



# STYLUS

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Professional Books  
Spring 2020

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**Editorial & Marketing:**

22883 Quicksilver Drive  
Sterling, VA 20166-2012  
Tel: 703-661-1504  
Fax: 703-661-1547  
E-mail: [StylusInfo@StylusPub.com](mailto:StylusInfo@StylusPub.com)

**Orders & Customer Service:**

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Herndon, VA 20172-0605  
Tel: 703-661-1581 / Toll free: 1-800-232-0223  
Fax: 703-661-1501  
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- Mercury Learning & Information
- Plant Science and Horticulture
- Tourism
- Veterinary Science/ Medicine



Catalog design by *egads*

## Going Alt-Ac

A Guide to Alternative Academic Careers

**Kathryn E. Linder, Kevin Kelly, and Thomas J. Tobin**

*"The authors have produced a book that anyone contemplating, or negotiating, a non-traditional academic career will want to read. Not only read, but workshop and teach and book-club and share. I think that we will keep Going-Alt Ac on our desks, as both a reference guide and a reminder that we are part of something bigger."* – Joshua Kim, Director of Digital Learning Initiatives - Dartmouth Center for the Advancement of Learning

A growing number of people completing or holding graduate degrees now seek "non-faculty positions"—also called alternative academic, or "alt-ac" positions—at different stages in their careers. While an increasing number of people with doctoral degrees are hunting for a diminishing pool of tenure-track faculty jobs, most degree-granting institutions do not adequately prepare their graduate students to enter the new reality of the alt-ac job market. Yet the administrative ranks in higher education institutions are growing, as colleges and universities are creating a diverse range of positions that support teaching and learning efforts.

Focusing on the range of potential alternative career choices, this highly practical book offers tools and prompts for readers who are:

- Considering whether to choose an alt-ac career path
- Seeking specific alt-ac positions
- Advising graduate students or mentoring recent professional graduates
- Encountering alt-ac career challenges.

The authors offer case stories their own and those of colleagues across North America in "alt-ac" roles with concrete examples designed to help readers pursue, obtain, and excel in a wide variety of alt-ac positions. The book can equally be used as a resource for graduate courses on professional development and job-market preparation.

**January 2020**

**204 pp, 6 in x 9 in, 11 illustrations**

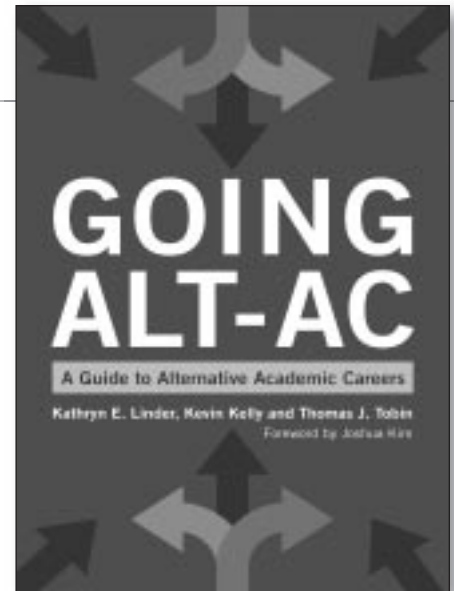
**Paper, 978 1 62036 831 2, \$32.95 (\$3)**

**E-book, 978 1 62036 833 6, \$25.99 (\$9)**

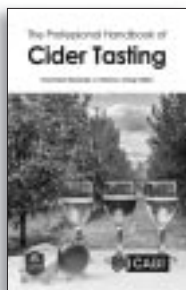
**Hardback, 978 1 62036 830 5, \$125.00 (\$5)**

**Library E-book, 978 1 62036 832 9, \$125.00 (10)**

**HIGHER EDUCATION / CAREERS**



**The Authors:** Kathryn E. Linder is a writer and researcher with a passion for process and peeking behind the scenes at what it takes to be a successful academic. Currently, she is the creator of the "Radical Self-Trust Podcast Channel" and a weekly interview-based podcast "Research in Action" Katie is also the director of the Oregon State University Ecampus Research Unit and an associate editor for the *International Journal for Academic Development*. Kevin Kelly teaches online courses as a Lecturer in the Department of Equity, Leadership Studies, and Instructional Technologies at San Francisco State University, where he has also served as Online Teaching and Learning Manager. Thomas J. Tobin is a Faculty Associate and the Conference Programming Chair for the Learning Design, Development, & Innovation (LDDI) team in the Division of Continuing Studies at the University of Wisconsin-Madison, as well as an internationally-recognized speaker and author on topics related to quality in technology-enhanced education, especially copyright, evaluation of teaching practice, academic integrity, and accessibility/universal design for learning.



## The Professional Handbook of Cider Tasting

**Travis Alexander and Brianna L. Ewing Valliere**

In recent years, with the rise of the craft beverage movement, the cider industry has been through a period of rapid commercial and non-commercial growth.

Tasting and quality control is a core aspect of successful cider making and it is essential for industry and researchers to characterize cider using a standard, quantifiable metric. This book is a research-based handbook for understanding both the theory and practice of effectively evaluating the sensory properties of cider.

- Covers a broad range of cider tasting techniques with associated technical explanations.
- Provides data and research-driven information.
- Contains sample sensory evaluation sheets, a tasting wheel, and guidance for creating fresh cider sensory standards and the utilization of various apple cultivars.
- Includes a summary of the current global cider styles

This is an invaluable resource for commercial cidemakers, non-commercial cidemakers, students on cider production courses, researchers and other industry and stakeholder personnel.

**The Authors:** Travis Alexander is a postdoc in the Department of Horticulture at Washington State University. Brianna L. Ewing Valliere is a Clinical Assistant Professor in the School of Food Science at Washington State University. She teaches the nationally recognized "Cider & Perry Production - A Foundation" course along with other fermentation workshops.

**February 2020**

**96 pp, 6 in x 9 in, illustrations**

**Paper, 978 1 78924 549 3, \$40.00 (\$3)**

**BEVERAGES / AGRIBUSINES**



## Cut Flowers of the World

REVISED EDITION

**Johannes Maree and Ben-Erik van Wyk**

This full-color photographic guide describes and illustrates over 350 different species of widely used cut flowers and foliage plants.

*Cut Flowers of the World* is a user-friendly but scientifically accurate, quick reference guide to the most important commercial cut flowers, foliage greens and potted flowers that are sold in florist shops all over the world. This second edition has been expanded to include updated cultivar photos, and a new section on the practical aspects of cut flower production.

For each flower, the following information is given: description of the plant; geographical origin; historical overview; cultivation; properties such as colors, scent and vase life; quality criteria (how to select for quality); and the proper care and handling of the flowers. Also included are introductory chapters on basic aspects such as cultivation methods, harvesting and shipping techniques, cultivar development, and modern trends in marketing.

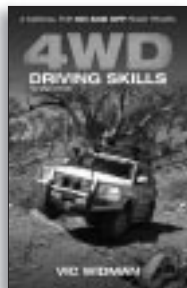
**The Authors:** Johannes Maree, is a professor at University of Johannesburg, South Africa. Ben-Erik van Wyk is a professor at the University of Johannesburg, South Africa.

**March 2020**

**472 pp, 6 3/4 x 9 1/2, color photos**

**Hardback, 978 1 78924 133 4, \$55.00 (\$3)**

**GARDENING/ FLOWERS**



## 4WD Driving Skills

A Manual for On- and Off-Road Travel

SECOND EDITION

**Vic Widman**

An essential guide to safe and responsible four-wheel driving.

Modern four-wheel drive vehicles are powerful and sophisticated machines, able to travel almost anywhere. Given their growing popularity with recreational drivers, there is an even more pressing need for adequate training. Even on sealed roads these vehicles require a different set of driving skills; off-road, the demands are many times greater.

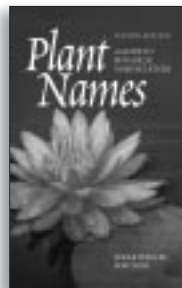
This second edition of the bestselling *4WD Driving Skills* complements nationally recognized training courses and has been fully revised to include updated vehicle terminology, technology and recovery techniques. It explains the essential skills of four-wheel driving for every type of on- and off-road terrain, how to approach challenging situations, and what to do if things go wrong. It is a valuable reference for all four-wheel drive enthusiasts.

**The Author:** Vic Widman bought his first four-wheel drive vehicle more than 40 years ago and learned his driving skills the hard way. He now runs one of Australia's leading four-wheel drive training schools and tag-along tour companies, and has conducted thousands of four-wheel drive training courses.

**March 2020**

**232 pp, 6 in x 9 in, 5 illustrations & 96 photos**  
**Paper, 978 1 48631 203 0, \$31.95 (S3)**

**AUTOMOTIVE**



## Plant Names

A Guide to Botanical Nomenclature

FOURTH EDITION

**Roger Spencer and Rob Cross**

*Plant Names* is an invaluable guide to the use of scientific, commercial, and common names for plants and the conventions for

writing them. Written by horticultural botanists at the Royal Botanic Gardens in Victoria, Australia, this book covers the naming of wild plants, plants modified by humans, why plant names change, their pronunciation and hints to help remember them, along with updated sections on trademarks and plant breeders' rights. The final section provides a detailed guide to resources useful to people using plant names.

This fourth edition is based both on the recently updated International Code of Nomenclature for Algae, Fungi, and Plants and the International Code of Nomenclature for Cultivated Plants, making this technical information readily understandable to a range of readers, including botanists, publishers, professional horticulturists, nursery workers, hobby gardeners and anyone interested in plant names.

**The Authors:** Roger Spencer is Senior Horticultural Botanist at the Royal Botanic Gardens Melbourne in the Plant Identification Service. He has written many popular and scientific articles on horticultural topics and books on Elms, Grey and Silver Foliage Plants, and a recent 5-volume Horticultural Flora of South-eastern Australia. Rob Cross is a horticultural botanist at the Royal Botanic Gardens, Melbourne, where he works on the conservation and horticultural development of Australian plants, and has previously worked in the landscape design, garden maintenance and nursery areas of horticulture. Rob has written scientific papers, books on Japanese flowering cherries and plant names, and contributed to other horticultural books.

**May 2020**

**168 pp, 6 in x 9 in, 19 color photos & 26 illus**  
**Paper, 978 1 48631 144 6, \$29.95 (S3)**

**HORTICULTURE / BOTANY / GARDENING**



## A Hollow is a Home

**Abbie Mitchell**

**Illustrated by Astred Hicks**

Do you know what a tree hollow is?

To you and me, a tree hollow is just a hole, cavity or tunnel in a tree or branch. But to an animal, that

hollow may be a bedroom, hiding place, nursery or shelter. It is the ultimate tree house!

Come and take a peek inside the amazing world of tree hollows and discover more than 340 species of incredible Australian animals that call hollows home. With color photos of glorious gliders, darting dunnarts, minute microbats and many more, this book is full of fun facts about animals that use tree hollows as places for resting, nesting or hiding.

Find out how hollows are created, why they are threatened, and meet scientists who spend their time hollow-hunting. There are also plenty of tips on how you can spot hollows yourself, help to protect the environment and encourage habitat for hollow-dependent animals.

Features:

- Highly visual and engaging content, making learning easy and fun
- The first book for young readers dedicated to Australian hollow-dependent species
- Teaches young readers about Australia's unique fauna and their habitat requirements, and inspires the next generation to tackle the challenge of biodiversity loss

**The Author:** Abbie Mitchell is an environmental educator who provides school and community programs to celebrate and promote Australian biodiversity. She lives in the Australian bush with her husband, two kids, some stingless beehives and a couple of charismatic dogs and lots of native creatures.

**Now Available**

**104 pp, 9.8 in x 8.5 in, color illus, maps, & photos**  
**Paper, 978 1 48630 805 7, \$23.95 (S3)**

**JUVENILE NON-FICTION / SCIENCE / NATURE**



## Windcatcher

Migration of the Short-tailed Shearwater

**Diane Jackson Hill**

**Illustrated by Craig Smith**

A short-tailed shearwater flies

from the edge of the Southern Ocean to the rim of the Arctic Circle—and back—every year. This remarkable 30,000 kilometer journey is driven by seabird law.

Instinct and community will guide her, a wingspan the size of a child's outstretched arms will support her, but first, she must catch the wind ...

Based on birds that live on Griffiths Island, near Port Fairy, Victoria, Australia, *Windcatcher* is a tale of migration, conservation and survival that begins with one small bird called Hope.

Written by award-winning children's author Diane Jackson Hill and illustrated by Craig Smith, one of Australia's most prolific and popular illustrationstrators, *Windcatcher* explores the mysteries of seabird migration.

**The Author:** Award-winning children's author Diane Jackson Hill has always been drawn to the ocean and the creatures that call it home. A former primary school teacher, Diane's books educate children about the marine environment in a bid to help protect and restore it for future generations. *Windcatcher* is the second book that Diane Jackson Hill and Craig Smith have published together, with their previous book *Chooks in Dinner Suits: A Tale of Big Dogs and Little Penguins* (Museum Victoria, 2017) winning the 2017 Wilderness Society Environmental Award for Children's Literature - picture fiction.

**Now Available**

**32 pp, 11 in x 8.5 in, color illus**  
**Hardback, 978 1 48630 987 0, \$19.95 (S3)**

**JUVENILE NON-FICTION / NATURE / BIRDS**



## Ready, Set, Code!

Coding Activities for Kids

**Heather Catchpole and Nicola O'Brien**

*"Ready, Set, Code!* will engage all learners with its bright, creative approach to problem solving and coding. After understanding core concepts, students are encouraged to put that learning into action and build with code straight away. This delightful book starts with the basics—without being basic! The first coding lesson is building a chatbot so coders begin with something exciting. This engagement continues right through to the end as students discover how coding is used in art, science, music, cybersecurity and more. Written with young people in mind, this book is also a handy resource for teachers and parents too."—Sarah Moran, Co-Founder and CEO, Girl Geek Academy

Are you ready to learn about real technology and make it yourself?

*Ready, Set, Code!* explains how cutting-edge digital technology works and its surprising uses now and in the future. Filled with interesting examples, each chapter explores a different topic, such as artificial intelligence, sensors and data, and applies it with a fun, hands-on coding project. You will learn how to create your own chatbot, translate messages into different languages, construct a burglar alarm, make digital art and music, and launch a citizen science project. Plus, you'll learn how to protect yourself online and much more.

Suitable for beginners, this book provides illustrated step-by-step instructions to teach kids to code with the highly acclaimed Scratch programming language, popular micro:bit mini computers and simple app building tools.

Features:

- Simple and fun ways to get children creating with code
- Real-world technologies explained
- Engaging projects kids can do over and over again
- Can be used by families and in classrooms
- Compelling storytelling that encourages a creative mindset

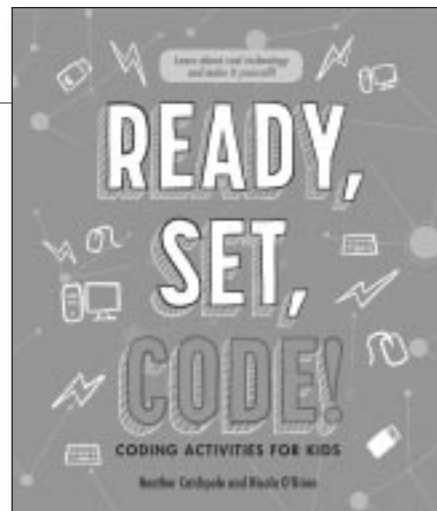
**April 2020**

**120 pp, 8 in x 9 in, 136 color illus**

**& 16 color photos**

**Paper, 978 1 48631 235 1, \$23.95 (S3)**

**JUVENILE NON-FICTION / COMPUTER SCIENCE**



**The Authors:** Heather Catchpole is a children's author and founder of the phenomenally successful *Careers with Code* magazines. Produced in partnership with Google, over 1.5 million copies of these magazines have been distributed in the USA, New Zealand and Australia. Heather is a passionate advocate for science, technology, engineering and math and an entrepreneur and co-founder of Refraction Media. Her goal is to create a digital future with humanity and creativity. Nicola O'Brien is the founder of Code Rangers, a start-up that teaches kids to code and helps teachers to bring coding to their schools. She currently works at the Australian Computing Academy, University of Sydney. She is a computing education specialist tasked with creating and delivering engaging curriculum-aligned content on digital technologies.

## Baseball Prospectus team-focused editions

The team editions based on the *The New York Times* Bestselling Guide.

These portable team editions of the full 25th edition of this industry-leading baseball annual contains all of the important statistics, player projections and insider-level commentary that readers have come to expect, but focused on your favorite organization. Each also feature detailed reports on top prospects for the team, including fantasy values and commentary. Take it out to the ball game or wherever you follow your team!

**March 2020**  
**130 pp, 6 in x 9 in,**  
**tables, graphs**  
**Paper, \$11.99 (\$7)**  
**E-book, \$11.99 (\$9)**

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 262 9, \$59.95

### Baseball Prospectus Futures Guide 2020

February 2020  
 Paper, 978 1 73235 558 3,  
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 E-book, 978 1 73235 559 0,  
 \$21.99





## Algorithm Design

A Self-Teaching Introduction

**Rajiv Chopra and S. Raheja**

This book is a self-teaching introduction to the basic concepts of algorithm design and analysis. It covers basic topics such as strings, trees, patterns, and graphs, but also includes advanced algorithms and pro-

vides lab exercises and numerous end-of-chapter exercises with answers, to test comprehension of the material.

Features:

- Covers basic topics such as strings, trees, patterns, and graphs
- Provides lab exercises, numerous end of chapter exercises with answers to test comprehension

**The Author:** Rajiv Chopra, PhD, is a university professor who has written numerous books and articles in the area of computer programming.

**December 2019**

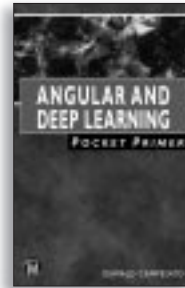
**400 pp, 7 in x 9 in**

**Paper, 978 1 68392 448 7, \$54.95 (S7)**

**E-book, 978 1 68392 447 0, \$34.95 (S7)**

**Library E-book, 978 1 68392 449 4, \$124.95 (10)**

**COMPUTING / PROGRAMMING / ALGORITHMS**



## Angular and Deep Learning Pocket Primer

**Oswald Campesato**

This book provides readers with enough information for them to develop more sophisticated Angular applications that incorporate deep learning. The first three

chapters of this book contain a short tour of basic Angular functionality, such as UI components and forms in Angular applications. The fourth chapter introduces you to deep learning, the problems it can solve, and some challenges for the future. You will also learn about MLPs (MultiLayer Perceptrons), CNNs (Convolutional Neural Networks), and a Keras-based code sample of a CNN with the MNIST dataset. The fifth chapter discusses RNNs (Recurrent Neural Networks), BPTT (Back Propagation Through Time), as well as LSTMs (Long Short Term Memory) and AEs (Auto Encoders). The sixth chapter introduces basic TensorFlow concepts, followed by tensorflowjs (i.e., TensorFlow in modern browsers), and some examples of Angular applications combined with deep learning.

**The Author:** Oswald Campesato (San Francisco, CA) specializes in Data Cleaning, Java, Android, and CSS3/SVG graphics. He is the author/co-author of over twenty-five books including *Android Pocket Primer*, *Angular4 Pocket Primer*, and the *Python Pocket Primer* (Mercury Learning).

**May 2020**

**Pocket Primer**

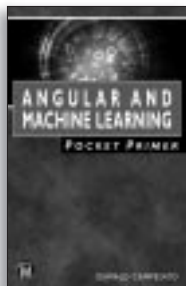
**200 pp, 6 in x 9 in**

**Paper, 978 1 68392 473 9, \$39.95 (S7)**

**E-book, 978 1 68392 472 2, \$34.95 (S7)**

**Library E-book, 978 1 68392 471 5, \$179.95 (10)**

**COMPUTING / ARTIFICIAL INTELLIGENCE & MACHINE LEARNING / ANGULAR**



## Angular and Machine Learning Pocket Primer

**Oswald Campesato**

The first three chapters of the book contain a short tour of basic Angular functionality, such as UI components and forms in Angular applications. The fourth chapter introduces you to machine learning concepts, such as supervised and unsupervised learning, followed by major types of machine learning algorithms (regression, classification, and clustering), along with a section regarding linear regression. The fifth chapter is devoted to classification algorithms, such as kNN, Naïve Bayes, decision trees, random forests, and SVM (Support Vector Machines).

The sixth chapter introduces basic TensorFlow concepts, followed by tensorflow.js (i.e., TensorFlow in modern browsers), and some examples of Angular applications combined with machine learning. In addition, this book contains an appendix for deep learning.

**The Author:** Oswald Campesato (San Francisco, CA) specializes in Data Cleaning, Java, Android, and CSS3/SVG graphics. He is the author/co-author of over twenty-five books including *Android Pocket Primer*, *Angular4 Pocket Primer*, and the *Python Pocket Primer* (Mercury Learning).

**April 2020**

**Pocket Primer**

**200 pp, 6 in x 9 in**

**Paper, 978 1 68392 470 8, \$39.95 (S7)**

**E-book, 978 1 68392 469 2, \$34.95 (S7)**

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**COMPUTING / ARTIFICIAL INTELLIGENCE & MACHINE LEARNING / ANGULAR**



## Artificial Intelligence, Machine Learning, Deep Learning

**Oswald Campesato**

This book begins with an introduction to AI, followed by machine learning, deep learning, NLP, and reinforcement learning. Readers will learn about machine learning classifiers such as logistic regression, k-NN, decision trees, random forests, and SVMs. Next, the book covers deep learning architectures such as CNNs, RNNs, LSTMs, and auto encoders. Keras-based code samples are included to supplement the theoretical discussion. In addition, this book contains appendices for Keras, TensorFlow 2, and Pandas.

**The Author:** Oswald Campesato (San Francisco, CA) specializes in Data Cleaning, Java, Android, and CSS3/SVG graphics. He is the author/co-author of over twenty-five books including *Android Pocket Primer*, *Angular4 Pocket Primer*, and the *Python Pocket Primer* (Mercury Learning).

**January 2020**

**300 pp, 6 in x 9 in**

**Paper, 978 1 68392 467 8, \$59.95 (S7)**

**E-book, 978 1 68392 466 1, \$41.95 (S7)**

**Library E-book, 978 1 68392 465 4, \$179.95 (10)**

**COMPUTING / ARTIFICIAL INTELLIGENCE & MACHINE LEARNING**



## Data Structures and Program Design Using Java

**D. Malhotra and N. Malhotra**

Data structures provide a means to managing large amounts of information such as large databases, using SEO effectively, and creating Internet/Web indexing services.

This book is designed to present fundamentals of data structures for beginners using the Java programming language in a friendly, self-teaching format. Practical analogies using real world applications are integrated throughout the text to explain technical concepts. The book includes a variety of end-of-chapter practice exercises, e.g., programming, theoretical, and multiple-choice.

**The Authors:** D. Malhotra is a university professor who teaches courses in computer science and has written numerous journal articles. N. Malhotra is a university professor who teaches courses in computer science and has written numerous journal articles.

**April 2020**

**Paper, 978 1 68392 464 7, \$79.95 (S7)**

**E-book, 978 1 68392 463 0, \$59.95 (S7)**

**Library E-book, 978 1 68392 462 3, \$179.95 (10)**

**COMPUTING / PROGRAMMING / JAVA**



## Direct Energy Conversion Technologies

**R. K. Singal and Mehrzad Tabatabaian**

This book is designed for students and professionals who specialize in energy technologies and power plant engineering.

It covers the mathematics and physics of both current conversion, such as solar cells, fuel cells, MHD, thermoelectric, and thermionic power generation, but also discusses emerging conversion technologies such as solar thermal, nuclear fusion, and hydrogen energy.

Features:

- Covers both current conversion technologies as well as emerging technologies, such as solar thermal, nuclear fusion, and hydrogen energy
- Written in simple language, illustrated by diagrams, mathematical analysis, and numerical examples

**The Authors:** R. K. Singal, PhD is a university instructor with a specialty in wind and solar power. Mehrzad Tabatabaian holds a PhD from McGill University and is currently the chairman of the Energy Efficiency and Renewable Energy Division at the British Columbia Institute of Technology. He has written numerous journal articles, has registered patents, and currently teaches courses in renewable energy and thermal engineering.

**December 2019**

**658 pp, 7 in x 9 in**

**Paper, 978 1 68392 453 1, \$59.95 (S7)**

**E-book, 978 1 68392 455 5, \$39.95 (S7)**

**Library E-book, 978 1 68392 454 8, \$124.95 (10)**

**ENGINEERING / ENERGY**



## Embedded Vision

An Introduction

**S. R. Vijayalakshmi and S. Muruganand**

Embedded vision is the integration of “computer vision” into machines that use algorithms to decode meaning from observed images or video. It has a wide

range of applications to machine learning, artificial intelligence, industrial, medical, driverless cars, drones, smart phones, aerospace, defense, agriculture, consumer, surveillance, robotics and security.

This book is an introductory guide for anyone who is interested in designing machines that have vision-enabled, embedded products. It covers a large number of topics encountered in hardware architecture, software algorithms, applications, advancements in camera, processors, and sensors in the field of embedded vision.

Features:

- Includes a wide range of applications to artificial intelligence, machine learning, industry, science, medicine, transportation, civil infrastructure, and security
- Covers a large number of topics encountered in hardware architecture, software algorithms, applications, advancements in processors and sensors.

**The Authors:** S. R. Vijayalakshmi is a university professor and researcher who teaches courses in wireless communication and engineering. S. Muruganand is a university professor and researcher who teaches courses in wireless communication and engineering. Vijayalakshmi and Muruganand are the authors of *Wireless Sensor Networks* and *Ocean Instrumentation, Electronics, and Energy* (published by Mercury Learning and Information).

**December 2019**

**580 pp, 7 in x 9 in**

**Paper, 978 1 68392 457 9, \$69.95 (S7)**

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**COMPUTING / HARDWARE DESIGN**



## Microsoft Access 2019 Programming Pocket Primer

**Julitta Korol**

This book was designed for someone like you who needs to master Access programming fundamentals without spending too much time. All you need is a short book to

get you started. It will show you only the things you need to know to feel at home with VBA.

What you learn in this book on Access programming will also apply to, say, Excel programming. The book is divided into nine chapters that progressively introduce you to programming Microsoft Access 2019.

Features:

- Includes a companion disc with all of the “Hands-On” files needed to complete the chapter projects and all the images from the text (also available from the publisher by emailing [info@merclearning.com](mailto:info@merclearning.com))
- Introduces you to programming Microsoft Access 2019

**The Author:** Since 1993, Julitta Korol (Long Island, NY) has published over two dozen computer books on using and programming Microsoft Excel and Microsoft Access. Ms. Korol has completed professional certifications by Microsoft Corporation and the Computing Technology Industry Association (CompTIA).

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**Library E-book, 978 1 68392 411 1, \$149.95 (10)**

**COMPUTING / DATABASES**



## Microsoft Excel 2019 Programming Pocket Primer

**Julitta Korol**

*“Enhanced with the inclusion of a disc featuring all the ‘hands-on’ project files and images from the texts (including 4-color images), Microsoft Excel 2019*

*Programming Pocket Primer is unreservedly recommended for personal, professional, community, and academic library Computer Software instructional reference collections in general, and Microsoft Excel 2019 supplemental studies lists in particular.”*  
— Midwest Book Review

This book was designed for someone like you who needs to master Excel programming fundamentals without spending too much time. All you need is a short book to get you started. It will show you only the things you need to know to feel at home with VBA.

What you learn in this book on Excel programming will also apply to, say, Access programming. The book is divided into nine chapters that progressively introduce you to programming Microsoft Excel 2019.

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**The Author:** Since 1993, Julitta Korol (Long Island, NY) has published over two dozen computer books on using and programming Microsoft Excel and Microsoft Access. Ms. Korol has completed professional certifications by Microsoft Corporation and the Computing Technology Industry Association (CompTIA).

**Now Available**

**260 pp, 6 in x 9 in**

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**E-book, M978 1 68392 413 5, \$34.95 (S7)**

**Library E-book, 978 1 68392 414 2, \$149.95 (10)**

**COMPUTING / SPREADSHEETS**



## TensorFlow 2 Pocket Primer

**Oswald Campesato**

As part of the best-selling Pocket Primer series, this book is designed to introduce beginners to basic machine learning algorithms using TensorFlow 2. It is intended to be a fast-paced introduction to various

“core” features of TensorFlow, with code samples that cover machine learning and TensorFlow basics. A comprehensive appendix contains some Keras-based code samples and the underpinnings of MLPs, CNNs, RNNs, and LSTMs.

The material in the chapters illustrates how to solve a variety of tasks after which you can do further reading to deepen your knowledge. Companion files with all of the code samples are available for downloading from the publisher by emailing proof of purchase to [info@merclearning.com](mailto:info@merclearning.com).

Features:

- Uses Python for code Samples
- Covers TensorFlow 2 APIs and Datasets
- Includes a comprehensive appendix that covers Keras and advanced topics such as NLPs, MLPs, RNNs, LSTMs
- Features the companion files with all of the source code examples and figures (download from the publisher)

**The Author:** Oswald Campesato (San Francisco, CA) specializes in Data Cleaning, Java, Android, and CSS3/SVG graphics. He is the author/co-author of over twenty-five books including *Android Pocket Primer*, *Angular4 Pocket Primer*, and the *Python Pocket Primer* (Mercury Learning).

**Now Available**

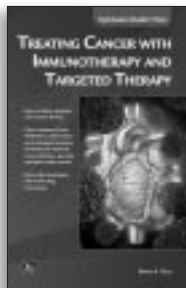
**252 pp, 6 in x 9 in**

**Paper, 978 1 68392 460 9, \$35.95 (S7)**

**E-book, 978 1 68392 459 3, \$27.95 (S7)**

**Library E-book 978 1 68392 461 6, \$99.95 (10)**

**COMPUTING / ARTIFICIAL INTELLIGENCE & MACHINE LEARNING**



## **Treating Cancer with Immunotherapy and Targeted Therapy**

**David Olle**

Treating cancer has always been a major challenge. Although great strides in treatment have taken place in recent years, all too often current treatments are less than effective, or patients relapse. Newer methods of cancer treatment, namely targeted therapy and immunotherapy, have generated great excitement in the scientific community. These newer methods of cancer treatment hold promise for patients who otherwise may have few options. This book describes the essential features of cancer treatments available to the general public in an engaging and stimulating manner, using the principles of health literacy. A simple, question/answer format and the use of illustrations, tables, charts, and boxes that highlight definitions, facts, and website links provide more detailed information.

Features:

- Provides questions and answers about the characteristics of cancer, diagnosis, classifications, surgery, chemotherapy, radiation therapy, targeted therapy, adoptive cell therapy, new developments, and more
- Cites numerous in-text Web links to information at the National Institutes of Health, the National Cancer Institute, journals, and other online sources
- Uses animations, practical tips, charts and tables, figures, and photos to explain topics under discussion

**The Author:** David Olle is a freelance medical and science writer. His areas of expertise include oncology, biostatistics, biochemical tests, human and animal nutrition, animal production and breeding, veterinary medicine, infectious diseases, and complementary and alternative medicine.

**December 2019**

**125 pp, 6 x 9**

**Paper, 978 1 68392 450 0, \$29.95 (S7)**

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## HIGHER EDUCATION

**99 Tips for Creating Simple and Sustainable Educational Videos**

A Guide for Online Teachers and Flipped Classes

**Karen Costa**

Student satisfaction and course engagement levels increase with the use of instructor-generated videos.

Beginning by outlining the different types of videos you can create, and what the research says about their effectiveness, Karen Costa explains how they can be designed to reinforce learning, to align with and promote course outcomes, and to save you time across your courses. She then describes how to create successful videos with commonly available technologies, such as your smartphone, and without a major investment of time, demonstrating the simple steps she took to develop her bank of videos and build her confidence to deliver short, straightforward learning aids that are effective and personal.

If you've been wanting to include videos in your teaching but haven't found the time or confidence, this book will help you to develop a simple and sustainable video development process, supporting both your success and the success of your students.

**April 2020**

**216 pp, 6 in x 9 in**

**Paper, 978 1 64267 085 1, \$29.95 (\$5)**

**E-book, 978 1 64267 087 5, \$23.99 (\$9)**

**Hardback, 978 1 64267 084 4, \$125.00 (\$5)**

**Library E-book, 978 1 64267 086 8, \$125.00 (10)**

Stylus

**Costa: Mount Wachusett Community College (MA)**

**Activist Academic**

Engaged Scholarship for Resistance, Hope and Social Change

**Colette Cann and Eric DeMeulenaere**

Donald Trump's election forced academics to confront the inadequacy of promoting social change through the traditional academic work of research, writing, and teaching. Scholars joined crowds of people who flooded the streets to protest the event. The present political moment recalls intellectual forerunners like Antonio Gramsci who, imprisoned during an earlier fascist era, demanded that intellectuals committed to justice "can no longer consist in eloquence ... but in active participation in practical life, as constructor, organizer, 'permanent persuader' and not just a simple orator" (Gramsci, 1971, p. 10). Indeed, in an era of corporate media and "alternative facts," academics committed to justice cannot simply rely on disseminating new knowledge, but must step out of the ivory tower and enter the streets as activists. *The Activist Academic* serves as a guide for merging activism into academia. Following the journey of two academics, the book offers stories, frameworks and methods for how scholars can marry their academic selves, involved in scholarship, teaching and service, with their activist commitments to justice, while navigating the lived realities of

raising families and navigating office politics. This volume invites academics across disciplines to enter into a dialogue about how to take knowledge to the streets.

**March 2020**

**250 pp, 6 in x 9 in**

**Paper, 978 1 97550 139 6, \$42.95 (\$5)**

**E-book, 978 1 97550 141 9, \$42.95 (\$9)**

**Hardback, 978 1 97550 138 9, \$149.95 (\$5)**

**Library E-book, 978 1 97550 140 2, \$149.95 (10)**



**Cann: UC Berkeley  
DeMeulenaere: UC Berkeley**

**Bridges not Blockades**

Transcending University Politics

**Edited by Gayle Maddox and Martha Kalnin Diede**

More than 3,400 colleges and universities in the United States serve 20.5 million students. While each campus is unique, most campuses and institutions face common issues, including tenure and promotion; budgeting; competition among disciplines for space and funding; academic bullying; and issues of identity. These are just a few of the topics among the many vital areas of concern at schools across the country. In *Bridges not Blockades*, personal essays related to these cultural and political matters will allow faculty and administrators in higher education to see, hear, and better understand the inner workings of our institutions. Perhaps more importantly, this book demonstrates that faculty and staff at colleges and universities need to embrace

our commonalities so that we can meet the challenges of higher education throughout the 21st century. Indeed, some of these essays may suggest ways in which faculty, staff, and administrators have moved from differences to commitment to shared goals to tackle new and existing challenges and opportunities.

Critical Studies in Teacher Leadership

January 2020

276 pp, 6 in x 9 in

Paper, 978 1 97550 119 8, \$42.95 (\$5)

E-book, 978 1 97550 121 1, \$42.95 (\$9)

Hardback, 978 1 97550 118 1, \$149.95 (\$5)

Library E-book, 978 1 97550 120 4, \$149.95 (10)



Maddox: Western Carolina University  
Diede: Syracuse University

## Changing Academia Forever

Black Student Leaders Analyze the Movement They Led

Kitty Kelly Epstein and Bernard Stringer

The most effective and long-lasting student strike in U.S. History took place at San Francisco State College in 1968. The first Black Student Union, the first Black Studies Department, the only College of Ethnic Studies, and the admission of thousands of students of color resulted from this four-and-a-half-month strike which shut down 80% of the campus. It has been called the movement which "changed academia forever." Black students were only a small percentage of those on campus, but they managed to engage thousands of white,

Latino, Asian, and indigenous students; SDS and the Third World Liberation Front; the faculty union; and a huge portion of the San Francisco Community. In the end, they were able to win most of their 15 demands.

The book is written by two participants in the strike, one a member of the BSU leadership. Oral histories of strike leaders are integrated with discussion of the events and significance of this movement. What were the politics and strategies? Why was the strike successful and what are the insights for today's mass movements?

January 2020

165 pp, 6 in x 9 in

Paper, 978 1 97550 272 0, \$39.95 (\$5)

E-book, 978 1 97550 274 4, \$39.95 (\$9)

Hardback, 978 1 97550 271 3, \$139.95 (\$5)

Library E-book, 978 1 97550 273 7, \$139.95 (10)



## Designing Effective Teaching and Significant Learning

Zala Fashant, Stewart Ross, Linda Russell, Karen LaPlant, Jake Jacobson and Sheri Hutchinson

Foreword by L. Dee Fink

Designing courses to deliver effective teaching and significant learning is the best way to set students up for success, and this book guides readers through the process. The authors have worked with faculty world-wide, and share the stories of how faculty have transformed courses from theory to practice. They start with Dee Fink's foundation of integrating course design. Then they provide additional design concepts to

expand the course blueprint to implement plans for communication, accessibility, technology integration, as well as the assessment of course design as it fits into the assessment of programs and institutions, and how faculty can use what they learn to meet their professional goals.

January 2020

336 pp, 7 in x 10 in

Paper, 978 1 64267 005 9, \$37.50 (\$5)

E-book, 978 1 64267 007 3, \$29.99 (\$9)

Hardback, 978 1 64267 004 2, \$125.00 (\$5)

Library E-book, 978 1 64267 006 6, \$125.00 (10)



Fashant: Minnesota State Colleges and Universities system

Ross: Minnesota State University, Mankato

Russell: Minneapolis Community and Technical College

LaPlant: Hennepin Technical College

Jacobson: Minneapolis Community and Technical College

Hutchinson: Minnesota State

## Foundations, Research, and Assessment of Fraternities and Sororities

Retrospective and Future Considerations

Edited by Pietro Sasso, J. Patrick Biddix and Mónica Lee Miranda

*Foundations, Research, and Assessment of Fraternities and Sororities* is inspired by continuing conversations about the enduring challenges facing fraternities and sororities on campuses across the country. The co-editors curate contributions from scholars

(continued overleaf)

and noteworthy practitioners from across higher education to examine a variety of issues relating to the past and future construct of these institutions. The text begins with a historical section that provides a perspective on the origins of fraternities and sororities. Other sections look at such critical areas as values, legal issues, and research. Values are described regarding the values congruence movement and acknowledging emerging areas of the individual fraternity and sorority experience. Legal issues include freedom of speech, hazing law, and risk management. Additional profiles of large, national benchmark surveys are included, and the book concludes with a final overview of the state of fraternity/sorority scholarship. This volume will appeal to a broad readership made up of faculty, administrations and alumni/ae.

**Culture and Society in Higher Education**

**January 2020**

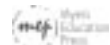
**225 pp, 7 in x 10 in**

**Paper, 978 1 97550 264 5, \$45.95 (S5)**

**E-book, 978 1 97550 266 9, \$45.95 (S9)**

**Hardback, 978 1 97550 263 8, \$179.95 (S5)**

**Library E-book, 978 1 97550 265 2, \$179.95 (10)**



**Sasso: Southern Illinois University  
Edwardsville**

**Biddix: University of Tennessee**

**Miranda: University of South Florida**

## **Inclusive Collegiality and Non-Tenure Track Faculty**

Engaging All Faculty as Colleagues to Promote Healthy Departments and Institutions

**Don Haviland, Jenny Jacobs, Nathan F. Alleman and Cara Cliburn Allen**

**Foreword by Adrianna Kezar**

This book focuses on the status and work of full-time non-tenure-track faculty (NTTF) whose ranks are increasing as tenure track faculty (TTF) make up a smaller percentage of the professoriate. NTTF experience highly uneven and conditional access to collegiality, are often excluded from decision-making spaces, and receive limited respect from their TTF colleagues because of outdated notions that link perceived expertise almost exclusively to scholarship. The result is often a sub-class of faculty marginalized in their departments, which reduces the inclusion of diverse voices in academic governance, professional relationships, and student learning. Given these implications, the authors ask, how can departments, institutions, and the profession do more to engage NTTF as full and active colleagues?

**The New Faculty Majority**

**April 2020**

**120 pp, 6 in x 9 in, illus**

**Paper, 978 1 62036 645 5, \$29.95 (S5)**

**E-book, 978 1 62036 647 9, \$23.99 (S9)**

**Hardback, 978 1 62036 644 8, \$125.00 (S5)**

**Library E-book, 978 1 62036 646 2, \$125.00 (10)**

**Stylus**

**Haviland: California State University,  
Long Beach**

## **Islamophobia in Higher Education**

Combating Discrimination and Creating Understanding

**Edited by Shafiqah Ahmadi and Darnell Cole**

Two thirds of Muslims in the U.S. are vexed with current policy, and there has been an alarming increase in reports of bigotry and discrimination against them since the 2016 presidential elections. The fear of Islam, in general, and Muslims, specifically, not only compels non-Muslims to differentially treat Muslims, but also trade some of their own civil rights and civil liberties under the guise of national security.

To address these issues, institutions require a nuanced understanding of laws and policies that institutionalize Islamophobia, and a greater understanding of the diverse college students that identify as Muslim. This book fills what has been a dearth of research that explores the experiences and navigation of Muslim students in colleges and universities, and addresses the even less studied domain of the experiences of Muslim students who hold multiple marginalized identities – such as race, ethnicity, and LGBTQ status as well as the intersection of those identities that may create multiple burdens of oppression and discrimination.

**February 2020**

**180 pp, 6 in x 9 in**

**Paper, 978 1 62036 975 3, \$29.95 (S5)**

**E-book, 978 1 62036 977 7, \$23.99 (S9)**

**Hardback, 978 1 62036 974 6, \$125.00 (S5)**

**Library E-book, 978 1 62036 976 0, \$125.00 (10)**

Stylus

**Ahmadi: USC Rossier School of Education**  
**Cole: USC Rossier School of Education**

## The Last Ten Days - Academia, Dementia, and the Choice to Die

A Loving Memoir of Richard A. Brosio, Ph.D.

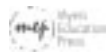
**Martha Risberg Brosio**  
**With Shelley Burbank**

*The Last Ten Days: Academia, Dementia, and the Choice to Die* is a heartrending memoir of love, scholarship, dignity, courage, and the choices one is forced to make when given the devastating diagnosis of a terminal illness.

Spanning sixty years, this extraordinary book recounts the love story of Martha Risberg Brosio and her husband, Richard Brosio, Ph.D., a brilliant scholar and college professor whose communication skills dazzled all with whom he came in contact. Teenage sweethearts who went their separate ways after high school, Martha and Richard reconnected twenty-six years later over a friendly dinner that sparked into passionate love. They married in 1983, enjoying a vibrant life. Then tragedy struck. In late 2013, Richard was diagnosed with Primary Progressive Aphasia, a type of dementia similar to Alzheimer's that affects the frontal and temporal lobes of the brain. The disease impacted Richard's ability to communicate. Eventually, he would lose his verbal and processing skills. There was no cure. Determined to have a dignified death

at the time and in the manner of his own choosing, Richard hastened his death two years after his diagnosis by voluntarily stopping eating and drinking, seeking only palliative and hospice care until the end.

**Now Available**  
**150 pp, 6 in x 9 in**  
**Paper, 978 1 97550 181 5, \$19.95 (S5)**  
**E-book, 978 1 97550 183 9, \$16.95 (S9)**  
**Hardback, 978 1 97550 180 8, \$49.95 (S5)**  
**Library E-book, 978 1 97550 182 2, \$49.95 (10)**



## Mind the Gap

Global Learning at Home and Abroad

**Edited by Nina Namaste and Amanda Sturgill**  
**With Neal W. Sobania, Michael Vande Berg**

Higher education needs a new, holistic assessment of global learning. The studies in this edited volume investigate not just student learning, but also faculty experiences, program structures, and pathways that impact global learning.

Showcasing recent, multi-institutional research related to global learning, this book expands the context of global learning to show its antecedents and impacts as a part of the larger higher education experience.

The Engaged Learning and Teaching Series 1

**March 2020**  
**6 in x 9 in, 23 illus**  
**Paper, 978 1 64267 057 8, \$32.95 (S5)**  
**E-book, 978 1 64267 059 2, \$25.99 (S9)**  
**Hardcover, 978 1 64267 056 1, \$125.00 (S5)**

**Library E-book, Mar, 2020,**  
**978 1 64267 058 5, \$125.00 (10)**

Stylus

**Namaste: Elon College, NC**  
**Sturgill: Elon College, NC**

## The Productive Online and Offline Professor

A Practical Guide

**Bonni Stachowiak**  
**Foreword by Robert Talbert**

*The Productive Online Professor* assists those who teach online and blended courses with managing their personal productivity. Faculty are often expected to provide support and feedback to learners outside of normal work hours in non-traditional classes. Programs that are designed with more asynchronous content may cause faculty to perceive that it is as difficult to ever press the "off button" on their teaching. The author offers guidance and suggests software tools for streamlining communication and productivity that enable faculty to better balance their lives while giving rich feedback to students.

Thrive Online

**January 2020**  
**220 pp, 5 in x 7 in, 6 figures**  
**Paper, 978 1 62036 730 8, \$22.50 (S5)**  
**E-book, 978 1 62036 732 2, \$17.99 (S9)**  
**Hardback, 978 1 62036 729 2, \$125.00 (S5)**  
**Library E-book, 978 1 62036 731 5, \$125.00 (10)**

Stylus

**Stachowiak: Vanguard University of Southern California**



## The Small College Imperative

Models for Sustainable Futures

**Mary B. Marcy**

With costs rising, traditional college student populations shrinking, and pundits predicting that huge numbers of colleges will close in the next few decades, small colleges cannot afford to pretend that business-as-usual can sustain them. This book offers five emerging models for how small colleges can hope to survive and thrive in these very challenging times: Traditional; Integrative; Distinctive Program; Expansion, and Distributed. In addition to offering practical guidance for colleges trying to decide which model is for them, the book includes brief institutional profiles of colleges pursuing each model. The book also addresses the evolving role of consortia and partnerships as an avenue to provide additional innovative ways to manage cost and develop new opportunities and programs while maintaining fidelity to mission and strategic vision.

**January 2020**

**6 in x 9 in**

**Paper, 978 1 62036 971 5, \$35.00 (S5)**

**E-book, 978 1 62036 973 9, \$27.99 (S9)**

**Hardback, 978 1 62036 970 8, \$125.00**

**(S5) Library E-book, 978 1 62036 972 2, \$125.00 (10)**

Stylus

**Marcy: Dominican University of California**

## Student Conduct Practice

The Complete Guide for Student Affairs Professionals

SECOND EDITION

**Edited by Diane M. Waryold and James M. Lancaster**

**Foreword by William L. Kibler**

Since the publication of the first edition of *Student Conduct Practice* in 2008 the landscape of student conduct has matured and has shifted dramatically. As the composition of the overall population and of the student body on campuses across the nation has changed, institutions of higher learning have a greater awareness of the importance of preparing students to function competently in a diverse society. They are seeing student behaviors such as challenging mores, rules and policies, that reflect the growing polarization and complexity we see in our larger society, and such trends as a marked increase in student mental health challenges as well as changing social dynamics, all of which require a new awareness and a rethinking of policies and responses by conduct professionals, including embracing the a social justice as a lens by which we perform our work.

In close collaboration with the leadership of the Association for Student Conduct Administration (ASCA), the editors identified the most pressing conduct issues on our campuses and practitioners and faculty who offer related expertise and a necessary diversity of voices.

**Reframing Campus Conflict / Student Conduct Practice**

**March 2020**

**312 pp, 6 in x 9 in, illus**

**Paper, 978 1 64267 105 6, \$37.50 (S5)**  
**E-book, 978 1 64267 107 0, \$29.99 (S9)**  
**Hardback, 978 1 64267 104 9, \$125.00 (S5)**

**Library E-book, 978 1 64267 106 3, \$125.00 (10)**

Stylus

**Waryold: Appalachian State University**

**Lancaster: Appalachian State University**

## Supporting Fraternities and Sororities in the Contemporary Era

Advancements in Practice

**Edited by Pietro Sasso, J. Patrick Biddix and Mónica Lee Miranda**

*Supporting Fraternities and Sororities in the Contemporary Era* is inspired by sustained and recurring professional conversations and scholarship that have suggested that not just change is necessary, but that there ought to be a fundamental shift towards reconceptualizing the construct of fraternities and sororities. The co-editors curate work from scholars and noteworthy practitioners from across higher education to provide an imperative text that reflects the complexity and expansiveness by addressing diversity, programming, and support approaches. This text commences with the understanding that issues will continuously exist, requiring a greater nuanced depth of appreciation to reduce their negative impact. It also summarizes national organizations from authentic, represented voices. Chapters then focus on solutions to support the fraternity and sorority experience, providing strategies and emerging explanations for the issues

described in this text. *Supporting Fraternities and Sororities* seeks to do exactly as the title implies: to inform all stakeholders so that they can make better decisions about the future of these institutions.

Culture and Society in Higher Education

January 2020

225 pp, 7 in x 10 in

Paper, 978 1 97550 268 3, \$45.95 (\$5)

E-book, 978 1 97550 270 6, \$45.95 (\$9)

Hardback, 978 1 97550 267 6, \$179.95

(\$5)

Library E-book, 978 1 97550 269 0,

\$179.95 (10)



Biddix: University of Tennessee

Miranda: University of South Florida

## Taking Flight

Making Your Center for Teaching and Learning Soar

**Laura Cruz, Michele A. Parker, Brian Smentkowski and Marina Smitherman**

*Taking Flight* synthesizes research on best practices for running centers of teaching and learning, providing practical guidance and resources for educational developers who are looking to open new centers; revitalize an underperforming center; or sustain and enhance an effective center.

The authors offer the necessary background, relevant examples, and practical exercises specifically designed to support the sustained vitality of educational development and its role in fostering organizational change. The book is practical in nature, with step sheets, diagrams, and similar materials designed to facilitate reflection and application. The book guides educational developers in enhancing and applying their

knowledge, skills and abilities to establish a leadership role which, in turn, will enable them to play a pivotal role in translating visionary strategies into meaningful actions across their respective campuses.

January 2020

204 pp, 7 in x 10 in, 61 figures

Paper, 978 1 64267 021 9, \$37.50 (\$5)

E-book, 978 1 64267 023 3, \$29.99 (\$9)

Hardback, 978 1 64267 020 2, \$125.00

(\$5)

Library E-book, 978 1 64267 022 6,

\$125.00 (10)



Cruz: Penn State University

Parker: University of North Carolina

Wilmington

Smentkowski: University of Idaho

Smitherman: Dalton State (GA)

## Team Leadership in Community Colleges

**Edited by George R. Boggs and Christine Johnson McPhail**

**Foreword by Eloy Ortiz Oakley**

This edited collection is the first book to address the topic of how leaders work with teams to manage and transform community colleges. There is a need to develop better leadership teams in order to administer community colleges effectively and to improve these organizations, whether it be an individual campus, multi-college system or state-wide organization. Edited by two long-time leaders in the field, the book includes contributions from many other experienced leaders and scholars of community colleges.

January 2020

240 pp, 6 in x 9 in

Paper, 978 1 62036 887 9, \$32.50 (\$5)

E-book, 978 1 62036 889 3, \$25.99 (\$9)

Hardback, 978 1 62036 886 2, \$125.00

(\$5)

Library E-book, 978 1 62036 888 6,

\$125.00 (10)



Boggs: Palomar College (CA)

McPhail: Morgan State University

(Emeritus)

## Transformative Practices for Minority Student Success

Accomplishments of Asian American and Native American Pacific Islander-Serving Institutions

**Edited by Dina C. Maramba and Timothy P. Fong**

This book, the first to focus wholly on Asian American and Native American Pacific Islander Institutions (AANAPISIs) and their students, offers a corrective to misconceptions about these populations and documents student services and leadership programs, innovative pedagogies, models of community engagement, and collaborations across academic and student affairs that have transformed student outcomes.

This book recognizes there is a large population of underserved Asian American and Pacific Islander college students who are in severe need of attention given their educational disparities. The contributors describe effective practices that enable instructors to validate the array of students' specific backgrounds and circumstances within the contexts of developing such skills as writing, leadership and cross-cultural

(continued overleaf)



## ACADEMIC AND PROFESSIONAL TITLES

communication for their class cohorts as a whole. They demonstrate that paying attention to the diversity of student experiences in the teaching environment enriches the learning for all. The timeliness of this volume is important because of the keen interest across the nation for creating equitable environments for our increasingly diverse students.

**February 2020**

**288 pp, 6 in x 9 in**

**Paper, 978 1 64267 017 2, \$39.95 (\$5)**

**E-book, 978 1 64267 019 6, \$31.99 (\$9)**

**Hardback, 978 1 64267 016 5, \$125.00 (\$5)**

**Library E-book, 978 1 64267 018 9, \$125.00 (10)**

Stylus

**Maramba: SUNY Binghamton  
Fong: California State University,  
Sacramento**

## EDUCATION

### Acts of Resistance

Subversive Teaching in the English Language Arts Classroom

**Jeanne Dyches, Brandon Sams and Ashley Boyd**

Teachers today must deliver their instruction in an era of formidable challenges related to curriculum, educational policy, and cultural and political ideology. Students learn in an environment that includes active shooter drills and increasingly violent public policy that assaults immigrants, people of Color, women, and the LGBTQIA+ community. A robust public education is needed now more than ever, though the resources to provide it dwindle daily. This book showcases examples

of subversive pedagogy to instruct and inspire teachers and to contextualize subversive ELA pedagogy in the contemporary educational moment. Because teachers and other stakeholders resist oppressive structures—including disciplinary confinements—when they teach from subversive viewpoints, each chapter describes a disciplinary “act of resistance” that illuminates possibilities for countering uncritical, “traditional” handling of ELA experiences.

**January 2020**

**250 pp, 6 in x 9 in**

**Paper, 978 1 97550 331 4, \$35.95 (\$5)**

**E-book, 978 1 97550 333 8, \$35.95 (\$9)**

**Hardback, 978 1 97550 330 7, \$139.95 (\$5)**

**Library E-book, 978 1 97550 332 1, \$139.95 (10)**

Stylus

**Dyches: Iowa State University**

**Sams: Iowa State University**

**Boyd: Washington State University**

### A Case for Kindness

A New Look at the Teaching Ethic

**Steve Broidy**

“Simple acts of kindness” are not so simple. Dr. Steve Broidy argues both for the complexity of kindness in action, and for the value of an approach to teachers’ relationship with their students and other clients that is rooted in a “sensitivity of kindness”.

Broidy’s case for kindness begins by disentangling the concept of kindness from its many near relations. He traces the role of kindness and related concepts in both American educational history and in modern organizations promoting their versions of

kindness.

**Academy for Educational Studies**

**Now Available**


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**Library E-book, 978 1 97550 202 7, \$149.95 (10)**

Stylus

**Broidy: Missouri State University and Wittenberg University**

### A Cross-Cultural Consideration of Teacher Leaders’ Narratives of Power, Agency and School Culture

England, Jamaica and the United States

**Eleanor J. Blair, Carmel Rooft, and Susan Timmins**

*A Cross-Cultural Consideration of Teacher Leaders’ Narratives of Power, Agency and School Culture* presents groundbreaking work that expands discussions of teachers’ work to highlight the struggles of a profession in three different countries: England, Jamaica and the United States. This research provides examples of teacher leaders’ narratives about power, agency and school culture, presenting the voices of teacher leaders across diverse contexts. It identifies the “lessons” that transcend culture and speaks to the importance of understanding how teachers’ work (and teacher leadership) functions within complex school cultures. This work has profound

implications for teaching, learning and leading in a 21st century global economy.

**Critical Studies in Teacher Leadership**

**December 2019**

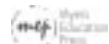
**150 pp, 6 in x 9 in**

**Paper, 978 1 97550 158 7, \$42.95 (\$5)**

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**Library E-book, 978 1 97550 159 4, \$149.95 (10)**



**Blair: Western Carolina University**  
**Roofe: University of the West Indies, Mona**

## Data Analysis, Interpretation, and Theory in Literacy Studies Research

A How-To Guide

**Edited by Michele Knobel, Judy Kalman and Colin Lankshear**

This research guide addresses the difficulties novice and early career researchers often have with understanding how theory, data analysis and interpretation of findings “hang together” in a well-designed and theorized qualitative research investigation, as well as learning how to draw on such understanding to conduct rigorous data analysis and interpretation of their analytic results. Books that describe data analysis approaches and methods often fail to address the question of how to decide which ones are most appropriate for a particular kind of study, and why they are the best options. This book clarifies these issues in a distinctive way. Chapter authors draw on a successful study they have undertaken and spell out their

“problem area”, research questions, and theoretical framing, carefully explaining their choices and decisions. They then show in detail how they analyzed their data, and why they took this approach. Finally, they demonstrate how they “translated” or interpreted the results of their analysis, to make them meaningful in research terms.

**March 2020**

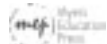
**275 pp, 6 in x 9 in**

**Paper, 978 1 97550 213 3, \$34.95 (\$5)**

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**Hardback, 978 1 97550 212 6, \$89.95 (\$5)**

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**Knoebel: Montclair State University**  
**Kalman: Instituto Politécnico Nacional, Mexico**

## Exploring Data Production in Motion

Fluidity and Feminist Poststructuralism

**Teija Rantala**

*Exploring Data Production in Motion* facilitates the use of feminist critical qualitative methodologies. With open-ended methods and poststructuralist theory and analysis, this book will offer tools to approach and to examine challenging and controversial topics ethically. This book will argue that to examine data of individual’ experience and aspirations requires examining the process of the data production in which these were “produced”. It will form an understanding of a data production as a process, which in its fluidity enables us also to form an understanding of difference and change as

inevitable parts of social processes.

**Explorations in Qualitative Inquiry**

**Now Available**

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## Exploring Deleuze’s Philosophy of Difference

Applications for Critical Qualitative Research

**David Bright**

The concept of difference occupies a central place in the philosophy of Gilles Deleuze. In this work, David Bright explores how Deleuze’s difference can be put to work in critical qualitative research. The book explores research and writing as a creative process of dynamically pursuing problems. Following Deleuze’s advice not to think of problems in terms of solutions, the book offers important methodological insights into the ways the subjects, objects, and processes of research might be conceived and represented in writing, exploring the problem of thinking and writing about difference in complex ways without reducing thought to static representations of identity. Bright uses the example of foreign teachers and international schooling in Vietnam to show us how Deleuze’s difference can be used in critical qualitative research, demonstrating the limits of traditional ways of thinking about

(continued overleaf)

difference in learning and teaching. *Exploring Deleuze's Philosophy of Difference* is a book that will interest all those with an interest in the application of Deleuze's philosophy to critical qualitative research.

Explorations in Qualitative Inquiry

April 2020

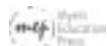
122 pp, 6 in x 9 in

Paper, 978 1 97550 135 8, \$29.95 (\$5)

E-book, 978 1 97550 137 2, \$29.95 (\$9)

Hardback, 978 1 97550 134 1, \$69.95 (\$5)

Library E-book, 978 1 97550 136 5, \$69.95 (10)



Bright: Monash University

## Making Sense of Race in Education

Practices for Change in Difficult Times

Jessica A. Heybach and Sheron Fraser-Burgess

*Making Sense of Race in Education: Practices for Change in Difficult Times* takes a fresh look at the perennial issue of race in American schools. How do educators, in all settings, confront the issue of race with students and colleagues, given the contemporary backdrop of social movements for racial justice and change?

How do educators affect change within their everyday classroom practices without fostering further alienation and discord?

Although much has already been written about race and racism in school, this book addresses racial incidents directly and offers practical insights into how P-20 educators can

transform these events alongside students and colleagues. Each chapter provides detailed analysis of curriculum, instruction, practices and pedagogical strategies for addressing race while at the same time wrestling with theoretical conceptions of race, justice, and fairness.

Academy for Educational Studies

Now Available

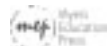
250 pp, 6 in x 9 in

Paper, 978 1 97550 189 1, \$42.95 (\$5)

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Library E-book, 978 1 97550 190 7, \$149.95 (10)



Heybach: Aurora University (IL)

Fraser-Burgess: Ball State University

## Mistakes We Have Made

Implications for Social Justice Educators

Edited by Bre Evans-Santiago

*Mistakes We Have Made: Implications for Social Justice Educators* is an edited collection from eleven authors with a wealth of experience teaching in K-12 schools and utilizing culturally relevant practices. This book is current with social justice research and strategies, while connecting to the audience through personal vignettes in each chapter. The personal connection of research-supported ideas to help new teachers avoid the authors' early career mistakes in the classroom is at the center of this text. The content is organized into three

themes: Inclusive Classrooms, Curriculum Implementation, and Professionalism. Reflection questions are provided at the end of each chapter, which will guide the practitioners to self-reflect and plan next steps accordingly. The e-book provides links to videos, strategies, articles, and other supplemental resources to make this text a "one-stop shop." *Mistakes We Have Made* speaks to several audiences, from pre-service teachers to new teachers, to any practitioner that needs a new perspective on teaching with a social justice lens. It can be used as a text in a variety of college courses, professional development workshops, or as a gift for new teachers.

June 2020

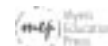
224 pp, 6 in x 9 in

Paper, 978 1 97550 236 2, \$42.95 (\$5)

E-book, 978 1 97550 238 6, \$42.95 (\$9)

Hardback, 978 1 97550 235 5, \$149.95 (\$5)

Library E-book, Sep, 2019, 978 1 97550 237 9, \$149.95 (10)



Evans-Santiago: California State University, Bakersfield

## New Directions in Theorizing Qualitative Research

**Norman K. Denzin and James Salvo**

The *New Directions for Theorizing in Qualitative Inquiry* series consists of thematic edited volumes that demonstrate how to put qualitative inquiry into practice. The chapters in each volume, from both established and emerging scholars, represent new directions for incorporating theory into justice-oriented qualitative research. The series is designed to reach a wide audience of scholars and students in the humanities and social sciences and will bring about experimental ways of reading lives so as to implement radical social change.

### New Directions in Theorizing Qualitative Research: The Arts

The present volume takes arts-based research as its focus, emphasizing how these can be used to foster social justice.

**January 2020**

**200 pp, 6 in x 9 in**

**Paper, 978 1 97550 177 8, \$42.95 (S5)**

**E-book, 978 1 97550 179 2, \$42.95 (S9)**

**Hardback, 978 1 97550 176 1, \$149.95 (S5)**

**Library E-book, 978 1 97550 178 5, \$149.95 (10)**



### New Directions in Theorizing Qualitative Research: Indigenous Research

The present volume takes Indigenous research as its focus, emphasizing how Indigenous ways of knowing challenge Western epistemologies.

**January 2020**

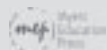
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**Denzin: University of Illinois at Urbana-Champaign**

**Salvo: University of Illinois at Urbana-Champaign**

## Nurture, Care, Respect, and Trust

Transformative Pedagogy Inspired by Janusz Korczak

**Edited by Tatyana Tsyrlina-Spady and Peter Renn**

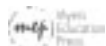
This is a collection of interdisciplinary and logically interconnected papers from nationally and internationally acclaimed researchers in philosophy, psychology, history of education, teacher training, educational leaders and practitioners, child advocates, and educators who have been motivated by the philosophy and pedagogy of Dr. Janusz Korczak (1878-1942), a world famous moral exemplar and champion of children's rights.

The book provides answers to timely questions of how to respect children's rights in K-12 schools, community centers, summer camps, and colleges; how to create an atmosphere of trust and safety; how to provide social-emotional learning in the classroom; how to become a genuine child advocate; and how to support growing child agency. It also tells the story of Korczak, his life, and the lives of the children in his charge. *Nurture, Care, Respect, and Trust* details how Korczak's legacy encourages and stimulates new projects and spreads around the world. The volume serves as a rich resource of practical materials for teachers and university instructors, introducing a number of innovative lesson plans, examples of students' works, and school projects inspired by Korczak's pedagogy.

(continued overleaf)

## ACADEMIC AND PROFESSIONAL TITLES

## Early Years and Youth Studies

**January 2020****220 pp, 6 in x 9 in****Paper, 978 1 97550 131 0, \$42.95 (\$5)****E-book, 978 1 97550 133 4, \$42.95 (\$9)****Hardback, 978 1 97550 130 3, \$149.95 (\$5)****Library E-book, 978 1 97550 132 7, \$149.95 (10)****Tsyrlina-Spady: Seattle Pacific University and University of British Columbia****Renn: Seattle Pacific University****Opting Out**

The Story of the Parents' Grassroots Movement to Achieve Whole-Child Public Schools

**David Hursh, Jeanette Deutermann, Lisa Rudley, Zhe Chen and Sarah McGinnis**

The rise of high-stakes testing in New York and across the nation has narrowed and simplified what is taught, while becoming central to the effort to privatize public schools. However, it and similar reform efforts have met resistance, with New York as the exemplar for how to repel standardized testing and invasive data collection, such as inBloom. In New York, the two parent/teacher organizations that have been most effective are Long Island Opt Out and New York State Allies for Public Education.

The opt-out movement has been so successful that 20% of students statewide and 50% of students on Long Island refused to take tests. In *Opting Out*, two parent leaders of the opt-out movement—Jeanette Deutermann and Lisa Rudley—tell why and

how they became activists in the two organizations. The story of parents, students, and teachers resisting not only high-stakes testing but also privatization and other corporate reforms parallels the rise of teachers across the country going on strike to demand increases in school funding and teacher salaries. Both the success of the opt-out movement and teacher strikes reflect the rise of grassroots organizing using social media to influence policy makers at the local, state, and national levels.

**January 2020****125 pp, 6 in x 9 in****Paper, 978 1 97550 150 1, \$39.95 (\$5)****E-book, 978 1 97550 152 5, \$39.95 (\$9)****Hardback, 978 1 97550 149 5, \$149.95 (\$5)****Library E-book, 978 1 97550 151 8, \$149.95 (10)****Promoting Belonging, Growth Mindset, and Resilience to Foster Student Success****Amy Baldwin, Bryce Bunting, Doug Dougherty, Latoya Lewis and Tim Steenbergh**

In recent years, growth mindset, resilience, and belonging have become popular topics for research and practice among college educators. The authors of this new volume aim to deepen the conversation around these noncognitive factors that significantly impact student success. Along with offering support for the development of learning mindsets, this book contains strategies for faculty and staff to consider as they create

initiatives, programs, and assessments for use in and outside the classroom.

**April 2020****180 pp, 6 in x 9 in****Paper, 978 1 94207 237 9, \$30.00 (\$5)****E-book, 978 1 94207 238 6, \$23.99 (\$9)****Library E-book, 978 1 94207 239 3, \$95.00 (10)****Silencing Ivan Illich Revisited**

A Foucauldian Analysis of Intellectual Exclusion

**David Gabbard**

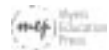
Originally published in 1993, *Silencing Ivan Illich* fell out of print when the original publisher went out of business in 1995. The author, David Gabbard, states that the book was pivotal in the evolution of his understanding of schools. Delving into Foucault's work to forge a methodology, he wanted to understand the discursive (symbolic) forces and relations of power and knowledge responsible for the marginalization of Ivan Illich from educational discourse. In short, Illich was "silenced" for having committed the heretical act of denying the benevolence of state-enforced, compulsory schooling. In *Silencing Ivan Illich Revisited*, Gabbard revisits the text as a means of opening the question of what schools should be. Inspired by Slavoj Žižek's call for a Positive Universal Project, the book provides an alternative vision of what our species ought to be doing in the name of collective learning.

**January 2020****125 pp, 6 in x 9 in**



## ACADEMIC AND PROFESSIONAL TITLES

**Paper, 978 1 97550 228 7, \$39.95 (S5)**  
**E-book, 978 1 97550 230 0, \$39.95 (S9)**  
**Hardback, 978 1 97550 227 0, \$99.95 (S5)**  
**Library E-book, 978 1 97550 229 4, \$99.95 (10)**



### SOCIOLOGY

#### **Cartographies of Blackness and Black Indigenities**

**Edited by George J. Sefa Dei, Ezinwanne Odozor and Andrea Vásquez Jiménez**

*Cartographies of Blackness and Black Indigenities* acknowledges the saliency of Blackness in contemporary social formations, insisting that how bodies are read is extremely important. The contributors to this volume elicit or produce both tangible and intangible social, political, material, spiritual and emotional effects and consequences on Black and African bodies, globally. It is a call to celebrate Blackness in all its complexities, including race, ethnicity, class, gender, sexuality, (dis)ability, spiritualities, and geographies. Understanding Blackness is to insist on Black and African political and cultural appreciation of the phenomenon outside of Euro-colonial attempts to regulate and define how Black and African bodies are perceived. This book intersperses discussions of Blackness with Black racial identity and cultural politics and the required responsibilities for the Global Black and African populations to build viable

communities utilizing our differences—knowledges, cultures, politics, identities, histories—as strengths.

**January 2020**  
**276 pp, 7 in x 10 in**  
**Paper, 978 1 97550 107 5, \$45.95 (S5)**  
**E-book, 978 1 97550 109 9, \$45.95 (S9)**  
**Hardback, 978 1 97550 106 8, \$159.95 (S5)**  
**Library E-book, 978 1 97550 108 2, \$159.95 (10)**



**Sefa Dei: University of Toronto**

### BUSINESS & COMMUNICATION

#### **The Science of Communicating Science**

The Ultimate Guide

**Craig Cormick**

This highly readable and entertaining book distills best practice research on science communication into accessible chapters, supported by case studies and examples. With practical advice on everything from messages and metaphors to metrics and ethics, you will learn what the public think about science and why, and how to shape scientific research into a story that will influence beliefs, behaviors and policies.

Features:

- Captures the breadth of contemporary research on how to communicate science in plain English
- Supported by examples and case studies throughout
- Highly entertaining and informative.

**March 2020**  
**256 pp, 6 in x 9 in, 74 illus**  
**Paper, 978 1 48630 981 8, \$39.95 (S5)**



#### **Managing People at Work**

A New Paradigm for the 21st Century

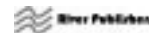
**Murali Chemuturi and Vijay Chemuturi**

The organizational environment in the 21st century is not what it was in the 20th Century. It metamorphosed with bulk outsourcing and computer-based decision support tools and easily coupled with low-cost PC hardware, which has created improvements in the productivity of people, resulting in reduced numbers. Managers of today manage the results expected of the position rather than managing to get things done as it was expected.

In the physical sciences, academia leads the industry while in social sciences like management, marketing and economics, industry leads academia. To bridge the knowledge gap that exists between theory and practice, two practitioners from the industry share their expertise on topics from skill retention development to a model they developed to enhance motivation and morale.

**River Publishers Series in Management Sciences and Engineering**

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**Library E-book, 978 8 77022 107 8, \$86.25 (10)**





## ACADEMIC AND PROFESSIONAL TITLES

## ENVIRONMENT &amp; ECOLOGY

**A Handbook of Environmental Toxicology**

Human Disorders and Ecotoxicology

Edited by **J. P. F. D'Mello**

In *A Handbook of Environmental Toxicology*, the authors focus on two key aspects: human disorders and ecotoxicology as affected by major toxins originally from biological sources and pollutants; and radiation generated spontaneously or as a result of anthropogenic activity. A diverse array of these potentially harmful agents regularly appear in the atmosphere, soil, water and food, compromising both human health and biodiversity in natural and managed ecosystems.

**February 2020****608 pp, 6 in x 9 in****Hardback, 978 1 78639 467 5, \$320.00 (\$6)**

NOW IN PAPER

**Invasive Species and Global Climate Change**Edited by **Lewis H. Ziska and Jeffery S. Dukes**

"[E]ditors Ziska (USDA) and Dukes (Purdue Univ.) have assembled an international group of experts to analyze the topic from different angles. The 20 chapters are divided into four sections that review the problem, present case studies to highlight key topics, discuss detection and prevention approaches

for managers, and present control and adaptation strategies for managers. The wide range of organisms and topics covered is appropriate for this important and complex issue. The book will be a valuable resource for students, faculty, land managers, and policy makers." —R. B. Pratt, California State University—Bakersfield

This book examines what will happen to global invasive species, including plants, animals and pathogens, with current and expected man-made climate change. The effects on distribution, success, spread and impact of invasive species are considered for a series of case studies from a number of countries. This book will be of great value to researchers, policymakers and industry in responding to changing management needs.

CABI Invasives Series 4

**Now Available****368 pp, 7 in x 9 in, tables & figures  
Paper, 978 1 78639 539 9, \$70.00 (\$6)****Dukes: Purdue University**

NOW IN PAPER

**Natural Environments and Human Health**

A. W. Ewert, D. Mitten and J. Overholt

The role natural environments play in human health and wellbeing is attracting increasing attention. There is growing medical evidence that access to the natural environment can prevent disease, aid recovery, tackle obesity and improve mental health. This book examines the history of natural environments being used for stress-reduction, enjoyment,

aesthetics and catharsis, and traces the development of the connection between humans and the environment, and how they impact our personal and collective health.

**Now Available****248 pp, 6 in x 9 in, figures  
Paper, 978 1 78639 529 0, \$55.00 (\$6)****A Water Story**

Learning from the Past, Planning for the Future

**Geoff Beeson**

*A Water Story* provides an account of Australian water management practices, set against important historical precedents and the contemporary experience of other countries. It describes the nature and distribution of the country's natural water resources, management of these resources by Indigenous Australians, the development of urban water supply, and support for pastoral activities and agricultural irrigation, with the aid of case studies and anecdotes. This is followed by discussion of the environmental consequences and current challenges of water management, including food supply, energy and climate change, along with options for ensuring sustainable, adequate high quality water supplies for a growing population.

**April 2020****304 pp, 6 in x 9 in, 34 color plates, 11  
illus, 34 photos  
Paper, 978 1 48631 129 3, \$55.95 (\$5)**

## Geelong's Changing Landscape

Ecology, Development and Conservation

**Edited by David S. Jones and Phillip B. Roös**

*Geelong's Changing Landscape* offers an insightful investigation of the ecological history of the Geelong and Bellarine Peninsula region. Commencing with the penetrating perspectives of Wadawurrung Elders, chapters explore colonization and post-World War II industrial development through to the present challenges surrounding the ongoing urbanization of this region.

Expert contributors provide thoughtful analysis of the ecological and cultural characteristics of the landscape, the impact of past actions, and options for ethical future management of the region. This book will be of value to scientists, engineers, land use planners, environmentalists and historians.

**March 2020**

**344 pp, 6 in x 9 in, 18 color plates, 15 illus & 28 photos**

**Paper, 978 0 64310 360 3, \$55.95 (S5)**



## ENTOMOLOGY

### Courtship and Mating in Butterflies

**R. J. Cannon**

This book presents a readable account of butterfly behavior, based on field observations, great photographs and the latest research. The main focus is on courtship and mating - including perching, searching and territorial behavior - but to understand these subjects it is necessary to explain how mates are chosen and this requires sections on wing colors and patterns. A chapter on butterfly vision is also essential in terms of how butterflies see the world and each other. There have been exciting discoveries in all of these fields in recent years, including: butterfly vision (butterfly photoreceptors), wing patterns (molecular biology), wing coloration (structural colors and nano-architecture), mating strategies and female choice (ecology and behavior).

**February 2020**

**384 pp, 6 in x 9 in, illus & 242 color photos**

**Hardback, 978 1 78924 263 8, \$160.00 (S6)**



### Insect Conservation

A Global Synthesis

**Michael J. Samways**

*Insect Conservation: A Global Synthesis* is a landmark, field-defining work written by Professor Michael Samways, one of the founding fathers of this burgeoning discipline

of conservation science. This book presents a state-of-the-art, comprehensive review of the entire field of insect conservation, from single-species conservation to whole-ecosystem approaches, and from natural ecosystems to the urban landscape.

Insect populations worldwide are under threat. Human-mediated degradation of natural habitats, pollution, over-use of pesticides, and the spread of urbanization has led to the collapse of insect populations in many areas of the world. A growing recognition of the importance of insects in natural and agricultural systems has stimulated the development of an entire discipline dedicated to their conservation.

**January 2020**

**600 pp, 7 in x 9 in**

**Paper, 978 1 78924 167 9, \$90.00 (S6)**

**Hardback, 978 1 78924 168 6, \$205.00 (S6)**



### The Economics of Integrated Pest Management of Insects

**David W. Onstad and Philip R. Crain**

This book brings together economists and entomologists to explain the principles, successes, and challenges of effective insect management. It highlights the importance of economic analyses for decision making and the feasibility of such approaches, and examines integrated pest management (IPM) practices from around the world with an emphasis on agriculture and public health.

The book begins by establishing an

(continued overleaf)

## ACADEMIC AND PROFESSIONAL TITLES

economic framework upon which to apply the principles of IPM. It continues to examine the entomological applications of economics, specifically, economic analyses concerning chemical, biological, and genetic control tactics as well as host plant resistance and the cost of sampling and is illustrated with case studies of economic-based IPM programs from around the world.

**Now Available**  
**232 pp, 7 in x 9 in**  
**Hardback, 978 1 78639 367 8, \$120.00**  
**(S6)**



### Hawkmoths of Australia

Identification, Biology and Distribution

**Maxwell S. Moulds, James P. Tuttle and David A. Lane**

*Hawkmoths of Australia* allows identification of all of the Australian hawkmoths for the first time, presents previously undescribed life histories of nearly all species and provides a comprehensive account of hawkmoth biology, including new parasitoids and their hawkmoth hosts. Detailed drawings and photographs show the external and internal morphology of adults and immatures, and eggs, larval instars and pupa. Keys are provided for last instar larvae and pupae of the 71 species that the authors have reared. The book is concluded by a glossary, appendices to parasitoids and larval foodplants, an extensive reference list with bibliographical notes and a comprehensive index.

Monographs on Australian Lepidoptera Series 13

**March 2020**  
**424 pp, 8 in x 11 in, 79 color plates, 86 maps, 18 photos, 27 illus**  
**Hardback, 978 1 48630 281 9, \$174.95**  
**(S5)**



### Transcriptomics in Entomological Research

**Edited by Matan Shelomi**

While "genomics" is becoming a household term, knowing the genome of an organism alone provides relatively little information. Between the genome and the final organism is the "transcriptome" that tells us which genes are expressed and translated into proteins in a certain cell or tissue of an organism at a given time and specific situation. The transcriptome tells you what genes are being "transcribed" at any given moment, providing the wealth of data and specificity of proteomics with the relative ease of study of genetics. Transcriptomics technology thus has myriad uses, and the goal of this book is to showcase the extraordinary diversity of ways transcriptomics can be utilized in entomological research, from basic to applied, from ecology to physiology to agricultural.

**February 2020**  
**224 pp, 6 in x 9 in**  
**Hardback, 978 1 78924 313 0, \$160.00**  
**(S6)**



NOW IN PAPER

### Transgenic Insects

Techniques and Applications

**Edited by Mark Q. Benedict**

Insect transgenesis promises improvements in agriculture, pharmaceuticals and public health. Many important insects can now be routinely transformed with effectors that have useful applications. Agriculture presents the largest market for transgenic insects and has a foundational history of success with sterile insect technique for control of pests including Mediterranean fruit flies and screwworms. Biotechnology will contribute superior markers, suppressible sterility and sex-conversion. Public health is also seeing transgenic mosquitoes developed which suppress natural populations and are incapable of transmitting disease. Experts in the field contribute their insights into the latest technology and its applications. The authors also consider the larger risks, social and economic aspects of transgenic insects whose value must be proven in political, regulatory and public acceptance arenas.

CABI Biotechnology Series 3

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**388 pp, 6 in x 9 in, graphs, b/w & color illus and photos**  
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NOW IN PAPER

### Urban Insect Pests

Sustainable Management Strategies

**Edited by Partho Dhang**

From an environmental and health perspective, it is not always practical to spray

chemicals indoors or in urban settings, so this work discusses sustainable control and best practice methods for managing insects that are vectors of disease, nuisance pests and the cause of structural damage. The book also covers future technologies which would govern the field of urban pest control. The book brings experts from both academic and industry together to contribute providing a balanced overview of the subject.

**Now Available**

**264 pp, 6 in x 9 in, illus & tables  
Paper, 978 1 78639 540 5, \$65.00 (\$6)**



## Australian Beetles

Archostemata, Myxophaga, Adephaga, Polyphaga (part)

**Edited by Adam Slipinski, John F. Lawrence**

The *Australian Beetles* three-volume series represents a comprehensive treatment of the beetles of Australia, a relatively under-studied fauna that includes many unusual and unique lineages found nowhere else on Earth.

Volume 2 of the *Australian Beetles* three-volume series contains 36 chapters, providing critical information and identification keys to the genera of the Australian beetle families included in suborders Archostemata, Myxophaga, Adephaga and several groups of Polyphaga (Scirtoidea, Hydrophiloidea, Scarabaeoidea, Buprestoidea and Tenebrionidae). Each chapter is richly illustrated in black and white drawings and photographs. The book also includes color habitus figures for about 1,000

Australian beetle genera and subgenera belonging to the families treated in this volume.

**Australian Beetles 2**

**March 2020**

**816 pp, 8 in x 10 in, 101 color plates, 95 illus & 66 photos**

**Hardback, 978 0 64309 730 8, \$139.95 (\$55)**



## ANIMAL & VETERINARY SCIENCES

### Top 100 Questions and Answers about Fleas and Pets

**Hany M. Elsheikha, Ian Wright and Michael Dryden**

If you have a flea problem, you're probably trying to solve it - unfortunately, flea infestations are very difficult to eliminate!

Thankfully, we now know more about the biology and treatment of fleas than ever before, which has led to safe, effective, and affordable treatments, both on pets and in the environment. This book provides an easy introduction to the world of fleas, and a flea-educated owner is an owner able to effectively prevent, control and treat infestations.

**January 2020**

**80 pp, 6 in x 9 in**

**Paper, 978 1 78924 548 6, \$30.00 (\$6)**



**Dryden: Kansas State University**

### 555 Questions in Veterinary and Tropical Parasitology

**Hany M. Elsheikha and Xing-Quan Zhu**

Parasites are a major issue affecting animal health, welfare, and economic productivity. This book, designed to help you study anywhere, with any amount of time, provides 555 questions to test your knowledge.

A self-test resource for veterinary and animal science students that is also of interest to medical students interested in parasitology or zoonoses, this book provides a convenient, useful, and current source of information for anyone interested in learning, revising and assessing their knowledge in parasitology.

**January 2020**

**128 pp, 6 in x 9 in**

**Paper, 978 1 78924 234 8, \$32.95 (\$6)**



### Biosecurity in Animal Production and Veterinary Medicine

**Edited by Jeroen Dewulf and Filip Van Immerseel**

*Biosecurity in Animal Production and Veterinary Medicine* is the first compilation of both fundamental aspects of biosecurity practices, and specific and practical information on the application of the biosecurity measures in different animal production and animal housing settings. The book starts with a general introductory

(continued overleaf)

## ACADEMIC AND PROFESSIONAL TITLES

chapter on the epidemiology of infectious diseases, followed by a chapter explaining the general principles of biosecurity. Specific topics of biosecurity, including rodent and insect control, cleaning and disinfection, hygiene and decontamination of feed, drinking water and air, and measuring the biosecurity status of farms, are detailed in dedicated chapters. Explanations on the relevance of the implementation of biosecurity plans in order to improve animal health and performance and reduce antimicrobial usage are described, and a chapter on ways to motivate farmers to implement a biosecurity plan has been included. Practical chapters deal with biosecurity in the poultry, pig and cattle industry, horse facilities, dog kennels, veterinary practices and clinics and laboratory animal facilities. The book is a practical guide that can be used by farm and animal facility managers, consultants, veterinarians, animal caretakers, and people with an interest in prevention of diseases in animals.

**February 2020**  
**544 pp, full color illus throughout**  
**Hardback, 9781789245684, \$80.00 (S6)**



### **The Action Plan for Australian Lizards and Snakes 2017**

**David G. Chapple, Reid Tingley, Nicola J. Mitchell, Stewart L. Macdonald, J. Scott Keogh, Glenn M. Shea, Philip Bowles, Neil A. Cox and John Woinarski**

*The Action Plan for Australian Lizards and Snakes 2017* provides the first

comprehensive assessment of the conservation status of Australian squamates in 25 years. Conservation assessments are provided for 986 species of Australian lizards and snakes (including sea snakes). Over the past 25 years there has been a substantial increase in the number of species and families recognized within Australia. There has also been an increase in the range and magnitude of threatening processes with the potential to impact squamates. This has resulted in an increase in the proportion of the Australian squamate fauna that is considered Threatened. Notably over this period, the first known extinction (post-European settlement) of an Australian reptile species occurred—an indication of the increasingly urgent need for better knowledge and management of this fauna. Six key recommendations are presented to improve the conservation management and plight of Australian squamates.

**March 2020**  
**680 pp, 8 in x 11 in, graphs, maps, photos**  
**Hardback, 978 1 48630 946 7, \$127.95 (S5)**



### **Australian Bird Names**

Origins and Meanings

SECOND EDITION

**Ian Fraser and Jeannie Gray**

This Second Edition of *Australian Bird Names* is a completely updated checklist of Australian birds and the meanings behind their common and scientific names, which may be useful, useless or downright

misleading! It has been revised to follow current taxonomy and understanding of the relationships between families, genera and species. It also contains new taxa, updated text and new vagrants and will be interesting reading for anyone with a love of birds, words or the history of Australian biology and bird-watching.

**Now Available**  
**368 pp, 6 in x 9 in, 40 b&w illus**  
**Paper, 978 1 48631 163 7, \$43.95 (S5)**



### **Basic Monitoring in Canine and Feline Emergent Patients**

**Edited by Elizabeth J. Thomovsky, Paula A. Johnson and Aimee C. Brooks**

This book discusses the various basic monitoring techniques available for emergency patients. The book elaborates on and explains monitoring techniques that can be easily performed in basic ER clinics and primary care clinics. This includes blood pressure, capnography, ECGs, pulse oximetry, and point of care monitoring ranging from the physical exam to bedside diagnostic tests like PCV/TP, urine specific gravity, blood glucose, and lactate. Each chapter is structured in the following way: basic physiology as related to the monitor, how the monitor/piece of equipment works, pros and cons of the monitor/piece of equipment, when not to trust the monitor, and clinical applications/examples of how to use the monitor in clinical settings.

**April 2020**  
**256 pp, 6 in x 9 in**  
**Paper, 978 1 78924 299 7, \$125.00 (S6)**





**Thomovsky: Purdue University College of Veterinary Medicine**

**Johnon: Purdue University College of Veterinary Medicine**

**Brooks: Purdue University College of Veterinary Medicine**

## Climate Change and Non-infectious Fish Disorders

**Edited by Patrick T. K. Woo and George K. Iwama**

This important new title on climate change—and its effects on selected non-infectious disorders of fish—contains contributions by internationally recognized experts who have contributed significantly to our knowledge in the area. Comprehensive and thought-provoking, the text details abiotic and biotic environmental changes associated with climate change and their effects on fish in tropical, subtropical and temperate waters. It proceeds to cover in detail developmental, physiological and metabolic disorders of fish

Outlining both current and expected changes in aquaculture systems due to climate change, plus suggestions for further studies, this contemporary book is key reading for biologists, aquatic ecologists, fish health consultants, veterinarians, policy makers and all those involved in fish health and the environment.

**February 2020**

**296 pp, 7 in x 9 in**

**Hardback, 978 1 78639 398 2, \$160.00 (\$6)**



**Woo: University of Guelph**

**Iwama: University of British Columbia**

NOW IN PAPER

## Diseases and Disorders of Finfish in Cage Culture

SECOND EDITION

**Edited by Patrick T. K. Woo and David W. Bruno**

This second edition looks at important advances in the understanding of infectious diseases of finfish. The content reflects current knowledge and the developments in the fish production industry, including the dramatic increases in production in the Asia-Pacific region. An important resource for aquaculturalists, fish health consultants and fish pathologists.

Chapters include “Overview of Cage Culture and its Importance in the 21st Century”, “Infectious Diseases of Coldwater Fish in Marine and Brackish Waters”, “Non-infectious Disorders of Warmwater Fish”, “Sporadic, Emerging Diseases and Disorders”, “Transmission of Infectious Agents between Wild and Farmed Fish” and more.

**Now Available**

**354 pp, 6 in x 9 in, tables & b/w illus  
Paper, 978 1 78639 536 8, \$90.00 (\$6)**



**Woo: University of Guelph**

## Field Guide to the Frogs of Australia

SECOND EDITION

**Michael J. Tyler**

**Illustrated by Frank Knight**

Throughout much of the world, frog populations are declining, with the survival of

many species under threat. In Australia, several species have become extinct in the past 35 years.

This second edition of *Field Guide to the Frogs of Australia* provides fully updated accounts of all the known frogs of Australia. There are 248 species within the five native frog families: Hylidae, Limnodynastidae, Microhylidae, Myobatrachidae and Ranidae. Also included are the introduced Cane Toad and nine “stowaway” species that have arrived in Australia.

Each species account includes details of size, status, distribution, habitat, behavior and advertisement call. Species are beautifully illustrated with full-color paintings and distribution maps are also included. Closely related frogs are shown in identical poses so that comparisons can be made readily. The introductory section of the book covers frog biology and habitats and includes notes on families and genera.

**May 2020**

**208 pp, 6 in x 9 in, 10 color photos, 351 color illus, 243 maps**

**Paper, 978 1 48631 245 0, \$32.95 (\$5)**



## Frogs and Reptiles of the Murray-Darling Basin

A Guide to Their Identification, Ecology and Conservation

**Michael Swan**

The Murray–Darling Basin spans more than 1 million square kilometers across the lower third of Queensland, most of New South Wales, the Australian Capital Territory,

(continued overleaf)

## ACADEMIC AND PROFESSIONAL TITLES

northern Victoria and the south-eastern corner of South Australia. Wildlife habitats range from the floodplains of the Basin to alpine areas, making the region of special ecological and environmental interest.

This book is the first comprehensive guide to the 310 species of frogs and reptiles living in the Murray-Darling Basin. An overview of each of the 22 catchment areas introduces the unique and varied climates, topography, vegetation and fauna. Comprehensive species accounts include diagnostic features, conservation ratings, photographs and distribution maps for all frogs, freshwater turtles, lizards and snakes recorded in this important region.

**April 2020**  
**352 pp, 5 in x 8 in, 446 color photos,**  
**312 maps**  
**Paper, 978 1 48631 132 3, \$39.95 (\$5)**



## Goat Production and Supply Chain Management in the Tropics

**Pramod Kumar Rout, Ashok Kumar and Basanta Kumara Behera**

This book is a practical manual for goat production systems covering: breeding and selection, feeding based on available crops and resources, and targeted preventative health care for increased productivity and income. It outlines best practice and strategies for setting up a farm, overcoming challenges, increasing milk and meat quality, obtaining sustainability, reducing

## Introduction to Animal and Veterinary Anatomy and Physiology

FOURTH EDITION

**Victoria Aspinall and Melanie Cappello**

A sound knowledge of anatomy and physiology is an essential basis for the effective clinical treatment of companion animals and farm animals alike. The fourth edition of this bestselling book continues to provide a comprehensive description of the anatomy and physiology of dogs and cats. The book builds on these foundations with detailed descriptions of exotic small species including birds, and domestic farm animals, including cows, sheep and pigs, as well as the horse.

The text:

- Contains detailed descriptions of the systematic anatomy and physiology of a wide range of animal species
- Covers clinical conditions and disease examples related to the individual body systems
- Includes applied anatomy tips that relate theory to clinical practice
- Is written by expert authors with a wealth of veterinary, animal science and teaching experience
- Includes more clinical application examples and question and answer tests to reinforce student learning
- Has been updated with more information for animal science students

This text provides an essential basis for all those embarking upon a veterinary, animal science or animal management career.

**February 2020**  
**304 pp, 8 in x 10 in**  
**Paper, 978 1 78924 115 0, \$ 60.00 (\$6)**



environmental pollution, optimizing climatic conditions and tapping into local know-how. In addition, the book details developing region-specific data for effective decision making and better management, as well as how to run a developmental project to empower stake holders for higher production,

support innovation, and analyze the supply chain for better product quality and marketing.

**January 2020**  
**288 pp, 7 in x 9 in**  
**Hardback, 978 1 78924 013 9, \$205.00 (\$6)**



## Livestock Handling and Transport

Principles and Practice

FIFTH EDITION

**Edited by Temple Grandin**

Edited by world-renowned animal scientist Dr. Temple Grandin, this practical book integrates scientific research and industry literature on cattle, pigs, poultry, sheep, goats, deer, and horses, in both the developed and developing world, to provide a practical guide to humane handling and minimizing animal stress. Reviewing the latest research on transport systems, restraint methods and facilities for farms and slaughterhouses, this fully updated fifth edition of *Livestock Handling and Transport* includes five new chapters: The Introduction, Genetics and Handling, Goat Handling and Transport, Robotic Milking, and Transport of Livestock by Sea. There is also new coverage of temperament testing and change, the principles of good stockmanship as well as including new video material to further explain key information contained in the book.

**January 2020**

**520 pp, 7 in x 9 in**

**Paper, 978 1 78639 916 8, \$85.00 (\$6)**

**Hardback, 978 1 78639 915 1, \$225.00 (\$6)**



**Grandin: Colorado State University**

## Mental Health and Well-Being in Animals

SECOND EDITION

**Edited by Franklin D. McMillan**

The second edition is fully revised, expanded, and comprehensively updated with the most current knowledge about the full array of mental health issues seen in animals. Written by key opinion leaders, internationally-recognized experts and specialists, it is comprehensive, covering basic principles to mental wellness, emotional distress, suffering and mental illness through to measurement and treatment. With even more practical information and clinical pearls, this book remains invaluable to veterinary professionals, animal welfare researchers and advocates, and other animal caregivers.

The editor is with Best Friends Animal Society.

**January 2020**

**384 pp, 7 in x 9 in**

**Hardback, 978 1 78639 340 1, \$125.00 (\$6)**



## Nutrition of the Rabbit

THIRD EDITION

**Edited by Carlos de Blas, Julian Wiseman**

Bringing together international expertise in rabbit production, topics covered in this fully updated volume include digestive physiology, feed formulation and product quality, as well as feeding strategies, feed processing, feed management around weaning and the relationship between nutrition and intestinal

health. Brand new to this edition are chapters which discuss the development of immune response and the role of intestinal microbiota, new dietary sources and additives, and feeding behavior in pasture and organic feeding. A valuable resource for researchers and students of animal nutrition and production, this book provides a comprehensive, research-based review of nutrition for these important animals.

**February 2020**

**352 pp, 6 in x 9 in**

**Hardback, 978 1 78924 127 3, \$160.00 (\$6)**



## The Slaughter of Farmed Animals

Practical Ways of Enhancing Animal Welfare

**Edited by Temple Grandin and Michael Cockram**

From philosophical and ethical views on the slaughter of farmed livestock to the intensely practical guidelines that need to be put in place to maximize animal welfare, this book provides a balance between evidence-based scientific studies and down-to-earth practical advice. An important publication for government and private industry managers, veterinarians and animal welfare practitioners who will be implementing improvements in the humane slaughter of livestock throughout the world.

Key Points:

- Evidence-based and scientifically sound

(continued overleaf)

yet highly practical in its advice

- The book covers highly controversial issues such as the tradeoffs between balancing animal welfare concerns with commercial realities as well as religious slaughter and cultural differences in attitudes

**March 2020**

**272 pp, 6 in x 9 in**

**Paper, 978 1 78924 057 3, \$75.00 (\$6)**



**Grandin: Colorado State University  
Cockram: University of Prince Edward  
Island**

## AGRICULTURE, BOTANY & CROP SCIENCE

### **Australian Rainforest Seeds**

A Guide to Collecting, Processing and Propagation

**Mark Dunphy, Steve McAlpin, Paul Nelson, Michelle Chapman and Hugh Nicholson**

This long-awaited guide to rainforest seed propagation unlocks the secrets to growing 300 rainforest species. Providing specific information on how to sustainably collect, process and germinate seeds, this user-friendly book aims to support a growing movement of rainforest restoration.

With invaluable information based on 30 years of research in northern New South Wales, users will find even difficult rainforest species delightfully easy to grow. Seeing a seed germinate, caring for the seedling and eventually planting the tree is deeply

satisfying. And, in this time of widespread deforestation, millions of trees are needed for restoration and every tree counts. Whether you are growing one or one hundred thousand, why not start today?

**April 2020**

**216 pp, 6 in x 9 in, 335 color photos  
Paper, 978 1 48631 150 7, \$39.95 (\$5)**



NOW IN PAPER

### **Biological Control of Plant-Parasitic Nematodes**

Soil Ecosystem Management in Sustainable Agriculture

SECOND EDITION

**Graham R. Stirling**

Plant-parasitic nematodes are one of multiple causes of soil-related sub-optimal crop performance. This book integrates soil health and sustainable agriculture with nematode ecology and suppressive services provided by the soil food web to provide holistic solutions. Biological control is an important component of all nematode management programs, and with a particular focus on integrated soil biology management, this book describes tools available to farmers to enhance the activity of natural enemies, and utilize soil biological processes to reduce losses from nematodes.

**Now Available**

**536 pp, 6 in x 9 in, figures, tables & photos**

**Paper, 978 1 78639 533 7, \$90.00 (\$6)**



### **Biology and Management of Bactrocera and Related Fruit Flies**

**Anthony R. Clarke**

Throughout Asia, Australia and the Pacific, and increasingly in Africa, the primary horticultural insect pests are fruit flies belonging to the genera *Bactrocera*, *Zeugodacus* and *Dacus* (Diptera: Tephritidae: Dacini). The Dacini is a hugely diverse clade of nearly 900 species endemic to the rainforests of Asia, Australia and the western Pacific, and the savannas and woodlands of Africa. In addition to being crop pests, dacines are also invasive pests of major quarantine importance and their presence in production areas can significantly impact market access opportunities.

This broad text provides a rapid introduction to this economically and ecologically important group, which includes species such as the Oriental fruit fly (*B. dorsalis*), Melon fly (*Z. cucurbitae*), Queensland fruit fly (*B. tryoni*) and the Olive fly (*B. oleae*). Broken into three primary sections, it first explores the evolutionary history, systematic relationships, taxonomy and species-level diagnosis of the Dacini flies. The following biology section covers their life history, population demography, behavior and ecology, and natural enemies. The final section of the book covers the management of these flies, with chapters on pre-harvest, post-harvest and regulatory controls. Each chapter concludes with a list of key monographs, papers or book chapters for further reading.

**Now Available**

**272 pp, 6 in x 9 in**

**Hardback, 978 1 78924 182 2, \$125.00 (S6)**



## Biotechnology of Fruit and Nut Crops

SECOND EDITION

**Edited by Richard E. Litz, F. Pliego-Alfaro and J. I. Hormaza**

*Biotechnology of Fruit and Nut Crops* is a comprehensive reference work on the status of biotechnology of the major temperate, subtropical and tropical fruit and nut crop species of the world. This second edition includes persimmon, pomegranate and loquat for the first time and color illustrations of the crop species and their wild relatives. Family by family, it details well-established techniques such as protoplast culture, in vitro mutagenesis and ploidy manipulation, but also newer approaches such as genomics, genetic transformation and marker-assisted selection.

Biotechnology in Agriculture Series

February 2020

750 pp, 6 in x 9 in, color illus

**Hardback, 978 1 78064 827 9, \$320.00 (S6)**



Litz: University of Florida (Emeritus)

NOW IN PAPER

## Climate Change Impact and Adaptation in Agricultural Systems

**Edited by Jürg Fuhrer and Peter J. Gregory**

The focus of this book is future global climate change and its implications for agricultural systems which are the main sources of agricultural goods and services provided to society. These systems are either based on crop or livestock production, or on combinations of the two, with characteristics that differ between regions and between levels of management intensity. In turn, they also differ in their sensitivity to projected future changes in climate, and improvements to increase climate-resilience need to be tailored to the specific needs of each system. The book brings together a series of chapters that provide scientific insights to possible implications of projected climate changes for different important types of crop and livestock systems, and a discussion of options for adaptive and mitigative management.

CABI Climate Change Series 5

**Now Available**

**298 pp, 6.75 in x 9.5 in, figures & tables Paper, 978 1 78639 535 1, \$65.00 (S6)**



## Cucurbits

SECOND EDITION

**Todd C. Wehner, Rachel Naegele, James R. Myers, Kevin M. Crosby and Narinder P.S. Dhillon**

Completely updated with new content and full-color figures throughout, the second edition of this successful book continues to provide complete coverage relating to the production of cucurbits, including cucumbers, gourds, muskmelons, pumpkins, squashes and watermelons. These crops are grown worldwide and represent one of the

largest and most important groups of horticultural food plants. This second edition of *Cucurbits* provides up-to-date, succinct and authoritative knowledge on this variety of crops and reflects on significant advances in the areas of production, breeding and evolution.

This new edition:

- Contains new chapters on abiotic stresses and cucurbits for health
- Includes major updates in research on the evolution, movement and distribution of species
- Explores new genetic resources and breeding advancements
- Delivers current information on methods of improving yield (e.g. grafting) and the management and resistance for pests and diseases
- Has an updated list of the most recent taxonomic names

This book represents a current and comprehensive guide to cucurbits, is highly illustrated and written in an accessible style. It is an essential resource for students, growers and researchers.

Crop Production Science in Horticulture

May 2020

240 pp, 6 in x 9 in, illus

**Paper, 978 1 78639 291 6, \$75.00 (S6)**



**Wehner: North Carolina State University-Raleigh**

**Myers: Oregon State University**

**Crosby: Texas A&M University**



**Endophyte Biotechnology**

Potential for Agriculture and Pharmacology

**Edited by Alexander Schouten**

Endophytes are bacterial and fungal microorganisms that colonize plants without usually eliciting visible disease symptoms but establishing intricate and mutually beneficial interactions with their host plant. This can lead to an increase in plant vigor, growth, development, and changes in plant metabolism. Endophytes may assist in the development of more productive and sustainable agricultural practices or discoveries of novel pharmacologicals. These elusive organisms are often overlooked and their benefits underrated.

Endophytes can support plants in a variety of ways to cope with biotic and abiotic stress factors, such as drought, heat, pests and diseases. They can produce particular metabolites, facilitate access to nutrients, change the plant's chemistry, physiology and responses, or by a combination of these factors. The biosynthetic pathways present in endophytes alone—or in combination with the plant's—can lead to novel chemicals, with yet undiscovered pharmacological characteristics. With state-of-the-art knowledge on their discovery and roles, this book describes the diversity of endophytes, their value, exploitation and future challenges.

CABI Biotechnology Series 8

**January 2020**

**208 pp, 6 in x 9 in**

**Hardback, 978 1 78639 942 7, \$140.00 (S6)**

**Field Trials in Oil Palm Breeding**

A Manual

**Baihaqi Sitepu, Umi Setiawati, Fazrin Nur, Nur Dian Laksono, Yassier Anwar, Pujo Widodo, Brian P. Forster and Abdul R. Purba**

This is a hands-on, practical guide to describe field trials in oil palm. The location for field trials is key, as is land preparation. Other logistics include the germination of seeds from crossing programs, planting in a nursery and well-grown seedlings for field planting. The trial design needs to be translated into field lay out. Field planting is a critical point requiring plant care, good labelling, field lining and a system of checks, and must be timed to the rainy season.

Recording of trials starts 1 year after planting for crown disease assessment and continues for yield approximately 30 months after field planting. Growth measurements also begin 30 months after planting. Tests for oil yield and quality are carried out one year after yield recording.

Techniques in Plantation Science

**January 2020**

**96 pp, 6 in x 9 in**

**Paper, 978 1 78924 139 6, \$35.00 (S6)**



NOW IN PAPER

**Fruit Ripening**

Physiology, Signalling and Genomics

**Edited by Pravendra Nath, Mondher Bouzayen, Jean Claude Pech and Autar K. Mattoo**

Fruit ripening is an important aspect of fruit

production. The timing of it affects supply chains and buying behavior, and for consumers ripeness not only affects perceptions of health but has nutritional effects too. Ripeness is closely related to spoilage; spoilage has a major financial impact on agricultural industries. Currently there are fast moving developments in knowledge of the factors affecting fruit ripeness, and this up-to-date monograph draws together the disparate research in this area. This book is a comprehensive account covering almost every area related to fruit ripening including the latest molecular mechanisms regulating fruit ripening, its impact on human nutrition and emerging research and technologies.

**Now Available**

**340 pp, 6 in x 9 in, figures & photos  
Paper, 978 1 78639 537 5, \$70.00 (S6)**

**Healthy Soils for Healthy Vines**

Soil Management for Productive Vineyards

**Robert E. White and Mark P. Krstic**

*Healthy Soils for Healthy Vines* provides a clear understanding of vineyard soils and how to manage and improve soil health for best vineyard performance. It covers the inherent and dynamic properties of soil health, how to choose which soil properties to monitor, how to monitor soil and vine performance, and how vineyard management practices affect soil health, fruit composition and wine sensory characters. It also covers the basic tenets of sustainable winegrowing and their significance for

business resilience in the face of a changing climate.

This book will be of practical value to anyone growing grapevines, managing a vineyard or making wine, from the small individual grower to the large wine company employee. It will be of special interest to winegrowers employing organic, natural, or biodynamic methods of production, where the primary focus is on the biological health of the soil.

Features:

- Explains the key properties underpinning soil health and their importance for healthy grapevines
- Describes the full range of vineyard soil management practices and their effect on soil health
- Explores the relationships between soil properties and vine growth, fruit composition and wine sensory characters
- Includes procedures for measuring important soil properties and identifying optimum values, and provides a recommended Minimum Dataset of physical, chemical and biological indicators of soil health
- Reviews projections for climate change and discusses possible impacts on sustainable winegrowing and the resilience of wine businesses

**Now Available**  
**240 pp, 6 in x 9 in**  
**Hardback, 978 1 78924 316 1, \$105.00**  
**(S6)**



### Measuring Food and Nutritional Security

Policy and Practice

**Edited by Muhammad Khalid Bashir, Steven Schilizzi, Ghaffar Ali**

Food security is widely seen as a crucial objective for policy to reduce undernutrition, particularly in developing countries. However, there are different views on how best to measure it, with implications for policy priorities. This book examines measurement approaches and their implications.

**June 2020**  
**208 pp, 6.25 in x 9.75 in**  
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**(S6)**



### Mistletoes of Southern Australia

SECOND EDITION

**David M. Watson**  
**Illustrated by Robyn Hulley**

Mistletoes are an enigmatic group of plants. Lacking roots and depending on other plants for their livelihood, they have inspired a range of beliefs throughout the world. Some people regard them as being endowed with magical properties, others as destructive weeds that devalue native habitats, and still others as beautiful native plants that support wildlife.

This second edition of *Mistletoes of Southern Australia* is the definitive authority on these intriguing plants. With specially commissioned watercolors by artist Robyn Hulley and more than 130 color photographs, it provides detailed species

accounts for all 47 species found in the region. It is fully updated throughout, with new distribution maps and new sections on fire, climate change and mistletoes in urban areas. It also describes the ecology, life history and cultural significance of mistletoes, their distribution around the world, and practical advice on their management.

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### Organic Food Systems

Meeting the Needs of Southern Africa

**Edited by Raymond Auerbach**

This book reports on long-term comparative organic farming systems research trials carried out over the last four years in South Africa's Southern Cape, as well as research on the organic sector and the technical tools it requires in South Africa, Zambia, Uganda and Tanzania. The trials show how the yield gap between organic and conventional crops was closed over 3 years. Water use efficiency was also greater in the organic farming system, and pests and diseases were effectively controlled using biological products. Farmer training approaches, soil carbon analysis, participatory guarantee systems, the Zambian organic farming sector (agronomy) and Ugandan organic farmer training support, and a sector plan for southern African organic farming are examined.

(continued overleaf)

## ACADEMIC AND PROFESSIONAL TITLES

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## Physiology of Vegetable Crops

SECOND EDITION

**Edited by H. Christian Wien, Hartmut Stützel**

Completely updated and revised, this bestselling book continues to explain the growth and developmental processes involved in the formation of vegetables. Since the publication of the successful first edition, significant discoveries—particularly in the area of molecular biology—have deepened and broadened our understanding of these processes. This new edition brings the topic up-to-date and is presented over two sections: the first provides general knowledge on germination, transplanting, flowering, the effects of stress and modelling, while the second section details the physiology of specific crops or crop groups.

The second edition of *The Physiology of Vegetable Crops* contains two new chapters looking at stress effects on vegetable crops with a particular emphasis on climate change and models of vegetable growth and development. It is fully updated to reflect recent discoveries and the advent of new production techniques such as growing in artificial environments; provides enhanced understanding of the growth and function of 18 different vegetable crops; and is heavily illustrated and published in full color

throughout.

With contributions from renowned international experts, this is an essential resource for horticultural researchers and extension educators and consultants, as well as a reference for students and professors in vegetable production, plant breeding, entomology and plant pathology.

**April 2020**  
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**Wien: Cornell University**

NOW IN PAPER

## Plant Adaptation to Environmental Change

Significance of Amino Acids and their Derivatives

**Edited by Naser A. Anjum, Sarvajeet S. Gill and Ritu Gill**

Plants constantly cope with unfavorable ecosystem conditions, which often prevent them from reaching their full genetic potential in terms of growth, development and productivity. This book covers plants' responses to these environmental changes, namely, the modulation of amino acids, peptides, and amines to combat both biotic and abiotic stress factors. Bringing together the most recent developments, this book is an important resource for researchers and students of crop stress and plant physiology.

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## Soil Carbon

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**Edited by Steven A. Banwart, Elke Noellemeyer and Eleanor Milne**

This book brings together the essential evidence and policy opportunities regarding the global importance of soil carbon for sustaining Earth's life support system for humanity. Covering the science and policy background for this important natural resource, it describes land management options that improve soil carbon status and therefore increase the benefits that humans derive from the environment. Written by renowned global experts, it is the principal output from a SCOPE rapid assessment process project.

Scientific Committee on Problems of the Environment (SCOPE) Series 71

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## Sustaining Global Food Security

The Nexus of Science and Policy

**Edited by Robert S. Zeigler**

Population growth alone dictates that global food supplies must increase by over 50% in

coming decades. Advances in technology offer an array of opportunities to meet this demand, but history shows that these can be fully realized only within an enabling policy environment. *Sustaining Global Food Security* makes a compelling case that recent technological breakthroughs can move the planet towards a secure and sustainable food supply only if new policies are designed that allow their full expression.

Dr. Zeigler has brought together a distinguished set of scientists and policy analysts to produce well-referenced chapters exploring international policies on genetic resources, molecular genetics, genetic engineering, crop breeding and protection, remote sensing, the changing landscape of agricultural policies in the world's largest countries, and trade. Those entering the agricultural sciences and those who aspire to influence public policy during their careers will benefit from the insights of this unique set of experiences and perspectives.

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NOW IN PAPER

### **Transition Pathways Towards Sustainability in Agriculture**

Case Studies from Europe

**Edited by Lee-Ann Sutherland, Ika Darnhofer, Geoff Wilson and Lukas Zagata**

This book focuses on understanding farming transition pathways towards sustainability, using case studies from Europe. It assesses the utility of the multi-level perspective in transition theory for addressing contemporary issues and identifies future research needs, making it an essential read for researchers of rural or agricultural change.

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### **Trichoderma – Ganoderma Disease Control in Oil Palm**

A Manual

**Ike Virdiana, Miranti Rahmaningsih, Brian P. Forster and Julie Flood**

This is a hands-on practical guide to the use of *Trichoderma* as a biocontrol, as part of sustainable disease control measures for *Ganoderma* disease in oil palm plantations. The manual provides background information on *Ganoderma* (basal stem rot), the most devastating disease of oil palm in Southeast Asia, as well as on the benefits of *Trichoderma* fungi in safe guarding yields. The disease is caused by soil-borne fungi, *Ganoderma* which are found in West Africa and South America, as well as Southeast Asia.

Techniques in Plantation Science

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### **Tropical Roots and Tuber Crops**

Cassava, Sweet Potato, Yams and Aroids

SECOND EDITION

**Vincent Lebot**

Root and tuber crops are important to agriculture, food security and income for 2.2 billion people in developing countries. These species produce large quantities of dietary energy and have stable yields under difficult environmental conditions. This second edition of *Tropical Root and Tuber Crops* is an authoritative treatment of four important root and tuber crops: cassava, sweet potato, yams, and aroids.

The same format is followed for each crop: Origin and History, Taxonomy and Botany, Breeding and Genetics, Developmental Physiology, Agronomy, Pests and Diseases, Post-Harvest Quality and Marketing. This new edition reviews the scientific literature produced during the last decade and presents major technical advancements.

Crop Production Science in Horticulture

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## MATHEMATICS, TECHNOLOGY & ENGINEERING

### **Advances in Applied Mathematical Problems**

**Edited by Tadashi Dohi and Mangey  
Ram**

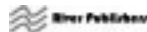
In recent years, applied mathematics has been used in all novel disciplines of scientific development. *Advances in Applied Mathematical Problems* summarizes interdisciplinary work within the field of applied mathematics.

The topics discussed in the book include:

- Similarity Solutions of Spherical Shock Waves in a Self-Gravitating Ideal Gas
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### **Applied Data Analytics - Principles and Applications**

**Johnson I. Agbinya**

This text provides some of the most sought after techniques in big data analytics. Establishing strong foundations in these topics provides practical ease when big data analyses are undertaken using the widely available open source and commercially orientated computation platforms, languages and visualization systems. The book, when combined with such platforms, provides a complete set of tools required to handle big data and can lead to fast implementations and applications.

The book contains a mixture of machine learning foundations, deep learning, artificial intelligence, statistics and evolutionary learning mathematics written from the usage point of view with rich explanations on what the concepts mean. The author has thus avoided the complexities often associated with these concepts when found in research papers. The tutorial approach and the applications provided are some of the reasons why the book is suitable for undergraduate, postgraduate and big data analytics enthusiasts.

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### **Artificial Intelligence in Wireless Robotics**

**Kwang-Cheng Chen**

Robots, autonomous vehicles, unmanned aerial vehicles, and smart factories will significantly change human living style in digital society. *Artificial Intelligence in Wireless Robotics* introduces how wireless communications and networking technology enhances facilitation of artificial intelligence in robotics, which bridges basic multi-disciplinary knowledge among artificial intelligence, wireless communications, computing, and control in robotics. A unique aspect of the book is to introduce applying communication and signal processing techniques to enhance traditional artificial intelligence in robotics and multi-agent systems.

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**Chenk: University of South Florida**

### **Biotechnology for Treatment of Residual Wastes Containing Metals**

**Edited by Norma G. Rojas-Avelizapa**

This book addresses various aspects related to different wastes that have a metallic content and represent a serious risk for the environment and human health. These wastes, due to their physical and chemical



characteristics, have been the object of studies which have led to the development of different technologies in recycling, reuse or adequate disposal, biotechnology being one of these alternatives. Biotechnology offers a range of options for the treatment of types of waste using microorganisms, biomass and their by-products. The mechanisms involved in these waste treatment processes are diverse and complex, and its optimization and efficiency is multifactorial.

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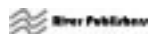
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## Blockchain Technology and Applications

**Ahmed Banafa**

Blockchain is an emerging technology that can radically improve security in transaction networks; it provides the basis for a dynamic distributed ledger that can be applied to save time when recording transactions between parties, remove costs associated with intermediaries, and reduce risks of fraud and tampering. This book explores the fundamentals and applications of Blockchain technology; the transparent, secure, immutable and distributed database used currently as the underlying technology for Cryptocurrency.

Decentralized peer-to-peer network, distributed ledger and the trust model that defines Blockchain technology will be explained. Components of Blockchain, its operations, underlying algorithms, and essentials of trust will be defined. Types of Blockchain networks including private and public Blockchain networks will be introduced. Concepts of smart contracts, proof of work and proof of stack will be clarified. The relationship between Blockchain technology, Internet of Things (IoT), Artificial Intelligence (AI), Cybersecurity and Digital Transformation will be explored in this book. Myths about Blockchain will be exposed and a look at the future of Blockchain will be presented.

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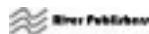
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**Banafa: San Jose State University and Stanford University**

## Cyber Resilience

**Sergei Petrenko**

Cyber resilience is the most important feature of any cyber system, especially during the transition to the sixth technological stage and related Industry 4.0 technologies: Artificial Intelligence (AI), Cloud and foggy computing, 5G +, IoT/IIoT, Big Data and ETL, Q-computing, Blockchain, VR/AR, etc. We should even consider the cyber resilience as a primary one, because the mentioned

systems cannot exist without it. Indeed, without the sustainable formation made of the interconnected components of the critical information infrastructure, it does not make sense to discuss the existence of 4.0 Industry cyber-systems. In cases when the cyber security of these systems is mainly focused on the assessment of the incidents' probability and prevention of possible security threats, the cyber resilience is mainly aimed at preserving the targeted behavior and cyber systems' performance under the conditions of known (about 45%) as well as unknown (the remaining 55%) cyber attacks.

This monograph shows that modern Industry 4.0. cyber systems do not have the required cyber resilience for targeted performance under heterogeneous mass intruder cyber-attacks. A new formulation of the cyber resilience problem under heterogeneous mass cyber-attacks is proposed, in which the cyber system performance recovery in destructive software impacts prevents significant or catastrophic consequences.

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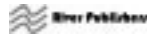
### **Design of Digital Phase Shifters for Multipurpose Communication Systems**

**Binboga Siddik Yarman**

With the advancement of new generation mobile communication systems, directed beams save a substantial amount of RF-power, and improve the noise immunity. In this regard, beam-forming circuits, namely, digital phase shifters constitute essential parts of the antenna arrays. This book is devoted to design of digital phase shifters for various communications systems.

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### **Engineering Education for Sustainability**

**Edited by Joao Paulo Davim**

Understood to be a key issue in modern society, sustainability is characterized by its three essential pillars, namely: the environment, society and the economy. Education plays an important role in how people understand and accept sustainability. The integration of sustainability in engineering education is a relatively new phenomenon, and presenting information about engineering education for sustainability is of great interest to improve communication between professors,

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### **From Artificial Intelligence to Brain Intelligence**

AI Compute Symposium 2018

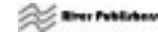
**Edited by Rajiv Joshi, Matt Ziegler, Arvind Kumar and Eduard Alarcon**

The field of AI is not new to researchers, as its foundations were established in the 1950s. After many decades of inattention, there has been a dramatic resurgence of interest in AI, fueled by a confluence of several factors. The benefits of decades of Dennard scaling and Moore's law miniaturization, coupled with the rise of highly distributed processing, have led to massively parallel systems well suited for handling big data. The widespread availability of big data, necessary for training AI algorithms, is another important factor. Finally, the greatly increased compute power and memory bandwidths have enabled deeper networks and new algorithms capable of accuracy rivaling that of human perception.

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### **Handbook on ICT in Developing Countries**

Next Generation ICT Technologies

**Edited by Knud Erik Skouby, Idongesit Williams and Albert Gyamfi**

*Handbook on ICT in Developing Countries: Next Generation ICT Technologies* is the second volume part of the *Handbook of ICT in Developing Countries*. The first part was on the potential implementation and service delivery of the forth-coming 5G networks. Here the focus is on the new technologies and services enabled by 5G networks or broadband Internet networks including artificial Intelligence (AI), machine learning, augmented reality, Internet of Things (IoT), autonomous driving, blockchain solutions, cloud solutions etc. Some of these are already globally experiencing growth in the existing networks and all of them are expected to grow substantially in the future.

The book discusses the potentials of the new technologies for developing countries and the need for market interventions that will facilitate the demand and supply side of the market. It is designed for a broad audience including practitioners, researchers, academics, policy makers and industry players and influencers. The language and approach to the handbook is a combination of the academic writing style and professional reviews.

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## **Introduction to Analog-to-Digital Converters**

Principles and Circuit Implementation

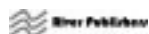
**Takao Waho**

Analog-to-digital (A/D) and digital-to-analog (D/A) converters, or data converters in short, play a critical role as interfaces between the real analog world and digital equipment. They are now indispensable in the field of sensor networks, internet of things (IoT), robots, and automatic driving vehicles, as well as high-precision instrumentation and wideband communication systems. As the world increasingly relies on digital information processing, the importance of data converters continues to increase.

The primary purpose of this book is to explain the fundamentals of data converters for students and engineers involved in this fascinating field as a newcomer.

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## **On-Wafer Calibration Techniques Enabling Accurate Characterization of High-Performance Silicon Devices at the mm-Wave Range**

**Andrej Rumiantsev**

The demand for more content, services, and security drives the development of high-speed wireless technologies, optical communication, automotive radar, imaging and sensing systems and many other mm-wave and THz applications. S-parameter measurement at mm-wave and sub-mm wave frequencies plays a crucial role in the modern IC design.

This book presents solutions for accurate mm-wave characterization of advanced semiconductor devices. It guides through the process of development, implementation and verification of the in-situ calibration methods optimized for high-performance silicon technologies.

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## **Reducing Inequalities Towards Sustainable Development Goals**

Multilevel Approach

**Edited by Medani P. Bhandari and**

**Shvindina Hanna**

Using case studies, this book encourages readers to view economic development through the lens of growing inequalities and disparities. Such inequalities are clearly becoming more obvious as the world is better connected, and information is quickly shared. The book's main aim is therefore to direct the efforts of scholars, practitioners and policymakers to swiftly find the balance between the three pillars of sustainable development. The main challenges and focus of each chapter are different and collectively they give an integrated understanding of the phenomenon of sustainable development and its diverse aspects.

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## **RF CMOS Oscillators for Modern Wireless Applications**

**Edited by Masoud Babaie, Mina Shahmohammadi and Robert Bogdan Staszewski**

While mobile phones enjoy the largest production volume ever of any consumer electronics products, the demands they place on radio-frequency (RF) transceivers are particularly aggressive, especially on integration with digital processors, low area,

(continued overleaf)

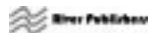
## ACADEMIC AND PROFESSIONAL TITLES

low power consumption, while being robust against process-voltage-temperature variations. Since mobile terminals inherently operate on batteries, their power budget is severely constrained. To keep up with the ever increasing data-rate, an ever-decreasing power per bit is required to maintain the battery lifetime. The RF oscillator is the second most power-hungry block of a wireless radio (after power amplifiers). Consequently, any power reduction in an RF oscillator will greatly benefit the overall power efficiency of the cellular transceiver. Moreover, the RF oscillators' purity limits the transceiver performance. The oscillator's phase noise results in power leakage into adjacent channels in a transmit mode and reciprocal mixing in a receive mode. On the other hand, the multi-standard and multi-band transceivers that are now trending demand wide tuning range oscillators. However, broadening the oscillator's tuning range is usually at the expense of die area (cost) or phase noise.

The goal of this book is to bring forth the exciting and innovative RF oscillator structures that demonstrate better phase noise performance, lower cost, and higher power efficiency than currently achievable.

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### **Robust Embedded Intelligence on Cellular Neural Networks**

**Lambert Spaanenburg and Suleyman Malki**

*Robust Embedded Intelligence on Cellular Neural Networks* makes the reader familiar with the mathematical and electronic techniques to turn a data-driven problem into a safe embedded solution. In particular, it treats aspects on Cellular Neural Networks (CNN) for reliable visual recognition in a wide range of practical applications, highlighting vein feature extraction and license plate recognition.

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### **Security within CONASENSE Paragon**

**Edited by Ramjee Prasad and Leo P. Ligthart**

*Security within CONASENSE Paragon* describes in particular the cyber security issues in the field of Communication, Navigation, Sensing and Services within the broad platform of CTIF Global Capsule (CGC). This covers future technologies and its enablers, smart cities, crowd computing, reliable and secure communication interface, satellite unnamed air vehicles, wireless sensor networks, data analytics and deep learning,

remotely piloted aircraft system and public safety, network neutrality, business ecosystem innovation and so on.

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### **Understanding Nanoelectromechanical Quantum Circuits and Systems (NEMX) for the Internet of Things (IoT) Era**

**Hector J. De Los Santos**

The operational theme permeating most definitions of the IoT concept is the wireless communication of networked objects, smart sensing devices and machines, exchanging data via the Internet. In this book, a detailed look is taken at the fundamental principles of devices and techniques whose exploitation will facilitate the development of compact, power-efficient, autonomous, smart, networked sensing nodes underlying and encompassing the emerging IoT era.

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## Visual Communication for Cybersecurity

Beyond Awareness to Advocacy

**Nicole van Deursen**

*Visual Communication for Cybersecurity* explores the possibilities of visual communication as a tool to improve the communication about cybersecurity and to better connect with non-experts. Visual communication is useful to explain complex topics and to solve complex problems. Visual tools are easy to share through social media and have the possibility to reach a wide audience. When applied strategically, visual communication can contribute to a people-centric approach to security, where employees are encouraged to actively engage in security activities rather than simply complying with the policies.

Cybersecurity education does not usually include communication theory or creative skills. Many experts think that it is not part of their job and is best left to the communication department or they think that they lack any creative talent. This book introduces communication theories and models, gives practical tips, and shows many examples.

River Publishers Series in Security and Digital Forensics

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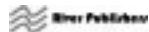
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## Wireless Sensor Networks

QoS Perspective

**Edited by Vivek Deshpande and Vladimir Poulkov**

Currently, Cyber Physical Systems (CPS) and/or IoT play predominant roles in the cloud communication domain. The main aspects of these types of systems are Wireless Sensor Networks (WSN), Cloud and Communication Networks. The data which needs to be disseminated from multiple sources to the destination base station, or sink, is of vital significance. There are many problems which can occur when data is conveyed to the sink. The sink is connected to the cloud via a communication network. The congestion, reliability, delay, fairness, etc. are all of main concern. These can be treated as Quality of Service (QoS) parameters that govern the performance of the CPS. Above all, energy consumption is the main constraint for WSN node. It is extremely difficult to obtain good QoS by keeping energy consumption low. Even the response of one of QoS parameter depends on the many other QoS parameters.

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## TOURISM

### Dark Tourism and Pilgrimage

**Edited by Daniel H. Olsen and Maximiliano E. Korstanje**

This book examines dark tourism through the new lens of pilgrimage. It focuses on dark tourism sites as pilgrimage destinations, dark tourists as pilgrims, and pilgrimage as a form of dark tourism. Taking a broad definition of pilgrimage so as to consider aspects of both religious and non-religious travel that might be considered pilgrimage-like, it covers theories and histories of dark tourism and pilgrimage, pilgrimage to dark tourism sites, and experience design.

CABI Religious Tourism and Pilgrimage Series

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**Olsen: Brigham Young University**

### Events as a Strategic Marketing Tool

SECOND EDITION

**Dorothé Gerritsen and Ronald van Olderen**

This second edition describes how events can be used as a strategic tool in marketing practices. Fully updated throughout, this new edition reviews the way organizations utilize events to connect with their visitors. It covers the development of the experience economy,

(continued overleaf)



## ACADEMIC AND PROFESSIONAL TITLES

the step from strategy to concept, event design and touchpoints. Written in an accessible style, it also considers the areas of marketing within which experiences play a role, such as branding, relationship marketing and city marketing. Concluding with a chapter on effect measurement and evaluation and including a wealth of internationally relevant examples, it gives a thorough insight into the way events can help reach strategic marketing goals.

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### **Ideological, Social and Cultural Aspects of Events**

**Edited by Omar Moufakkir and Tomas Pernecky**

There is an ever-growing importance of events in modern society, and, until now, existing literature on events has been dominated by the economic perspective. This book addresses the social and cultural side of events and explores the role they have in fostering change and community development. It examines the transformative function of events in the context of development studies—as phenomena that can promote and facilitate human development, including social, societal and individual change.

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### **Modern Day Slavery and Orphanage Tourism**

**Edited by Joseph M. Cheer, Leigh Mathews, Kathryn van Doore, Karen Flanagan**

Orphanage tourism is the practice, in less developed contexts, where tourist interactions with “orphaned” children are central to traveller itineraries and experience making.

While being attractive to the desire of tourists and volunteers to “do good” while travelling, underlining orphanage tourism is the fact that the vast majority of children (over 80%) in orphanage institutions are not orphans. Instead they are the victims of intentional attempts by poor families to give children access to education opportunities, and consistent and reliable nutrition. However, such desires are easily exploited, and there are limited means by which families are able to ascertain the veracity around whether children are definitely receiving the care they have been promised.

Orphanages themselves are very often for-profit enterprises, where the commodification of good intentions cycle begins and becomes embedded in the tourism supply chain where children become attractions and the focus of tourist consumption, and orphanages become sites of tourism production.

**January 2020**  
**176 pp, 6 in x 9 in**  
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### **Spiritual and Religious Tourism**

Motivations and Management

**Edited by Ruth Dowson, Jabar Yaqub and Razaq Raj**

This book reviews tourist motivations for making religious or spiritual journeys, and the management aspects related to them. It explores sacred journeys across both traditional religions such as Christianity and Islam, and newer forms of pilgrimage, faith systems and quasi-religious activities such as sport, music and food. Demonstrating to the reader the intrinsic elements and events that play a crucial role within the destination management process, it provides a timely re-assessment of the increasing interconnections between religion and spirituality as a motivation for travel. The book: includes applications, models and illustrations of religious tourism and pilgrimage management for converting theory into good practice; addresses theories of motivation and why travel to religious destinations has increased; and explores key learning points from a selection of international case study perspectives.

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## Sustainable Destination Branding and Marketing

Strategies for Tourism Development

**Edited by Anukrati Sharma, Juan Ignacio Pulido-Fernández and Azizul Hassan**

Destination branding and marketing form the backbone of tourism industry growth, but it is increasingly important that the strategies employed consider and promote sustainable solutions. This book provides a comprehensive set of tools and techniques for branding and marketing for sustainable tourism development. It blends tourism and marketing strategies with practical, innovative information technology solutions and a psychological perspective, providing illustrative case studies and examples to aid understanding. Addressing opportunities and challenges across the field, it also reviews how different types of tourism such as community-based, accessible, film, agricultural and cultural-heritage tourism entail unique issues for development.

**March 2020**  
**264 pp, 6 in x 9 in**  
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## Tourism

SECOND EDITION

**Peter Robinson, Michael Lück and Stephen L. J. Smith**

Fully revised *Tourism*, second edition, covers aspects of tourism from a modern perspective, providing students with a range

of theoretical and research-based explanations, supported by examples, case studies and unique insights from industry representatives.

Covering topics such as policy and planning, heritage management, leisure management, event management and hospitality management, the book tackles the practical elements of academic tourism such as infrastructure management and economic development, together with other important contemporary issues such as sustainable development and post tourists.

**May 2020**  
**480 pp, 6 in x 9 in**  
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**Hardback, 978 1 78924 148 8, \$160.00 (S6)**



**Smith: University of Guelph**

NOW IN PAPER

## Tourism Crisis and Disaster Management in the Asia-Pacific

**Edited by Brent W. Ritchie and Kom Campiranon**

The Asia-Pacific area is notable as one of the fastest growing tourism regions and not surprisingly, tourism in this region has become the major driver of global tourism in general. Nonetheless, tourism industries in Asia Pacific have been challenged in recent years by a number of major crises and disasters including terrorism, outbreaks (e.g. SARS and Bird Flu), natural disasters (e.g. tsunamis, bushfires, flooding), and political crisis (e.g. protests and political

instability). The aim of this book is to contribute to the understanding of crisis and disaster management generally, but with a specific focus on the Asia Pacific.

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**David Leslie**

The environmental quality and popularity of any tourist destination is the outcome of sustained development, shaped by the socio-economic and physical dimensions of the local environment. Protecting the "living landscape" requires recognizing, promoting and developing the links between economic, social and environmental objectives. This book therefore examines the tourism business in terms of greening the local economy, people and environment, establishing the green agenda and investigating its application to the tourism sector.

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**David Ward-Perkins, Christina Beckmann and Jackie Ellis**

*Tourism Routes and Trails* plunges into the world of “extended” tourism, offering an exploration of the “routes” phenomenon whereby tourism is no longer for a given destination, but extends over multiple sites, a territory or landscape. Covering how such routes are created, often as ways of clustering experiences, it also reviews their effects on tourism businesses, local populations and other stakeholders.

**January 2020****184 pp, 6 in x 9 in****Paper, 978 1 78639 477 4, \$40.00 (S6)****Hardback, 978 1 78639 476 7, \$140.00 (S6)****Winter Tourism**

Trends and Challenges

**Edited by Ulrike Pröbstl-Haider, Harold Richins and Stefan Türk**

Increasingly environmental issues in many established ski resorts, including certifications and adaptations of the management regime, and new mobility concepts to reduce CO2 emissions caused by the travel behavior of the winter tourists, are growing areas of consideration. This includes the importance of scenic beauty, nature and sustainable development as well as snow reliability and avalanche safety.

The book is comprised of chapters in three parts:

- Winter Tourism Forces and Challenges

- Winter Tourism Experience
- Winter Tourism Development and Sustainability

**January 2020****450 pp, 7 in x 9 in****Hardback, 978 1 78639 520 7, \$250.00 (S6)****Richins: Thompson Rivers University (Canada)****Underwater Sydney****Inke Falkner and John Turnbull**

Admired all over the world and loved by locals for its natural beauty, Sydney Harbour is enjoyed by thousands of people every day. But rarely do we look below the surface where, beneath all the hustle and bustle, lively communities go about their business. With underwater forests and gardens, hundreds of species of fish and thousands of invertebrates, Sydney is as colorful and diverse below the water as it is above!

*Underwater Sydney* celebrates Sydney's incredible harbor and coast through eclectic stories and stunning underwater photography. It also explores the challenges the harbor is facing today after more than 200 years of coastal development and the role that marine science plays in maintaining the harbor's health. It will open your eyes to the rich marine life that makes the Sydney estuary and coast so special.

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## HEALTH &amp; MEDICINE

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Multi-drug resistant infections are one of the greatest threats to human health, and with resistance on the rise, appropriate antimicrobial stewardship (AMS) is more important than ever. This book, written by nurses for nurses, provides a clear and concise approach to good practice in this vital area. It explores all aspects of AMS, explaining the practices that ensure the optimal use of antibiotics for the best clinical outcome, with both minimal toxicity to the patient and minimal impact on subsequent antimicrobial resistance.

Written by a global team of experts, it covers infection prevention and control, antimicrobial resistance, diagnosis of infection and appropriate antimicrobial use, patient engagement, collaboration between professions and how to implement AMS in nursing practice. The first AMS textbook applied directly to nursing practice, and underpinned by a competency framework designed by the editor team, it includes learning tools such as objectives, practical case studies and questions throughout.

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Structure, Synthesis and Role in Disease

**Michèle Anne Barocchi and John L. Telford**

Bacterial pili play important roles as environmental sensors, in host colonization and in biofilm formation, enabling bacteria to interact with the environment, with surfaces and with other bacteria and host cells. Most bacteria, both Gram positive and Gram negative, and almost all bacterial pathogens, are piliated. This book discusses the synthesis, structure, evolution, function and role in pathogenesis of these complex structures, and their basis for vaccine development and therapeutics for Streptococcus pathogens. It is an invaluable resource for researchers and students of medical microbiology.

Advances in Molecular and Cellular Microbiology 27

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This book discusses the various basic monitoring techniques available for

emergency patients. The book elaborates on and explains monitoring techniques that can be easily performed in basic ER clinics and primary care clinics. This includes blood pressure, capnography, ECGs, pulse oximetry, and point of care monitoring ranging from the physical exam to bedside diagnostic tests like PCV/TP, urine specific gravity, blood glucose, and lactate. Each chapter is structured in the following way: basic physiology as related to the monitor, how the monitor/piece of equipment works, pros and cons of the monitor/piece of equipment, when not to trust the monitor, and clinical applications/examples of how to use the monitor in clinical settings.

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A Global Perspective

SIXTH EDITION

**Roger Webber**

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SECOND EDITION

**Edited by Duane J. Gubler, Eng Eong Ooi, Subhash Vasudevan and Jeremy Farrar**

Continued geographic expansion of dengue viruses and their mosquito vectors has seen the magnitude and frequency of epidemic dengue/dengue hemorrhagic fever (DF/DHF) increase dramatically. Recent exciting research on dengue has resulted in major advances in our understanding of all aspects of the biology of these viruses, and this updated second edition brings together leading research and clinical scientists to review dengue virus biology, epidemiology, entomology, therapeutics, vaccinology and clinical management.

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FIFTH EDITION

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Breast Tumours is the second volume in the 5th edition of the WHO series on the classification of human tumors. This series (also known as the WHO Blue Books) is regarded as the gold standard for the diagnosis of tumors and comprises a unique synthesis of histopathological diagnosis with digital and molecular pathology.

This book will be of special interest to pathologists, oncologists, surgeons and epidemiologists who manage or research breast tumors. Sections are included on all recognized neoplasms of the breast including the nipple and areola. Since the previous edition there have been changes based on recent molecular and genetic information, with impact on clinical practice.

WHO Classification of Tumours, Fifth Edition

January 2020

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(continued overleaf)

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IARC Scientific Publications 165

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Fifty-third report

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