Decision Makers

Micro, Macro, and International Economics

2nd Edition

CFA INSTITUTE

The economics background investors need to interpret global economic news distilled to the essential elements: A tool of choice for investment decision-makers.

Written by a distinguished academics and practitioners selected and guided by CFA Institute, the world's largest association of finance professionals, *Economics for Investment Decision Makers* is unique in presenting microeconomics and macroeconomics with relevance to investors and investment analysts constantly in mind. The selection of fundamental topics is comprehensive, while coverage of topics such as international trade, foreign exchange markets, and currency exchange rate forecasting reflects global perspectives of pressing investor importance.

NOVEMBER 2020 UnknownPP
978-1-119-74382-8 PB \$110.00 (Japan)
INVESTMENTS & SECURITIES

Economics for Investment Decision MakersMicro, Macro, and International Economics,
Workbook, 2nd Edition

CFA INSTITUTE

NOVEMBER 2020 UnknownPP
978-1-119-74374-3 PB \$50.00 (Japan)
INVESTMENTS & SECURITIES

Quantitative Investment Analysis

4th Edition

CFA INSTITUTE

With equal focus on theoretical concepts and their practical applications, this approachable resource offers features, such as learning outcome statements, that are targeted at helping you understand, retain, and apply the information you have learned. Throughout the text's chapters, you explore a wide range of topics, such as the time value of money, discounted cash flow applications, common probability distributions, sampling and estimation, hypothesis testing, and correlation and regression.

NOVEMBER 2020 944PP
978-1-119-74362-0 CL \$110.00 (Japan)
INVESTMENTS & SECURITIES

**Quantitative Investment Analysis,
Workbook**

4th Edition

CFA INSTITUTE

NOVEMBER 2020 288PP
978-1-119-74367-5 PB \$50.00 (Japan)
INVESTMENTS & SECURITIES

Candlestick and Pivot Point Trading Triggers

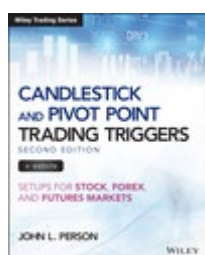
Setups for Stock, Forex, and Futures Markets

Second Edition

JOHN L. PERSON

Technical analysis for today's market, with smarter setups for less risk

Candlestick and Pivot Point Trading Triggers +Website makes Pivot Point analysis relevant for today's market, with up-to-date data and new techniques that reflect the current trading environment. Tried-and-true tactics are modernized with new tools and approaches, and novel methodologies are introduced to help you make smarter trades while minimizing risk. Directional options strategies draw on analysis from Think or swim, Trade Station and Genesis Software, and are integrated with PPS Indicator and Persons Pivots. Quarterly pivots are introduced for long-term trading opportunities and option strategists, and leveraged and inverse-leveraged ETFs are brought into the detailed discussion on trading vehicles. The author's own proprietary setups have been updated to align with the new trading realities, and the new chapter on volume analysis covers the techniques used in his book *Mastering the Stock Market*. Combined with the tools and resources featured on the companion website, this book gives you the tools and techniques you need to boost your portfolio's performance.



Technical analysis offers more profit opportunities than ever before, but the tools of the trade have changed. This book brings you up to date with the latest, so you can start getting even more out of your trades.

This new second edition of *Candlestick and Pivot Point Trading Triggers +Website* brings clarity to the current market, and strength to your investment strategy.

SERIES: WILEY TRADING

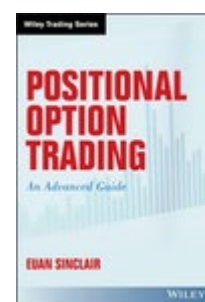
NOVEMBER 2020 336PP
978-1-119-29553-2 PB \$70.00 (Japan)
TRADING

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.

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

SERIES: WILEY TRADING

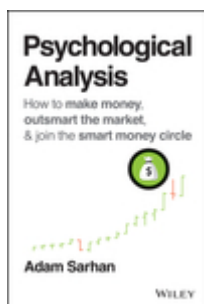
NOVEMBER 2020 240PP
978-1-119-58351-6 CL \$75.00 (Japan)
Trading

外国語

Psychological Analysis**How to Outsmart the Market One Trade at a Time**

ADAM SARHAN

Fact: Most people do not beat the market. This book was written to change that statistic and skew the odds of success in your favor. There are many reasons why most people fail to achieve their investment goals but the one common denominator is that most people follow the crowd and are doing the same thing as everyone else. This book introduces and sheds light on a new school of thought, coined by the author, titled *Psychological Analysis* (PA) for investing/trading in capital markets.



Conventional wisdom tells us that there are two primary schools of thought: fundamental and technical analysis. How many times have you seen a market (or stock) with "poor" fundamentals and/or technicals go up--or "great" fundamentals and/or technicals go down? Happens all the time--clearly something is missing. PA fills that void. After studying every major economic and market cycle going back to the 3rd century, Adam coined the term Psychological Analysis for capital markets. His research found that the one constant throughout every major boom and bust in history has been psychology. The truth is human nature never changes. If you walk into a crowded theater anywhere in the world (or at any point in history or in the future) and yell FIRE! The reaction will be the same--the crowd will panic and flee. The same is true for how people react to markets (stocks, bonds, currencies, commodities, real-estate, tulips, etc). Bubbles and bursts happen all over the world, they always have and always will. History is littered with countless booms/busts from different centuries, cultures, religions, race, languages, markets (tulips, real-estate, stocks, etc), just to name a few. This evidence clearly illustrates that human nature doesn't change and that there are more factors that influence price than just fundamental or technical analysis. Fear and greed are the two primary emotions that drive markets and are the primary driver for major market moves in history--up and down. Adam introduces this third school of thought and shows you what is missing in the investing world.

SERIES: WILEY TRADING
 NOVEMBER 2020 256PP
 978-1-119-28204-4 CL \$60.00 (Japan)
 Trading

French Visual Dictionary For Dummies

CONSUMER DUMMIES

Wiley

French Visual Dictionary For Dummies helps travelers and language learners reinforce concepts visually. By pairing the English and French words with a corresponding image, readers can quickly and easily translate new vocabulary. The travel companion book is organized by theme, including:



- Transportation
- Saying hello
- In the city vs. in nature
- Food and restaurants
- Accommodations (bedroom, bathroom)
- Money and shopping
- Culture and sports
- Accidents and emergencies

NOVEMBER 2020 272PP
 978-1-119-71719-5 PB \$12.99 (Japan)
 General Foreign Languages

German Visual Dictionary For Dummies

CONSUMER DUMMIES

Wiley

German Visual Dictionary For Dummies helps travelers and language learners reinforce concepts visually. By pairing the English and German words with a corresponding image, readers can quickly and easily translate new vocabulary. The travel companion book is organized by theme, including:



- Transportation
- Saying hello
- In the city vs. in nature
- Food and restaurants
- Accommodations (bedroom, bathroom)
- Money and shopping
- Culture and sports
- Accidents and emergencies

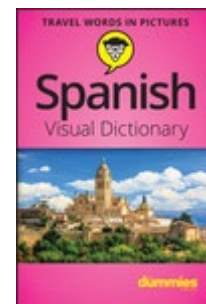
NOVEMBER 2020 176PP
978-1-119-71714-0 PB \$12.99 (Japan)
General Foreign Languages

Spanish Visual Dictionary For Dummies

CONSUMER DUMMIES

Wiley

Spanish Visual Dictionary For Dummies helps travelers and language learners reinforce concepts visually. By pairing the English and Spanish words with a corresponding image, readers can quickly and easily translate new vocabulary. The travel companion book is organized by theme, including:



- Transportation
- Saying hello
- In the city vs. in nature
- Food and restaurants
- Accommodations (bedroom, bathroom)
- Money and shopping
- Culture and sports
- Accidents and emergencies

NOVEMBER 2020 176PP
978-1-119-71712-6 PB \$12.99 (Japan)
General Foreign Languages

食品科学

Modern Languages

Why It Matters

KATRIN KOHL

READERSHIP: Modern languages students and those interested in foreign language learning and literature

SERIES: WHY IT MATTERS

NOVEMBER 2020 140PP
978-1-5095-4053-2 CL \$45.00 (Japan)
978-1-5095-4054-9 PB \$12.95 (Japan)
General Foreign Languages

Con brio

Intermediate Spanish, 1st Edition

CELINES VILLALBA

NOVEMBER 2020 UnknownPP
978-1-118-13593-8 PB \$148.00 (Japan)
Intermediate Spanish

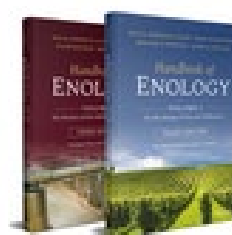
Handbook of Enology

3rd Edition

PASCAL RIBÉREAU-GAYON, DENIS DUBOURDIEU, FRANCE,
BERNARD B. DONECHE, ALINE A. LONVAUD, YVES GLORIES,
FRANCE, ALAIN MAUJEAN, FRANCE & TRANSLATOR JOHN TOWEY

Victor Segalen University of Bordeaux II, France; Victor Segalen University of Bordeaux II, France; Laboratoire d'Oenologie de l'Université de Reims-Champagne-Ardenne

As an applied science, Enology is a collection of knowledge from the fundamental sciences including chemistry, biochemistry, microbiology, bioengineering, psychophysics, cognitive psychology, etc., and nourished by empirical



observations. The approach used in the *Handbook of Enology* is thus the same. It aims to provide practitioners, winemakers, technicians and enology students with foundational knowledge and the most recent research results. This knowledge can be used to contribute to a better definition of the quality of grapes and wine, a greater understanding of chemical and microbiological parameters, with the aim of ensuring satisfactory fermentations and predicting the evolution of wines, and better mastery of wine stabilization processes. As a result, the purpose of this publication is to guide readers in their thought processes with a view to preserving and optimizing the identity and taste of wine and its aging potential.

This third English edition of *The Handbook of Enology*, is an enhanced translation from the 9th French 2017 edition, and is published as a two-volume set describing aspects of winemaking using a detailed, scientific approach. The authors, who are highly-respected enologists, examine winemaking processes, theorizing what constitutes a perfect technique and the proper combination of components necessary to produce a quality vintage. They also illustrate methodologies of common problems, revealing the mechanism behind the disorder, thus enabling a diagnosis and solution.

NOVEMBER 2020 1136PP
978-1-119-58766-8 CL \$350.00 (Japan)
GENERAL & INTRODUCTORY FOOD SCIENCE & TECHNOLOGY

Handbook of Enology: Volume 1

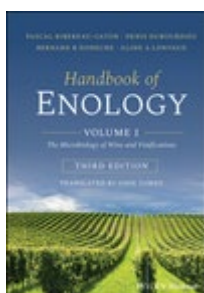
The Microbiology of Wine and Vinifications

3rd Edition

PASCAL RIBÉREAU-GAYON, DENIS DUBOURDIEU, FRANCE,
BERNARD B. DONECHE, ALINE A. LONVAUD & TRANSLATION
EDITOR JOHN TOWEY

Victor Segalen University of Bordeaux II, France

Volume 1: *The Microbiology of Wine and Vinifications* addresses the first phase of winemaking to produce an "unfinished" wine: grading grape quality and maturation, yeast biology then adding it to the grape crush and monitoring its growth during vinification; and identifying and correcting undesired conditions, such as unbalanced lactic and acetic acid production, use of sulfur dioxide and alternatives, etc.



Coverage includes: Wine microbiology; Yeasts; Yeast metabolism; The conditions for the development of yeasts; Lactic acid bacteria, their metabolism and their development in wine; Acetic bacteria; The use of sulfur dioxide in the treatment of musts and wines; Products and processes acting in addition to sulfur dioxide; Winemaking; The grape and its maturation; Harvesting and processing of grapes after harvest; Vinification in red and white wine making. The target audience includes advanced viticulture and enology students, professors and researchers, and practicing grape growers and vintners.

NOVEMBER 2020 600PP
978-1-119-58468-1 CL \$195.00 (Japan)
FERMENTED FOODS & BEVERAGES

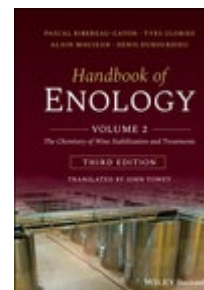
Handbook of Enology, Volume 2

The Chemistry of Wine Stabilization and Treatments, 3rd Edition

PASCAL RIBÉREAU-GAYON, DENIS DUBOURDIEU, FRANCE, YVES GLORIES, FRANCE, ALAIN MAUJEAN, FRANCE & TRANSLATED BY JOHN TOWEY

Victor Segalen University of Bordeaux II, France; Victor Segalen University of Bordeaux II, France; Laboratoire d'Oenologie de l'Université de Reims-Champagne-Ardennes

Volume 2: *The Chemistry of Wine and Stabilization and Treatments* looks at the wine itself in two parts. Part One analyzes the chemical makeup of wine, including organic acids, alcoholic, volatile and phenolic compounds, carbohydrates, and aromas. Part Two describes the procedures necessary to achieve a perfect wine: the clarification processes of fining, filtering and centrifuging, stabilization, and aging.



Coverage includes: Wine chemistry; Organic acids; Alcohols and other volatile products; Carbohydrates; Dry extract and mineral matter; Nitrogen substances; Phenolic compounds; The aroma of grape varieties; The chemical nature, origin and consequences of the main organoleptic defects; Stabilization and treatment of wines; The chemical nature, origin and consequences of the main organoleptic defects; The concept of clarity and colloidal phenomena; Clarification and stabilization treatments; Clarification of wines by filtration and centrifugation; The stabilization of wines by physical processes; The aging of wines in vats and in barrels and aging phenomena. The target audience includes advanced viticulture and enology students, professors and researchers, and practicing grape growers and vintners.

NOVEMBER 2020 536PP
978-1-119-58776-7 CL \$195.00 (Japan)
GENERAL & INTRODUCTORY FOOD SCIENCE & TECHNOLOGY

Sustainable Food Packaging Technology

EDITOR ATHANASSIA ATHANASSIOU

The book deals with packaging solutions that use engineered biopolymers or biocomposites that have suitable physicochemical properties for food contact and protection and originate both from renewable or non-renewable resources, but in both cases are compostable or edible. Modified paper and cardboard with increased protective properties towards food while keeping their compostability are presented as well. The book also covers natural components that can make the packaging functional, e.g., by providing active protection to the food indicating food spoilage.



NOVEMBER 2020 432PP
978-3-527-34556-4 CL \$205.00 (Japan)
Food Packaging

Advanced Fermentation and Cell Technology

BYONG H. LEE

Jiangnan University, Wuxi, China; McGill University, Montreal, QC, Canada

We are in a new era of fermentation and cell culture technologies in which novel techniques and expertise are fast evolving. Fermentation technologies now encompass a broad field which includes the more conventional microbial and enzyme systems that have many applications in the food, biochemical, biomaterial, bioenergy and pharmaceutical sectors. In addition, there has been a growth in new technologies such as genetic engineering, metabolic engineering/systems biology, protein engineering, animal and plant cell based techniques and some bioproducts produced by these new technologies are already successfully commercialized. The requirement for sustainable production of bioenergy and biomaterials is also demanding innovation and the development of novel fermentation concepts, and the continued introduction of new technology demands process development innovation in novel bioreactor design and scale up processes in cell culture systems.

NOVEMBER 2020 960PP
978-1-119-04276-1 CL \$250.00 (Japan)
Food Biotechnology

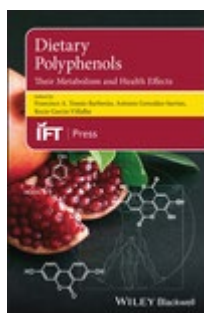
歴史

Dietary Polyphenols

Their Metabolism and Health Effects

EDITOR FRANCISCO A. TOMÁS-BARBERÁN, EDITOR ANTONIO GONZÁLEZ-SARRÍAS & EDITOR ROCÍO GARCÍA-VILLALBA

This book will describe the most recent studies about metabolism and the current evidence on the health effects of the different group of polyphenols. The first two chapters will provide an overview of extractable fraction and non-extractable polyphenols, a relevant fraction of dietary polyphenols that are extensively metabolised by the action of microbiota and that exhibit potential health effects. Analytical methods available for identification and quantification of polyphenols in foods and biological samples will be considered in the third chapter. In the following chapters, the different families of phenolic compounds: hydroxycinnamic acids (chapter 4), flavonoids (chapter 5), anthocyanidins (chapter 6), flavan-3-ols and proanthocyanidins (chapter 7), hydrolyzable tannins (chapter 8), lignans (chapter 9) and stilbenes (chapter 10) will be presented. Bioavailability, bioaccessibility, pharmacokinetics studies, microbial metabolism of these families of compounds will be reviewed in individual chapters, along with the biological activities described in literature for these groups of compounds. Recent epidemiological and clinical intervention studies showing protective effects of polyphenols and discussing the gaps in this term will be included in chapter 10 and the importance of the interindividual variability in the metabolism and health effects will be discussed in chapter 11. Due to the importance of gut microbiota to understand the metabolism and health effects of polyphenols, chapter 12 will be dedicated to the interaction between polyphenols and gut microbiota.



SERIES: INSTITUTE OF FOOD TECHNOLOGISTS SERIES

NOVEMBER 2020 576PP
978-1-119-56372-3 CL \$199.95 (Japan)
Functional Foods & Nutraceuticals

A History of Ancient Persia

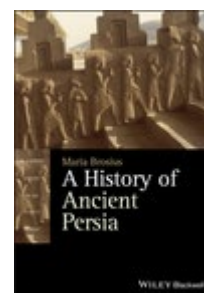
The Achaemenid Empire

MARIA BROSIUS

Newcastle University, UK

An innovative approach to the history of the First Persian Empire, offering an accessible historical narrative for students and general readers alike

A History of the Achaemenid Empire considers archaeological and written sources to provide an expansive, source-based introduction to the diverse and culturally rich world of ancient Achaemenid Persia. Assuming no prior background, this accessible textbook follows the dynastic line from the establishment and expansion of the empire under the early Achaemenid kings to its collapse in 330 BCE. The text integrates the latest research, key primary sources, and archaeological data to offer readers deep insights into the empire, its kings, and its people.



Chronologically organized chapters contain written, archaeological, and visual sources that highlight key learning points, stimulate discussion, and encourage readers to evaluate specific pieces of evidence. Throughout the text, author Maria Brosius emphasizes the necessity to critically assess Greek sources--highlighting how their narrative of Achaemenid political history often depicted stereotypical images of the Persians rather than historical reality. Topics include the establishment of empire under Cyrus the Great, Greek-Persian relations, the creation of a Persian ruling class, the bureaucracy and operation of the empire, Persian diplomacy and foreign policy, and the reign of Darius III.

SERIES: BLACKWELL HISTORY OF THE ANCIENT WORLD

NOVEMBER 2020 240PP
978-1-4443-5092-0 PB \$49.95 (Japan)
Ancient & Classical Studies

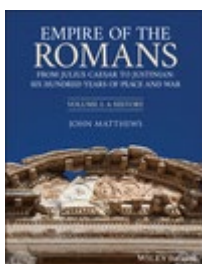
Empire of the Romans

From Julius Caesar to Justinian: Six Hundred Years of Peace and War, Volume I: A History

JOHN MATTHEWS, Yale University

A wide-ranging survey of the history of the Roman Empire--from its establishment to decline and beyond

Empire of the Romans, from Julius Caesar to Justinian provides a sweeping historical survey of the Roman empire. Uncommonly expansive in its chronological scope, this unique two-volume text explores the time period encompassing Julius Caesar's death in 44 BCE to the end of Justinian's reign six centuries later. Internationally-recognized author and scholar of Roman history John Matthews balances broad historical narrative with discussions of important occurrences in their thematic contexts. This integrative approach helps readers learn the timeline of events, understand their significance, and consider their historical sources.



Defining the time period in a clear, yet not overly restrictive manner, the text reflects contemporary trends in the study of social, cultural, and literary themes. Chapters examine key points in the development of the Roman Empire, including the establishment of empire under Augustus, *Pax Romana* and the Antonine Age, the reforms of Diocletian and Constantine, and the fall of the Western Roman Empire. Discussions of the Justinianic Age, the emergence of Byzantium, and the post-Roman West help readers understand the later Roman world and its impact on the subsequent history of Europe.

Empire of the Romans, from Julius Caesar to Justinian is a valuable text for survey courses in Roman history as well as general readers interested in the 600 year time frame of the empire.

NOVEMBER 2020 480PP
978-1-4443-3456-2 PB \$99.95 (Japan)
Roman Studies

Empire of the Romans

From Julius Caesar to Justinian: Six Hundred Years of Peace and War, Volume II: Select Anthology

JOHN MATTHEWS, Yale University

Offers a broad range of texts spanning six centuries of imperial Roman history--Volume II of *Empire of the Romans, from Julius Caesar to Justinian*

Empire of the Romans: From Julius Caesar to Justinian: Six Hundred Years of Peace and War, Volume II: Select Anthology is a compendium of texts that trace the main historical changes of the empire over six hundred years, from the death of Julius Caesar to the late Middle Ages. The second volume of *Empire of the Romans, from Julius Caesar to Justinian*, this anthology balances literary texts with other documentary, legal, and epigraphic sources. Acclaimed author John Matthews presents texts that reflect individual, first-person experiences rather than those from historians outside of the time periods of which they write.



Each selection includes an introduction, annotations on points of interest, author commentary, and suggestions for further reading. Excerpts are organized thematically to help readers understand their meaning without requiring an extensive knowledge of context. Six sections--running in parallel to the structure and content to Volume I--explore the topics such as the building of the empire, *Pax Romana*, the new empire of Diocletian and Constantine, and barbarian invasions and the fall of the Western Empire. Selected texts span a wide array of subjects ranging from political discourse and Roman law, to firsthand accounts of battle and military service, to the civic life and entertainment of ordinary citizens.

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Roman Studies

What is Medieval History?

JOHN H. ARNOLD

Reader in Medieval History, Birkbeck College, University of London

READERSHIP: Students beginning to study medieval history, whether at the first-year undergraduate or first-year Master's level.

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Medieval History (500-1500)

Asia Past and Present

A Brief History

PETER P. WAN & THOMAS D. REINS

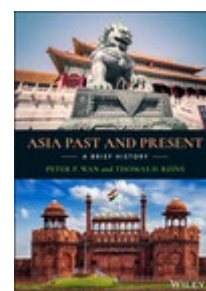
Fullerton College

A wide-ranging introduction to the multi-faceted history of Asia--from early origins to the present

Asia Past and Present is an expansive survey of the social, political, and economic history of the continent from the Paleolithic era to the early 21st century. As there is no physically discrete continent, rather an arbitrary division of the Eurasian landmass, this book focuses on terrain that encompasses India, Pakistan, Afghanistan, Central Asia, China, Korea, Japan, Mongolia, the Russian Far East, and Southeast Asia--the area which most modern scholars identify as Asia.

Offering broad chronological and topical coverage of Asia, this book examines subjects including written languages, religions and philosophies, concepts of monarchy, militarism, independence and nation building, and more. Particular focus is placed on the varying levels of influence the core cultures of India and China have had on the continent in a multitude of socio-political areas. Historical dialogues of how colonies, later emerging nations, blended traditional Asian culture and Western political and economic models of modernization complement contemporary discussions of globalization, nuclear tensions, and growing demands for greater individual freedom.

Asia Past and Present: A Brief History is a valuable resource for undergraduate courses where Asian cultures are introduced, and in courses on Asian politics, diplomacy, environmental issues, and socio-economics.



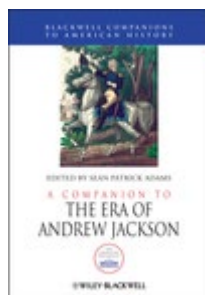
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Asian & Australasian History

A Companion to the Era of Andrew Jackson

EDITOR SEAN PATRICK ADAMS

University of Florida, USA

- * Provides an overview of Andrew Jackson's life and legacy, grounded in the latest scholarship
- * Features more than 30 essays contributed by leading scholars and historians
- * Synthesizes the most up-to-date scholarship on the pivotal events of the Age of Jackson.



READERSHIP: Undergraduate and graduate level students for courses in American history; also for scholars

SERIES: WILEY BLACKWELL COMPANIONS TO AMERICAN HISTORY

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9781444335415 CL \$228.75(Japan) Published, JAN 2013
19th Century America

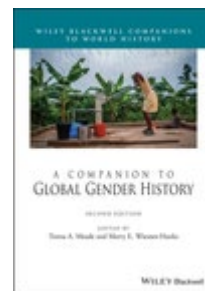
A Companion to Gender History

2nd Edition

TERESA A. MEADE & MERRY E WEISNER-HANKS

Union College, New York

Provides a completely updated survey of the major issues in gender history from geographical, chronological, and topical perspectives



This new edition examines the history of women over thousands of years, studies their interaction with men in a gendered world, and looks at the role of gender in shaping human behavior. It includes thematic essays that offer a broad foundation for key issues such as family, labor, sexuality, race, and material culture, followed by chronological and regional essays stretching from the earliest human societies to the contemporary period. The book offers readers a diverse selection of viewpoints from an authoritative team of international authors and reflects questions that have been explored in different cultural and historiographic traditions.

Filled with contributions from both scholars and teachers, *A Companion to Global Gender History, Second Edition* makes difficult concepts understandable to all levels of students. It presents evidence for complex assertions regarding gender identity, and grapples with evolving notions of gender construction. In addition, each chapter includes suggestions for further reading in order to provide readers with the necessary tools to explore the topic further.

A Companion to Global Gender History is an excellent book for upper-level undergraduate and graduate students involved in gender studies and history programs. It will also appeal to more advanced scholars seeking an introduction to the field.

SERIES: WILEY BLACKWELL COMPANIONS TO WORLD HISTORY

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GENDER & HISTORY

ホスピタリティ

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LOU SACKETT

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法律

Employment Law Update

JONATHAN INGBER

Protect clients' assets and shield their estates from increased taxation brought about by changing tax laws. This book can help you to understand the tax obligations of trusts and estates and how these obligations affect beneficiaries. It provides exercises and examples that reflect the calculation and allocation of taxable income and its presentation on the appropriate forms. In addition, you will also learn how to prepare federal Form 1041, US Income Tax Return for Estates and Trusts.



Key topics covered include:

- How are trusts and estates taxed under the internal revenue code?
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- How is the "income" of a trust or estate defined for tax purposes?
- What are the ordinary deductions and credits allowed?
- How is the "deduction for distributions" to beneficiaries determined?
- How are trust and estate beneficiaries taxed?
- What is a "grantor trust" and how is it taxed?
- How to prepare Form 1041.

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- Get to know scales and chords on a harmonica
- Bend notes like a pro and play multiple styles

**Add harmonica to your musical repertoire**

This friendly, step-by-step guide makes it possible—and easy—to start making those unmistakable, signature harmonica sounds, even if you've never made music before. Get expert guidance and knowledge that gives you a sure path from selecting your first harmonica to wowing a crowd with your new skills. Discover the many musical styles you can play on the harmonica and develop a repertoire of tunes. Packed with tips, tools, and instructions, *Harmonica For Dummies* will get you started on the path to playing all kinds of music on this instrument!

Inside...

- Selecting your first harmonica
- Getting to know notes, scales, and chords
- Shaping the sound of your harmonica
- Bending notes like the pros
- Exploring popular song styles
- Connecting with the harmonica world

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MUSIC

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5th Edition

HOWLAND BLACKISTON

The single best and most comprehensive guide for prospective, new and experienced hobbyist beekeepers

Beekeeping For Dummies, 5th Edition, is one of the most popular titles in the *For Dummies* series available today. Including the latest information regarding every aspect of backyard beekeeping and honey production, this book describes how to get started, how to care for and safely handle bees, and how to maintain healthy and productive colonies.



This book is loaded with up-to-date, practical examples and helpful illustrations of proven techniques and strategies for both new and seasoned hobbyist beekeepers. Some of the updates for this brand-new edition include:

- New information regarding the critical role that nutrition plays in the health and productivity of your bees
- News about the latest beekeeping products, medications, and all-natural remedies
- Information regarding dozens of helpful beekeeping resources
- Redeemable coupons from beekeeping suppliers that save the reader money

Beekeeping For Dummies embodies the straightforward and simple approach made famous by the *For Dummies* series. Each and every reader will benefit from its accessible and approachable take on beekeeping.

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PET CARE / OTHER ANIMALS

言語学

The Handbook of English Linguistics

2nd Edition

EDITOR BAS AARTS, EDITOR APRIL MCMAHON & EDITOR LARS HINRICHS

University College London; University of Edinburgh;
University of Texas, Austin

Second edition of this popular *Handbook* bringing together stimulating discussions of core English linguistics topics in a single, authoritative volume--includes numerous new and thoroughly updated chapters

The second edition of the popular *Handbook of English Linguistics* brings together stimulating discussions of the core topics in English linguistics in a single, authoritative volume. Written by an international team of experts, the chapters cover syntax, methodology, phonetics and phonology, lexis and morphology, variation, stylistics, and discourse, and also provide discussions of theoretical and descriptive research in the field.

The revised edition includes new and updated chapters on English Corpus Linguistics, experimental approaches, complements and adjuncts, English phonology and morphology, lexicography, and more. In-depth yet accessible chapters introduce key areas of English linguistics, discuss relevant research, and suggest future research directions.

An important academic contribution to the field, this book:

- Presents thirty-two in-depth, yet accessible, chapters that discuss new research findings across the field, written by both established and emerging scholars from around the world
- Builds upon the very successful first edition, published in 2006
- Incorporates new trends in English linguistics, including digital research methods and theoretical advances in all subfields



ライフサイエンス

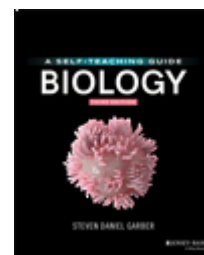
Biology

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.

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ENGLISH LANGUAGE

Ecology

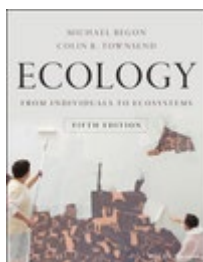
From Individuals to Ecosystems, 5th Edition

MICHAEL BEGON & COLIN R. TOWNSEND

University of Liverpool; University of Otago

A definitive guide to the depth and breadth of the ecological sciences, revised and updated

The revised and updated fifth edition of *Ecology: From Individuals to Ecosystems* -- now in full colour -- offers students and practitioners a review of the ecological sciences.



The previous editions of this book earned the authors the prestigious "Exceptional Life-time Achievement Award" of the British Ecological Society -- the aim for the fifth edition is not only to maintain standards but indeed to enhance its coverage of Ecology.

In the first edition, 34 years ago, it seemed acceptable for ecologists to hold a comfortable, objective, not to say aloof position, from which the ecological communities around us were simply material for which we sought a scientific understanding. Now, we must accept the immediacy of the many environmental problems that threaten us and the responsibility of ecologists to play their full part in addressing these problems. This fifth edition addresses this challenge, with several chapters devoted entirely to applied topics, and examples of how ecological principles have been applied to problems facing us highlighted throughout the remaining nineteen chapters.

Nonetheless, the authors remain wedded to the belief that environmental action can only ever be as sound as the ecological principles on which it is based. Hence, while trying harder than ever to help improve preparedness for addressing the environmental problems of the years ahead, the book remains, in its essence, an exposition of the *science* of ecology. This new edition incorporates the results from more than a thousand recent studies into a fully up-to-date text.

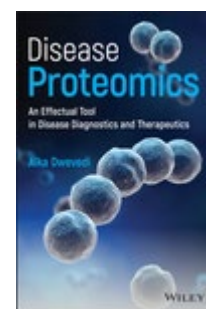
NOVEMBER 2020 912PP
978-1-119-27935-8 PB \$65.00 (Japan)
ECOLOGY & ORGANISMAL BIOLOGY

Disease Proteomics

An Effectual Tool in Disease Diagnostics and Therapeutics

ALKA DWEVEDI

Approximately 30,000 genes are functional while other genes in the genome are not expressed. Expressed genes are necessary for proper functioning of all the systems present in humans. Therefore, an approach towards the understanding of expressed genes (i.e. proteins), which is termed as the "proteome" is helpful in understanding all life processes.



Proteomics would be very helpful in detailed analyses of diseased states and suitable treatment protocols. Most diseases are detected late, which usually results in less effective treatment. Proteomics would be the best tool for early disease detection and thus accelerating drug development at a higher pace with respect to their dosage and toxicity.

There are various methods of disease diagnosis--however, the application of proteomics in disease diagnosis has been given priority due to its ability of identifying important disease markers accurately. This is helpful for faster disease diagnosis, as well as effective therapeutics. This method is based on the protein profiling of diseased and normal tissues/cells and their comparative analyses. It can be directly used by taking biological samples in very small amounts and giving higher throughput with respect to any other known techniques.

An overview of important applications of proteomics in disease diagnosis and therapeutics include: Cancer diagnosis and therapeutics; Diagnosis of infectious diseases and treatment; Applications to prognosis; and finally Drug Development.

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Genomics & Proteomics

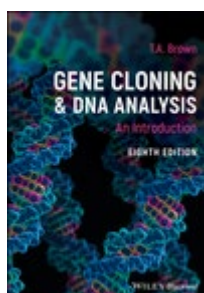
文学

Gene Cloning and DNA Analysis

An Introduction

TERRY BROWN

Known worldwide as the standard introductory text to this important and exciting area of study, *Gene Cloning and DNA Analysis: An Introduction, 8th Edition* preserves the tradition of excellence created by previous editions. Comprehensive and authoritative, the book explores all of the topics crucial to an understanding of gene cloning in an approachable way. An easy-to-follow and user-friendly layout is presented in full-color throughout the volume, making it simple to absorb the clear and accessible material contained within.



Gene Cloning and DNA Analysis: An Introduction, 8th Edition contains updated and extended coverage of gene editing strategies like CRISPR/Cas, rewritten chapters on DNA sequencing and genome studies, as well as new material on real-time PCR and typing of human disease mutations. Over 250 full-color illustrations are included to bring to life the comprehensive content. The book also covers topics like:

- The strategies used by researchers and industry practitioners to assemble genome sequences
- Next generation sequencing methods and descriptions of their applications in studying genomes and transcriptomes
- Includes the use and application of gene editing strategies
- Interbreeding between Neanderthals and Homo Sapiens

Gene Cloning and DNA Analysis: An Introduction, 8th Edition is an invaluable introductory text for students in classes like genetics and genomics, molecular biology, biochemistry, immunology, and applied biology. It also belongs on the bookshelves of every professional who desires to improve their understanding of the basics of gene cloning or DNA analysis.

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What is African American Literature?

MARGO N. CRAWFORD

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Brown University, USA

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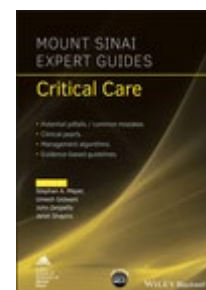
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メディカル・サイエンス

Critical Care

EDITOR STEPHAN A. MAYER, EDITOR UMESH GIDWANI & EDITOR
 JOHN OROPELLO

Part of the Mount Sinai Expert Guide series, this outstanding book provides rapid-access, clinical information on all aspects of Critical Care with a focus on clinical diagnosis and effective patient management. With strong focus on the very best in multidisciplinary patient care, it is the ideal point of care consultation tool for the busy physician.



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 Emergency Medicine & Trauma

Immunophenotyping for Haematologists

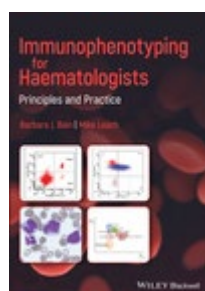
Principles and Practice

BARBARA J. BAIN, LONDON, UNITED KINGDOM & MIKE LEACH

St Mary's Hospital, London, UK

Offers clear and concise instruction on running, reporting and interpreting immunophenotyping studies

Written by two well-known haematology educators and experts on the topic, *Immunophenotyping for Haematologists* contains an introduction to running, reporting and interpreting immunophenotyping studies. The book offers a unique approach to the topic by putting the focus on clinical and laboratory haematologists who are not routinely involved in running and reporting on immunophenotyping studies.



Immunophenotyping using flow cytometry has become the method of choice in identifying and sorting cells within complex populations, for example, the analysis of immune or neoplastic cells in a blood sample. The text reviews the purpose and principles of immunophenotyping and includes an introduction and explanation of the principles and the role of immunophenotyping. The authors examine immunophenotypic characteristics of the disease groups commonly encountered and identify the features that differentiate malignant cells from normal cells. To enhance understanding, the book contains multiple choice and extended matching questions which integrates immunophenotyping with clinicopathological features and the results of other investigations to mimic everyday practice.

Written for haematologists working in both laboratory and clinical haematology, *Immunophenotyping for Haematologists* is a much-needed reference for understanding and interpreting immunophenotyping studies.

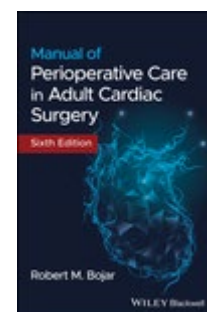
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Hematology

Manual of Perioperative Care in Adult Cardiac Surgery

6th Edition

ROBERT M. BOJAR

Associate Professor of Cardiothoracic Surgery, Tufts University School of Medicine; Chief of Cardiothoracic Surgery, St. Vincent Hospital, Worcester; Senior Cardiothoracic Surgeon, Division of Cardiothoracic Surgery, New England Medical Center, Boston



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CARDIAC SURGERY

機械工学

Air Bearings

Theory, Design and Applications

FARID AL-BENDER

Comprehensive treatise on gas bearing theory, design and application

This book treats the fundamental aspects of gas bearings of different configurations (thrust, radial, circular, conical) and operating principles (externally pressurized, self-acting, hybrid, squeeze), guiding the reader throughout the design process from theoretical modelling, design parameters, numerical formulation, through experimental characterisation and practical design and fabrication.



The book devotes a substantial part to the dynamic stability issues (pneumatic hammering, sub-synchronous whirling, active dynamic compensation and control), treating them comprehensively from theoretical and experimental points of view.

Key features:

- Systematic and thorough treatment of the topic.
- Summarizes relevant previous knowledge with extensive references.
- Includes numerical modelling and solutions useful for practical application.
- Thorough treatment of the gas-film dynamics problem including active control.
- Discusses high-speed bearings and applications

Air Bearings: Theory, Design and Applications is a useful reference for academics, researchers, instructors, and design engineers. The contents will help readers to formulate a gas-bearing problem correctly, set up the basic equations, solve them establishing the static and dynamic characteristics, utilise these to examine the scope of the design space of a given problem, and evaluate practical issues, be they in design, construction or testing.

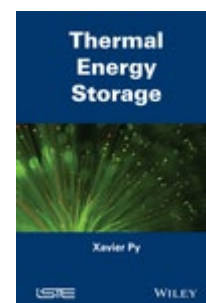
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Thermal Energy Storage

XAVIER PY

The book describes all thermal energy storage (TES) aspects including basic involved mechanisms, functionalities, conventional and advanced storage materials, envelopes and heat transfer fluids, systems and their integration. All those issues are presented through practical examples of domestic and industrial applications of actual interest in order to highlight major limitations and needs in future innovations. The illustrative applications (three per basic mechanisms) have been selected in such a way to cover a wide range of temperature, capacity and power ranges.

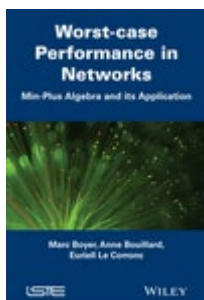


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MARC BOYER, ANNE BOUILLARD &
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Fourth Edition

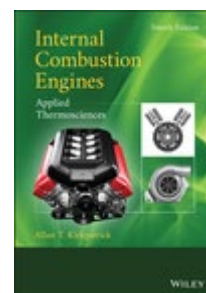
ALLAN T. KIRKPATRICK

A comprehensive resource covering the foundational thermal-fluid sciences and engineering analysis techniques used to design and develop internal combustion engines

Internal Combustion Engines: Applied Thermosciences, Fourth Edition combines foundational thermal-fluid sciences with engineering analysis techniques for modeling and predicting the performance of internal combustion engines.

The *4th Edition* expands on the combined analytical and numerical approaches used successfully in previous editions. Students and engineers are provided with several new tools for applying the fundamental principles of thermodynamics, fluid mechanics, and heat transfer to internal combustion engines.

Each chapter includes MATLAB programs and examples showing how to perform detailed engineering computations. The chapters also have an increased number of homework problems with which the reader can gauge their progress and retention. All the software is “open source” so that readers can see in detail how computational analysis and the design of engines is performed. A companion website is also provided, offering access to the MATLAB computer programs.



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FLUID MECHANICS

Planning and Executing Credible Experiments

ROBERT J. MOFFAT & ROY W. HENK

Covers experiment planning, execution, analysis, and reporting

This single-source resource guides readers in planning and conducting credible experiments for engineering, science, industrial processes, agriculture, and business. The text takes experimenters all the way through designing a high-impact experiment--from initial conception, through execution of the experiment, to a defensible final report--and prepares the reader to anticipate the choices faced during each stage. Filled with real-world examples from engineering science and industry, *Planning and Executing Credible Experiments: A Guidebook for Engineering, Science, Industrial Processes, Agriculture, and Business* offers chapters that challenge experimenters at each stage of planning and execution. Tested over decades at Stanford University and internationally, it is accompanied by a website hosting two powerful, free, open-source software tools that reinforce experiment design and analysis.

- A comprehensive guide to experiment planning, execution, and analysis
- Leads from initial conception, through the experiment's launch, to final report
- Prepares the reader to anticipate the choices faced throughout an experiment
- Emphasizes principles and techniques from Design of Experiments (DoE)
- Selects experiment designs to obtain the most information from fewer experimental runs
- Offers chapters that propose questions that an experimenter will need to ask and answer during each stage of planning and execution
- Includes examples from real-life industrial experiments

The book is an excellent resource for graduates and senior undergraduates--as well as professionals--across a wide variety of engineering disciplines.

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Control Process & Measurements



材料科学

Welding Metallurgy

3rd Edition

SINDO KOU

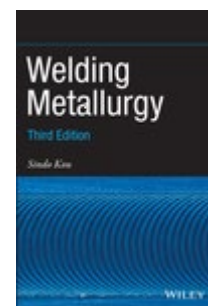
University of Wisconsin

Discover the extraordinary progress that welding metallurgy has experienced over the last two decades

Welding Metallurgy, 3rd Edition is the only complete compendium of recent, and not-so-recent, developments in the science and practice of welding metallurgy. Written by Dr. Sindo Kou, this edition covers solid-state welding as well as fusion welding, which now also includes resistance spot welding. It restructures and expands sections on Fusion Zones and Heat-Affected Zones. The former now includes entirely new chapters on microsegregation, macrosegregation, ductility-dip cracking, and alloys resistant to creep, wear and corrosion, as well as a new section on ternary-alloy solidification. The latter now includes metallurgy of solid-state welding. Partially Melted Zones are expanded to include liquation and cracking in friction stir welding and resistance spot welding. New chapters on topics of high current interest are added, including additive manufacturing, dissimilar-metal joining, magnesium alloys, and high-entropy alloys and metal-matrix nanocomposites.

Dr. Kou provides the reader with hundreds of citations to papers and articles that will further enhance the reader's knowledge of this voluminous topic. Undergraduate students, graduate students, researchers and mechanical engineers will all benefit spectacularly from this comprehensive resource.

Multicomponent/multiphase diffusion bonding Dr. Kou's *Welding Metallurgy* has been used the world over as an indispensable resource for students, researchers, and engineers alike. This new *Third Edition* is no exception.



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978-1-119-52481-6 CL \$150.00 (Japan)
JOINING, WELDING AND ADHESION

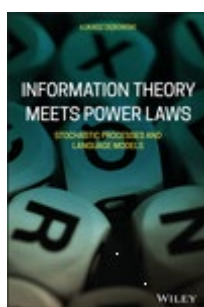
ナースिंग

Information Theory Meets Power Laws

Stochastic Processes and Language Models

LUKASZ DEBOWSKI

This book introduces mathematical foundations of statistical modeling of natural language. The author attempts to explain a few statistical power laws satisfied by texts in natural language in terms of non-Markovian and non-hidden Markovian discrete stochastic processes with some sort of long-range dependence. To achieve this, he uses various concepts and technical tools from information theory and probability measures. This book begins with an introduction. The first half of the book is an introduction to probability measures, information theory, ergodic decomposition, and Kolmogorov complexity, which is provided to make the book relatively self-contained. This section also covers less standard concepts and results, such as excess entropy and generalization of conditional mutual information to fields. The second part of the book discusses the results concerning power laws for mutual information and maximal repetition, such as theorems about facts and words. There is also a separate chapter discussing toy examples of stochastic processes, which should inspire future work in statistical language modeling.



NOVEMBER 2020 416PP
978-1-119-62527-8 CL \$115.00 (Japan)
Theory, Modeling & Simulation

The Great Ormond Street Hospital Manual of Children and Young People's Nursing Practices

2nd Edition

EDITOR ELIZABETH BRUCE, EDITOR JANET WILLISS & EDITOR FAITH GIBSON

Great Ormond Street Hospital, London; Great Ormond Street Hospital

Clinical skills are essential in the provision of care for children and young people. *The Great Ormond Street Hospital Manual of Children and Young People's Nursing Practices* provides expert guidance on evidence-based clinical procedures, helping students and newly registered nurses develop sound clinical judgement and confidence. This comprehensive resource covers all aspects of children's nursing, from the fundamentals of everyday practice to advanced care in high dependency and intensive care settings. As such, its relevance and usefulness reach beyond those newly registered; it remains a valuable resource for experienced nurses wishing to further expand their nursing skills.

Now in its second edition, this thoroughly updated guide demonstrates each procedure, explains the underlying theory and evidence, and speaks to the unique challenges of working with children and young people. New chapters address mental health, complementary therapies, learning difficulties, and the deteriorating child, whilst expanded content examines blood glucose monitoring, glucocorticoid treatment, insulin administration, diabetes care, surgical diathermy, non-invasive ventilation, and much more.

The second edition of *The Great Ormond Street Hospital Manual* is an indispensable resource for registered nurses, students, and other healthcare professionals involved in delivering clinically effective, evidenced-based, family-centred care.

NOVEMBER 2020 792PP
978-1-118-89822-2 PB \$61.99 (Japan)
NURSING CHILDREN & YOUNG PEOPLE

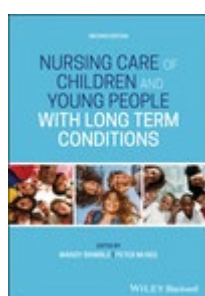
Nursing Care of Children and Young People with Long Term Conditions

2nd Edition

EDITOR MANDY BRIMBLE & PETER MCNEE

University of Wales

The second edition of *Nursing Care of Children and Young People with Long Term Conditions* remains the only nursing-specific text on the care of “paediatric” patients with chronic illness. Written to meet the needs of nursing students and professionals alike this comprehensive volume provides authoritative and up-to-date information on the context, theory, and practice of delivering holistic care to children and families in a range of health and social care settings.



Contributions from a team of experienced academics, educators, and practitioners offer valuable insight into the impact of chronic illness on children and parents, the practical implications of meeting their physical, psychological, and social needs, empowering them to be ‘experts’ in their care, and many more vital aspects of long-term paediatric care. This edition features new and revised content reflecting contemporary guidelines and evidence-based practice, including updated clinical case studies and a new chapter examining the impact of having a sibling with a long-term condition.

Nursing Care of Children and Young People with Long Term Conditions is required reading for student and registered children's nurses, as well as for practitioners in related health and social care disciplines.

NOVEMBER 2020 308PP
978-1-119-65311-0 PB \$65.00 (Japan)
Nursing Children & Young People

Practical Statistics for Nursing and Health Care

2nd Edition

JIM FOWLER, PHILIP P. JARVIS & MEL M. CHEVANNES

Leicester Polytechnic, UK; Safety of Medicines, Zeneca Pharmaceuticals, Macclesfield, UK; De Montfort University, Leicester, UK

Now in its second edition, *Practical Statistics for Nursing and Health Care* provides a sound foundation for nursing, midwifery and other health care students and early career professionals, guiding readers through the often daunting subject of statistics from scratch. Making no assumptions about one's existing knowledge, the text develops in complexity as the material and concepts become more familiar, allowing readers to build the confidence and skills to apply various formula and techniques to their own data.

The authors explain common methods of interpreting data sets and explore basic statistical principles that enable nurses and health care professionals to decide on suitable treatment, as well as equipping readers with the tools to critically appraise clinical trials and epidemiology journals.

- Offers information on statistics presented in a clear, straightforward manner
- Covers all basic statistical concepts and tests, and includes worked examples, case studies, and data sets
- Provides an understanding of how data collected can be processed for the patients' benefit
- Contains a new section on how to calculate and use percentiles

Written for students, qualified nurses and other healthcare professionals, *Practical Statistics for Nursing and Health Care* is a hands-on guide to gaining rapid proficiency in statistics.

NOVEMBER 2020 400PP
978-1-119-69852-4 PB \$56.95 (Japan)
Nursing Research

物理学

Basic Physics

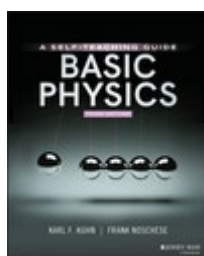
A Self-Teaching Guide, 3rd Edition

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.



Subject matter covered includes:

- Newton's Laws
- Energy
- Electricity
- Magnetism
- Light
- Sound
- And more

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.

NOVEMBER 2020 352PP
978-1-119-62990-0 PB \$24.99 (Japan)
GENERAL PHYSICS

哲学

A Brief Eternity

The Philosophy of Longevity

PASCAL BRUCKNER, TRANSLATED BY STEVEN RENDALL &
TRANSLATED BY LISA NEAL

READERSHIP: Students and scholars of political science and philosophy, as well as the interested general reader.

NOVEMBER 2020 180PP
978-1-5095-4432-5 CL \$19.95 (Japan)
General Philosophy

Nietzsche's Dawn

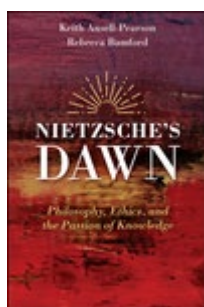
Philosophy, Ethics, and the Passion of Knowledge

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.

NOVEMBER 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

NOVEMBER 2020 UnknownPP
978-1-119-63328-0 PB \$19.95 (Japan)
Introductions to Philosophy

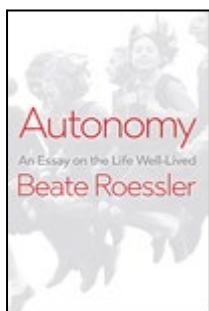
Autonomy

An Essay on the Life Well-Lived

BEATE ROSSLER & TRANSLATOR JAMES C. WAGNER

University of Amsterdam

READERSHIP: Students and scholars of philosophy, political theory, social theory and sociology.



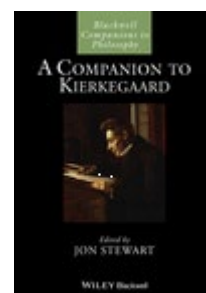
NOVEMBER 2020 380PP
978-1-5095-3799-0 CL \$69.95 (Japan)
978-1-5095-3800-3 PB \$28.95 (Japan)
Continental Philosophy

A Companion to Kierkegaard

EDITOR JON STEWART

University of Copenhagen, Denmark

Jon Stewart, one of the world's leading experts on the work of Søren Kierkegaard, has here compiled the most comprehensive single-volume overview of Kierkegaard studies currently available.



- Includes contributions from an international array of Kierkegaard scholars from across the disciplines
- Covers all of the major disciplines within the broad field of Kierkegaard research, including philosophy; theology and religious studies; aesthetics, the arts and literary theory; and social sciences and politics
- Elucidates Kierkegaard's contribution to each of these areas through examining the sources he drew upon, charting the reception of his ideas, and analyzing his unique conceptual insights into each topic
- Demystifies the complex field of Kierkegaard studies creating an accessible entry-point into his thought and writings for readers new to his work

SERIES: BLACKWELL COMPANIONS TO PHILOSOPHY

NOVEMBER 2020 544PP
978-1-119-09012-0 PB \$46.75 (Japan)
9781118783818 CL \$202.75 (Japan) Published, DEC 2015
Continental Philosophy

After the Apocalypse

SRECKO HORVAT

READERSHIP: Students and scholars in the humanities and social science, as well as interested general readers.

NOVEMBER 2020 180PP
978-1-5095-4007-5 CL \$64.95 (Japan)
978-1-5095-4008-2 PB \$19.95 (Japan)
Critical Theory

Correspondence

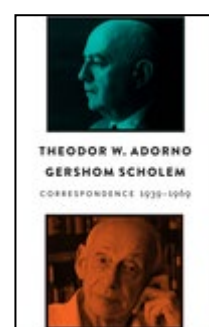
1939 - 1969

THEODOR W. ADORNO, GERSHOM SCHOLEM, TRANSLATOR
SEBASTIAN TRUSKOLASKI, TRANSLATOR PAULA SCHWEBEL &
EDITOR ASAF ANGERMANN

Frankfurt School

READERSHIP:

Graduates and academics in sociology and social theory, cultural studies and cultural theory, literary theory, philosophy, theology and Jewish Studies; anyone interested in critical theory, C20th German culture and Judaism, Jewish mysticism and the Kabbalah.



NOVEMBER 2020 520PP
978-1-5095-1045-0 CL \$45.00 (Japan)
20th Century Philosophy

Anarchism

CARISSA HONEYWELL

READERSHIP: Students and scholars in political theory and philosophy, particularly on courses related to political ideologies, anarchism, radical politics, and similar.

SERIES: KEY CONCEPTS IN POLITICAL THEORY

NOVEMBER 2020 168PP
978-1-5095-2390-0 CL \$59.95 (Japan)
978-1-5095-2391-7 PB \$19.95 (Japan)
Political Philosophy & Theory



Planetary Politics

A Manifesto

LORENZO MARSILI

READERSHIP: Students and scholars in politics, sociology and the social sciences generally, and general readers interested in radical politics and current affairs.

SERIES: THEORY REDUX

NOVEMBER 2020 140PP
978-1-5095-4476-9 CL \$45.00 (Japan)
978-1-5095-4477-6 PB \$12.95 (Japan)
Political Philosophy & Theory

Psychology For Dummies

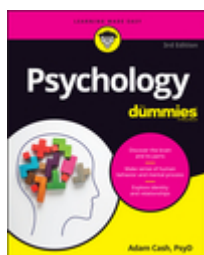
3rd Edition

ADAM CASH

Chapman University, Orange, CA

Find out what makes you--and everyone else--tick

Psychology For Dummies takes you on the challenging and thrilling adventure into the astonishing science of why we do the things we do. Along the way you'll find out how psychology helps us improve our relationships, make better decisions, be more effective in our careers, and avoid stress and mental illness in difficult times.



In a friendly, jargon-free style, clinical psychologist and teacher Adam Cash uses practical examples to delve deep into the maze of the human mind: from the basic hardware, software, and "wetware" of our brains to the mysteries of consciousness and the murkier reaches of abnormal behavior. He also provides profound insights into our wants and needs, the differences between psychological approaches, and how positive psychology can help you lead the "good life" that fulfills you most.

- Gain insights into identity and the self
- Cope with stress and illness
- Maintain psychological health
- Make informed choices when seeking counseling

Whether you're new to the unconscious or an established devotee of Freud and pharmacology, *Psychology For Dummies* is your essential guide to the examined life--and what can make it even more worth living!

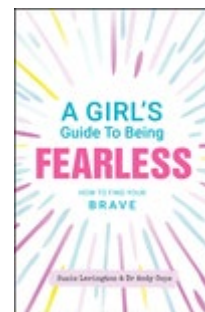
NOVEMBER 2020 UnknownPP
978-1-119-70029-6 PB \$24.99 (Japan)
PSYCHOLOGY GENERAL

A Girl's Guide to Being Fearless

SUZIE LAVINGTON & ANDY COPE

Face up to the world with confidence and higher self-esteem

Growing up has become faster, more furious and the pressures more intense. Anxiety and panic have reached epidemic proportions. A third of teenage girls will suffer from depression. Factor in a rise in self harm and eating disorders and the mental health stats become alarming.



It's time to equip young women with the means to fight back.

A Girl's Guide to Being Fearless unlocks self-esteem, confidence, wellbeing, resilience and offers an antidote to an overwhelming world of altered photos, filters, and fillers.

A Girl's Guide helps parents, girls, and teachers understand that wellbeing is an inside job. As an essential book for our time, this guide reflects the challenging world facing teens. The authors suggest there is little to be gained by asking girls to stop taking selfies or using Instagram filters, because these habits are ingrained in teenage culture. Instead, guidance is provided on how girls can take action to increase their confidence and love the skin they are in.

Keep calm and read *A Girl's Guide to Being Fearless*, a gathering of life's cheat codes; all simple, do-able and hugely entertaining.

Learn how to show anxiety the door and let in more of the good stuff. This book will help you find your Fierce. Whisper it quietly, but it might even change your life.

NOVEMBER 2020 216PP
978-0-85708-857-4 PB \$14.99 (Japan)
Adolescence

Great Myths of Personality

B. DONNELLAN

Michigan State University; Richard. E Lucas, Michigan State University

Great Myths of Personality teaches critical thinking skills and key concepts of personality psychology through the discussion of popular myths and misconceptions.



- Provides a thorough look at contemporary myths and misconceptions, such as: Does birth order affect personality? Are personality tests an accurate way to measure personality? Do romantic partners need similar personalities for relationship success?
- Introduces concepts of personality psychology in an accessible and engaging manner
- Focuses on current debates and controversies in the field with references to the latest research and scientific literature

SERIES: GREAT MYTHS OF PSYCHOLOGY

NOVEMBER 2020 UnknownPP
978-1-118-52139-7 CL \$79.95 (Japan)
978-1-118-52135-9 PB \$24.95 (Japan)
Personality & Individual Differences

Drugs, Brain, and Behavior

1st Edition

SCOTT BAILEY & CATHY GROVER

Texas Lutheran University, USA ; Emporia State University, USA

- In a student-friendly and accessible manner, this text offers students both a scientific examination of the effects of drugs on behaviour and an understanding of the contemporary issues related to drug use and abuse.
- Focuses on the interrelationship between psychological and physiological processes that are often overlooked by textbooks in this market.
- Authors pay particular attention to behavioural and nervous system processes as they relate to drugs and drug use, as well as their implications for specific drug categories.
- Use of historic, visual art, film and literature-based perspectives on drugs and drug use.

READERSHIP: Undergraduate psychology students taking courses in drugs and behaviour. Also students studying psychopharmacology, medicine, biology, social work and drug abuse counseling.

NOVEMBER 2020 448PP
978-1-4051-3226-8 PB \$55.00 (Japan)
Addictions

A Clinician's Guide to CBT for Children to Young Adults

A Companion to Think Good-Feel Good and Thinking Good, Feeling Better, 2nd Edition

PAUL STALLARD

Consultant Clinical Psychologist, Royal United Hospital, Bath, UK

NOVEMBER 2020 208PP
978-1-119-39631-4 PB \$44.95 (Japan)
COGNITIVE BEHAVIORAL THERAPY (CBT)

政治学

The Wiley Blackwell Companion to Religion and Politics in the U.S.

EDITOR BARBARA A. MCGRAW

Saint Mary's College California, USA

The *Wiley Blackwell Companion to Religion and Politics in the U.S.* provides a broad, inclusive, and rich range of chapters, in the study of religion and politics. Arranged in their historical context, chapters address themes of history, law, social and religious movements, policy and political theory.



- Broadens the parameters of this timely subject, and includes the latest work in the field
- Draws together newly-commissioned essays by distinguished authors that are cogent for scholars, while also being in a style that is accessible to students.
- Provides a balanced and inclusive approach to religion and politics in the U.S.
- Engages diverse perspectives from various discourses about religion and politics across the political and disciplinary spectra, while placing them in their larger historical context

SERIES: WILEY BLACKWELL COMPANIONS TO RELIGION

NOVEMBER 2020 616PP
978-1-119-24684-8 PB \$57.25 (Japan)
9780470657331 CL \$202.75 (Japan) Published, MAY 2016
Religion & Politics

宗教

Introduction to the Old Testament

Sacred Texts and Imperial Contexts of the Hebrew Bible

2nd Edition

DAVID M. CARR

Union Theological Seminary, New York, USA

NOVEMBER 2020 352PP
978-1-119-63667-0 PB \$44.95 (Japan)
OLD TESTAMENT

セルフヘルプ

Be More Kid

A Handbook for Solving Problems in Everyday Life

MARK TAYLOR, NICKY TAYLOR & ED JAMES

What if the secret to transforming your life doesn't lie with becoming a new, improved you, but instead in unlearning unhelpful habits and behaviours to allow you to re-engage with the resources that you've had all along, right from when you were a child? What if we show you how to reconnect with those resources and combine them with the best parts of being an adult -- how much more exciting, fulfilling and fun would your life be?

Be More Kid is for the people out there living their daily lives with a sense of lacking, whether that's confidence, success, happy relationships...but most of all, fun. The authors believe that adults need far more fun in their lives! This book is for anyone who wants to feel the happy, upbeat, light-heartedness they once felt, but have somehow lost with time. And that, along with transformation tools and thinking, is exactly what *Be More Kid* provides.

All brought together through the lens of neuro-linguistic programming and other key relationship and behaviour-focussed principles, *Be More Kid* will show how we can all learn a lot from the wistful and playful ways in which kids tackle everyday life.

The book covers key topics including purpose, resilience, confidence, contentment and the childlike principle of the art & science of underthinking. It also includes coping strategies and thinking exercises to engage during challenging times. All brought together through the lens of neuro-linguistic programming and other key relationship and behaviour-focussed principles, research, case studies and personal experience, Ed, Nicky and Mark, who've worked together since 2016, detail how we can all learn a lot from the wistful and playful ways in which kids tackle everyday life.

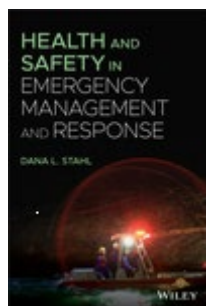
NOVEMBER 2020 242PP
978-0-85708-883-3 PB \$13.99 (Japan)
GENERAL SELF-HELP

危機管理

Health and Safety in Emergency Management and Response

DANA L. STAHL

This book familiarizes personnel serving as Emergency Managers, Safety Officers, Assistant Safety Officers, and in other safety-relevant Incident Command System (ICS) roles with physical and psychosocial hazards and stressors that may impact the health and safety of workers and responders in an All-Hazards Response, and ways to minimize exposure. This book provides knowledge on regulations and worker safety practices to the Safety Officer with an emergency responder background, and provides the tools for the Safety Officer with an industrial hygiene or safety professional background that help them be successful in this role. In order to work together effectively, it is important that anyone responding to an emergency be familiar with all standards and protocols.



NOVEMBER 2020 480PP
978-1-119-56097-5 CL \$125.00 (Japan)
Emergency Management

社会学

Populism in the Civil Sphere

JEFFREY C. ALEXANDER, EDITOR PETER KIVISTO & EDITOR GIUSEPPE SCIORTINO

University of California, Los Angeles; Augustana College

READERSHIP: Students and scholars in sociology, politics and related disciplines.

NOVEMBER 2020 316PP
978-1-5095-4473-8 CL \$69.95 (Japan)
978-1-5095-4474-5 PB \$26.95 (Japan)
General Sociology



Planetary Social Thought

The Anthropocene Challenge to the Social Sciences

NIGEL CLARK & BRONISLAW SZERSZYNSKI

Lancaster University

READERSHIP: final-year undergraduate, post-graduate students and scholars across the social sciences and humanities (especially within sociology, human geography, environmental studies, and anthropology)

NOVEMBER 2020 256PP
978-1-5095-2634-5 CL \$69.95 (Japan)
978-1-5095-2635-2 PB \$26.95 (Japan)
Social Theory

Introduction to Statistical Process Control

MUHAMMAD ASLAM, AAMIR SAGHIR & LIAQUAT AHMAD

An Introduction to the Fundamentals and History of Control Charts, Applications, and Guidelines for Implementation

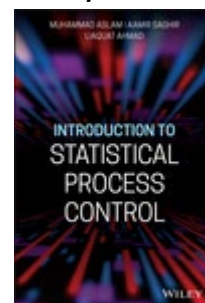
Introduction to Statistical Process Control examines various types of control charts that are typically used by engineering students and practitioners. This book helps readers develop a better understanding of the history, implementation, and use-cases.

Students are presented with varying control chart techniques, information, and roadmaps to ensure their control charts are operating efficiently and producing specification-confirming products. This is the essential text on the theories and applications behind statistical methods and control procedures.

This eight-chapter reference breaks information down into digestible sections and covers topics including:

- An introduction to the basics as well as a background of control charts
- Widely used and newly researched attributes of control charts, including guidelines for implementation
- The process capability index for both normal and non-normal distribution via the sampling of multiple dependent states
- An overview of attribute control charts based on memory statistics
- The development of control charts using EQMA statistics

For a solid understanding of control methodologies and the basics of quality assurance, *Introduction to Statistical Process Control* is a definitive reference designed to be read by practitioners and students alike. It is an essential textbook for those who want to explore quality control and systems design.



NOVEMBER 2020 304PP
978-1-119-52845-6 CL \$120.00 (Japan)
Multivariate Analysis

Big Data Meets Survey Science

A Collection of Innovative Methods

EDITOR CRAIG A. HILL, EDITOR PAUL P. BIEMER, EDITOR TRENT BUSKIRK, EDITOR LILLI JAPEC, EDITOR ANTJE KIRCHNER, EDITOR STAS KOLENIKOV & EDITOR LARS E. LYBERG

RTI International; Research Triangle Institute; Statistics Sweden ; Statistics Sweden

Offers a clear view of the utility and place for survey data within the broader Big Data ecosystem

This book presents a collection of snapshots from two sides of the Big Data perspective. It assembles an array of tangible tools, methods, and approaches that illustrate how Big Data sources and methods are being used in the survey and social sciences to improve official statistics and estimates for human populations. It also provides examples of how survey data are being used to evaluate and improve the quality of insights derived from Big Data. *Big Data Meets Survey Science: A Collection of Innovative Methods* shows how survey data and Big Data are used together for the benefit of one or more sources of data, with numerous chapters providing consistent illustrations and examples of survey data enriching the evaluation of Big Data sources. Examples of how machine learning, data mining, and other data science techniques are inserted into virtually every stage of the survey lifecycle are presented. Topics covered include: Total Error Frameworks for Found Data; Performance and Sensitivities of Home Detection on Mobile Phone Data; Assessing Community Wellbeing Using Google Street View and Satellite Imagery; Using Surveys to Build and Assess RBS Religious Flag; and more.

Big Data Meets Survey Science: A Collection of Innovative Methods is an excellent book for both the survey and social science communities as they learn to capitalize on this new revolution. It will also appeal to the broader data and computer science communities looking for new areas of application for emerging methods and data sources.

SERIES: WILEY SERIES IN SURVEY METHODOLOGY

NOVEMBER 2020 800PP
978-1-118-97632-6 CL \$125.00 (Japan)
Survey Research Methods & Sampling



The Big R-Book

From Data Science to Learning Machines and Big Data

PHILIPPE J. S. DE BROUWER

Introduces professionals and scientists to statistics and machine learning using the programming language R

Written by and for practitioners, this book provides an overall introduction to R, focusing on tools and methods commonly used in data science, and placing emphasis on practice and business use. It covers a wide range of topics in a single volume, including big data, databases, statistical machine learning, data wrangling, data visualization, and the reporting of results. The topics covered are all important for someone with a science/math background that is looking to quickly learn several practical technologies to enter or transition to the growing field of data science.



The Big R-Book for Professionals: From Data Science to Learning Machines and Reporting with R includes nine parts, starting with an introduction to the subject and followed by an overview of R and elements of statistics. The third part revolves around data, while the fourth focuses on data wrangling. Part 5 teaches readers about exploring data. In Part 6 we learn to build models, Part 7 introduces the reader to the reality in companies, Part 8 covers reports and interactive applications and finally Part 9 introduces the reader to big data and performance computing. It also includes some helpful appendices.

The Big R-Book is an excellent guide for science technology, engineering, or mathematics students who wish to make a successful transition from the academic world to the professional. It will also appeal to all young data scientists, quantitative analysts, and analytics professionals, as well as those who make mathematical models.

NOVEMBER 2020 UnknownPP
978-1-119-63272-6 CL \$130.00 (Japan)
Statistical Software / R

テストプレップ

Regression for Predictive Analytics

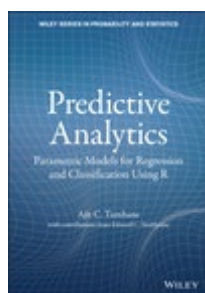
Parametric and Nonparametric Regression

AJIT C. TAMHANE & EDWARD C. MALTHOUSE

Northwestern University

Provides a foundation in classical parametric methods of regression and classification essential for pursuing advanced topics in predictive analytics and statistical learning

This book covers a broad range of topics in parametric regression and classification including multiple regression, logistic regression (binary and multinomial), discriminant analysis, Bayesian classification, generalized linear models and Cox regression for survival data. The book also gives brief introductions to some modern computer-intensive methods such as classification and regression trees (CART), neural networks and support vector machines. The book is organized so that it can be used by both advanced undergraduate or masters students with applied interests and by doctoral students who also want to learn the underlying theory. This is done by devoting the main body of the text of each chapter with basic statistical methodology illustrated by real data examples. Derivations, proofs and extensions are relegated to the Technical Notes section of each chapter, Exercises are also divided into theoretical and applied. Answers to selected exercises are provided. A solution manual is available to instructors who adopt the text.



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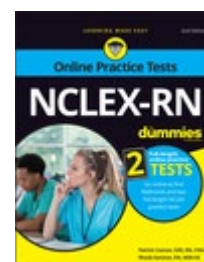
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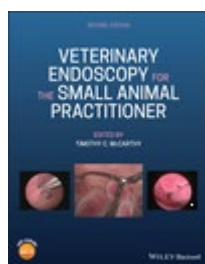
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Cascade Veterinary Referral Center, Tigard, Oregon, USA

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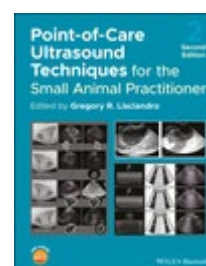
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