



MERCURY

LEARNING AND INFORMATION

Fall 2024

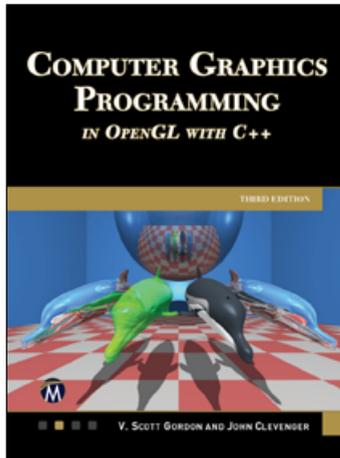
Computer Science & Technology 2

Engineering 21

Mathematics/Statistics 26

Science & Health 29





568 pp, 7 in x 9 in
 Print, November 2024
 9781501522598, \$ 89.99



INCLUDES
 COMPANION
 FILES

E-book, February 2024
 9781501519581, \$ 89.99
 Lib E-book, February 2024
 9781501519567, \$ 155.00

New!

Computer Graphics Programming in OpenGL Using C++ THIRD EDITION

V. Scott Gordon, PhD and John L. Clevenger, PhD

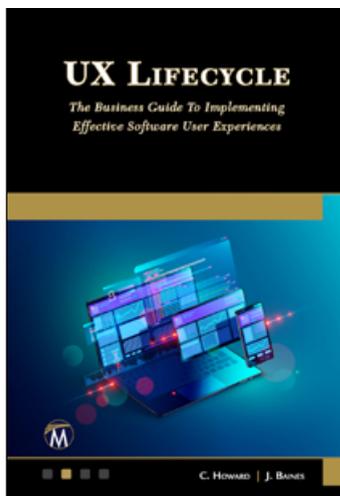
This updated edition includes step-by-step instruction on modern OpenGL 4.0+ GLSL shader programming with C++, along with the theoretical foundations of 3D computer graphics. Every shader stage is explored, from the basics of modeling, textures, lighting, shadows, etc., through advanced techniques such as tessellation, noise maps, water, and stereoscopy. This new edition includes expanded coverage of camera control, refraction, and a new chapter on ray tracing with bounding volume hierarchies for complex models. The companion files include all the source code, shaders, model files, skyboxes, etc., needed to run every example in the book.

FEATURES:

- Covers modern OpenGL 4.0+ GLSL shader programming with C++, and instructions for both PC/Windows and Macintosh
- Provides complete source code for each example, fully explained along with tips for performance optimization

V. Scott Gordon is a computer science professor at California State University, Sacramento.

John L. Clevenger is a computer science professor at California State University, Sacramento.



Audio, March 2024
 9781683929772, \$ 19.99

Lib E-book, March 2024
 9781683929789, \$ 165.00

New!

UX LIFECYCLE-AUDIO Version

*The Business Guide To Implementing
 Effective Software User Experiences*

Clive Howard and Jeremy Baines

This audio edition is for business leaders looking to build software that creates better business outcomes by delivering effective product experiences. Over the last decade one of the biggest trends in technology has been a growing appreciation for the User Experience (UX). UX Lifecycle provides a UX methodology framework for implementing continuous improvement within organizations. It will help to address the basics such as defining what UX is; the importance of research; how UX is a process and not a job title; and where business value comes from improving efficiency, effectiveness, and satisfaction.

FEATURES:

- Demonstrates a flexible 3-stage methodology that can be applied to organizations of all sizes to implement an end-to-end, iterative UX process
- Discusses key considerations for readers looking to create a business case for UX within their organization and engaging senior business roles around the necessary business changes required

Clive Howard started his career as a developer working for digital agencies where he developed an understanding of the importance of design and usability to the success of technology projects. **Jeremy Baines** has a background in graphic design but developed a deep understanding of software through founding his own technology startup.

New!

Adobe InDesign

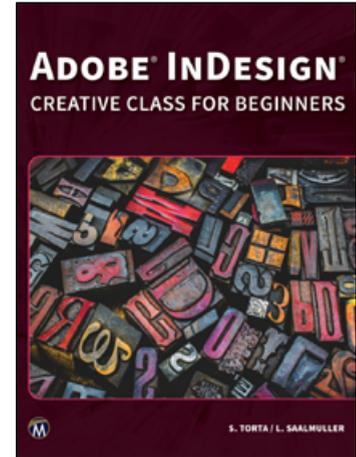
*Creative Class for Beginners***Stephanie Torta and Lauren Saalmuller**

This book explores the world of digital design, tailored for beginners eager to master Adobe InDesign, as well as a valuable resource for experienced users looking to refine their skills. It demystifies the complexities of Adobe InDesign, defining the essential tools and skills through a series of engaging projects and hands-on tutorials. Gain practical experience with a variety of projects, such as web/hero banners, social media advertisements, presentation backgrounds, logos, flyers, posters, postcards, book or magazine covers, newsletters, and booklets.

FEATURES:

- Uses step-by-step tutorials and numerous figures that build a strong foundation in Adobe InDesign
- Gain practical experience with a variety of projects, such as web/hero banners, social media advertisements, presentation backgrounds, logos, flyers, posters, postcards, book or magazine covers, newsletters, and booklets

Stephanie Torta is a Senior Media Developer and an accomplished graphic designer, videographer, and photographer with over thirty years' experience including teaching graphic design at Boston University and Emerson College. **Lauren Saalmuller** is currently working as the Head of Content Creator for a tech company.



325 pp, 8.5 in x 11 in
Print, March 2024
9781683926047, \$ 59.99



INCLUDES
COMPANION
FILES

E-book, April 2024
9781683926023, \$ 59.99
Lib E-book, April 2024
9781683926030, \$ 155.00

New!

Google Gemini for Python

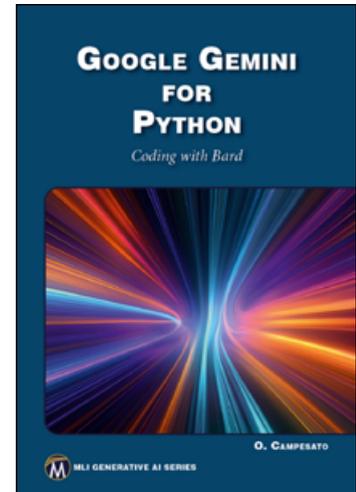
*Coding with Bard***Oswald Campesato**

This book provides a bridge between the worlds of Python 3 programming and Generative AI, equipping readers with the skills to navigate both domains with confidence. It begins with an introduction to fundamental aspects of Python programming, which include various data types, number formatting, Unicode and UTF-8 handling, and text manipulation techniques. In addition, you will learn about loops, functions, data structures, NumPy, Pandas, conditional logic, and reserved words in Python. Further chapters show how to handle user input, manage exceptions, and work with command-line arguments. The text then transitions to the realm of Generative AI, discussing its distinction from Conversational AI. Popular platforms and models, including Bard (now called "Gemini") and its competitors, are presented to give readers an understanding of the current AI landscape. The book discusses the capabilities of Bard, its strengths, weaknesses, and potential applications. Finally, you will learn how to generate a variety of Python 3 code samples via Bard.

FEATURES

- Includes a chapter on how to generate a variety of Python 3 code samples via Gemini
- Covers basic concepts of Python 3 such as loops, conditional logic, reserved words, user input, manage exceptions, work with command-line arguments, and more

Oswald Campesato specializes in Deep Learning, Python, Data Science, and generative AI. He is the author/co-author of over forty books including Google Gemini for Python, Data Cleaning, and GPT-4 for Developers (all Mercury Learning).

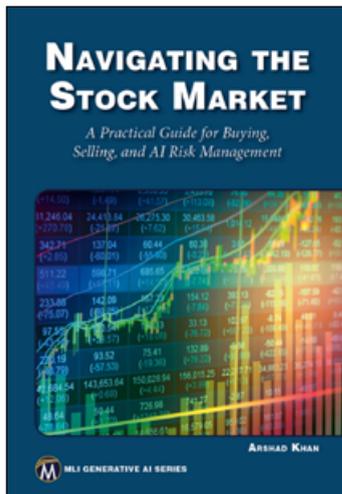


192 pp, 6 in x 9 in
Print, March 2024
9781501522741, \$ 54.99



INCLUDES
COMPANION
FILES

E-book, March 2024
9781501519758, \$ 54.99
Lib E-book, March 2024
9781501519741, \$ 155.00



320 pp, 6 in x 9 in
 Print, March 2024
 9781501522772, \$ 44.99
 E-book, March 2024
 9781501519697, \$ 44.99
 Lib E-book, March 2024
 9781501519680, \$ 155.00

New!

Navigating the Stock Market

A Practical Guide for Buying, Selling, and AI Risk Management

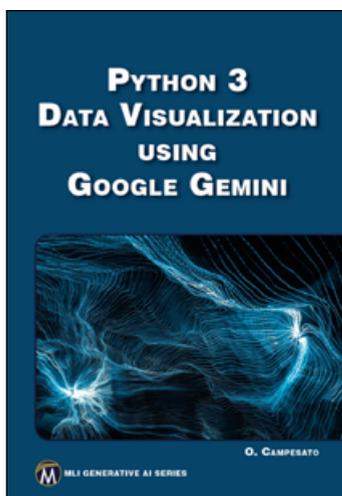
Arshad Khan

This book is ideal for individual investors, financial analysts, portfolio managers, and anyone interested in gaining a deeper understanding of stock market investing. It demystifies the complexities of the stock market, offering insightful strategies and practical advice for investors of all levels. Key topics include laying the groundwork of investing through research, numerous buying strategies, techniques for selling to maximize returns and minimize losses, and using AI integration to master the nuances of risk management. The book covers a wide array of topics to equip you with the knowledge and tools necessary for successful stock investing.

FEATURES:

- Explores the impact of artificial intelligence on stock market investing and how to leverage it for better decision-making
- Covers foundational concepts to advanced topics to provide a thorough understanding of stock market dynamics

Arshad Khan is a professor at the University of California, San Diego and previously co-authored the best-selling title *Stock Investing for Everyone: Tools For Investing Like The Pros*. He has also authored titles on business intelligence, data warehousing, and SAP.



184 pp, 6 in x 9 in
 Print, March 2024
 9781501522802, \$ 51.99
 E-book, March 2024
 9781501519833, \$ 51.99
 Lib E-book, March 2024
 9781501519796, \$ 155.00



INCLUDES
 COMPANION
 FILES

New!

Python 3 Data Visualization Using Google Gemini

Oswald Campesato

This book offers a comprehensive guide to leveraging Python-based data visualization techniques with the innovative capabilities of Google Gemini. Tailored for individuals proficient in Python seeking to enhance their visualization skills, it explores essential libraries like Pandas, Matplotlib, and Seaborn, along with insights into the innovative Gemini platform. With a focus on practicality and efficiency, it delivers a rapid yet thorough exploration of data visualization methodologies, supported by Gemini-generated code samples. Companion files with source code and figures are available for downloading.

FEATURES:

- Covers Python-based data visualization libraries and techniques
- Includes practical examples and Gemini-generated code samples for efficient learning

Oswald Campesato specializes in Deep Learning, Python, Data Science, and generative AI. He is the author/co-author of over forty books including *Google Gemini for Python*, *Data Cleaning*, and *GPT-4 for Developers* (all Mercury Learning).

New!

Game Testing

All in One

FOURTH EDITION

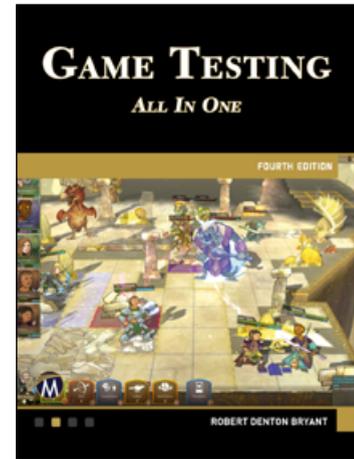
Robert Denton Bryant

This fourth edition serves as your comprehensive handbook to video game testing. Whether you are a student seeking to enter the video game industry or a working professional aiming to refine your skills, this new edition gives you the basic skills of testing, demonstrates how game testing and testers fit into the game development process, and includes practical knowledge of tools, roles, responsibilities, and the metrics used to determine game quality and test progress. The reader is taken step-by-step through test design and other QA methods, using real game situations, and featuring interviews with veteran game developers. The book includes companion files for downloading with templates and tutorials for creating both combinatorial tables and test flow diagrams.

FEATURES:

- Features test methodology tutorials based on actual games, plus examples and tools that readers can use for personal or professional development
- Explores documented methods and tools for tracking and managing game testing progress and game quality

Robert Denton Bryant, MFA rose through the ranks as a game tester to produce dozens of video games over a decades-long career. He has lectured in the U.S. and Europe on best practices in game testing. He currently serves as director of both the Video Game Development and Animation degree programs at St. Edward's University.



406 pp, 7 in x 9 in

Print, May 2024

9781501521683, \$ 54.99

E-book, May 2024

9781501519826, \$ 54.99

Lib E-book, May 2024

9781501519802, \$ 165.00

**New!**

Prompt Engineering Using ChatGPT

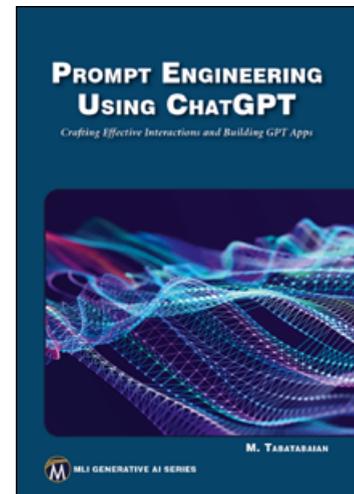
*Crafting Effective Interactions and Building GPT Apps***Mehrzad Tabatabaian, PhD, PEng**

This book is designed for mastering the art and science of prompt engineering in the realm of artificial intelligence. It provides a thorough exploration of the fundamental principles, practical techniques, and real-world applications of prompt engineering, with a special focus on ChatGPT and its advanced iterations, including GPT-4 and GPT plug-ins. You will learn the essential role of prompts in interacting with ChatGPT, understand the anatomy of a well-constructed prompt, and explore different prompt styles. The book also shows how to set constraints and guidelines to steer AI responses toward desired outcomes and ensure ethical and responsible interactions. Whether you're a novice of generative AI or seeking advanced insights, this book is your companion for mastering prompt engineering and building innovative GPT applications.

FEATURES

- Discusses the fundamental groundwork for understanding prompts, their role in guiding AI models, and their impact on the quality of generated responses
- Provides real-world applications demonstrating how prompt engineering is applied across various domains, from customer support and education to business and technical fields

Mehrzad Tabatabaian, PhD, PEng is currently Chair of the BCIT School of Energy Research Committee. He has published several papers for scientific journals and has written textbooks on multiphysics modelling and thermodynamics. He holds several registered patents in the energy field and teaches courses in renewable energy.



122 pp, 6 in x 9 in

Print, May 2024

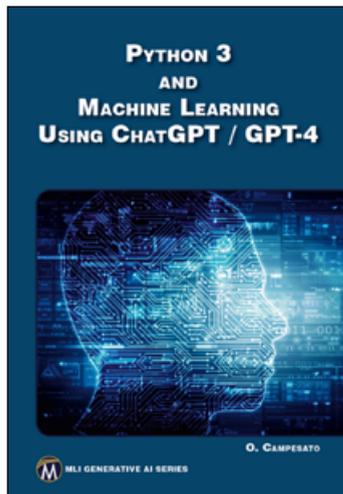
9781501522413, \$ 49.99

E-book, May 2024

9781501518959, \$ 49.99

Lib E-book, May 2024

9781501518898, \$ 165.00



268 pp, 6 in x 9 in
Print, May 2024
9781501522956, \$ 54.99



INCLUDES
COMPANION
FILES

E-book, May 2024
9781501520174, \$ 54.99
Lib E-book, May 2024
9781501520112, \$ 165.00

New!

Python 3 and Machine Learning Using ChatGPT / GPT-4

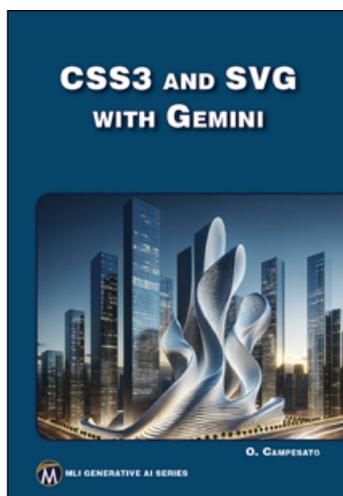
Oswald Campesato

This book is designed to bridge the gap between theoretical knowledge and practical application in the fields of Python programming, machine learning, and the innovative use of ChatGPT-4 in data science. The book is structured to facilitate a deep understanding of several core topics. It begins with a detailed introduction to Pandas, a cornerstone Python library for data manipulation and analysis. Next, it explores a variety of machine learning classifiers from kNN to SVMs. In later chapters, it discusses the capabilities of GPT-4, and how its application enhances traditional linear regression analysis. Finally, the book covers the innovative use of ChatGPT in data visualization. This segment focuses on how AI can transform data into compelling visual stories, making complex results accessible and understandable. It includes material on AI apps, GANs, and DALL-E. Companion files are available for downloading with code and figures from the text.

FEATURES:

- Includes practical tutorials designed to provide hands-on experience, reinforcing learning through practice
- Provides coverage of the latest Python tools using state-of-the-art libraries essential for modern data scientists

Oswald Campesato specializes in Deep Learning, Python, Data Science, and generative AI. He is the author/co-author of over forty books including Google Gemini for Python, Data Cleaning, and GPT-4 for Developers (all Mercury Learning).



268 pp, 6 in x 9 in
Print, June 2024
9781501522932, \$ 49.99



INCLUDES
COMPANION
FILES

E-book, June 2024
9781501520181, \$ 49.99
Lib E-book, June 2024
9781501520143, \$ 165.00

New!

CSS3 and SVG with Gemini

Oswald Campesato

This book provides code samples involving graphics-based Web development and artificial intelligence (AI). We focus on various aspects of modern web development and AI technologies, with a particular emphasis on Generative AI, Google Gemini, CSS3, and SVG, which includes features such as 3D animations and gradient effects. By exploring these topics, readers will gain a deeper understanding of how AI can enhance web development processes and how to leverage AI models like Gemini to streamline development workflows.

FEATURES:

- From AI fundamentals to advanced CSS3 and SVG techniques, this book offers a comprehensive exploration of modern web development technologies.
- With a balance of theoretical knowledge and practical examples, readers gain hands-on experience in implementing AI-driven design solutions using Gemini-generated code.

Oswald Campesato specializes in Deep Learning, Python, Data Science, and generative AI. He is the author/co-author of over forty books including Google Gemini for Python, Data Cleaning, and GPT-4 for Developers (all Mercury Learning).

New!

CSS3 and SVG with GPT-4

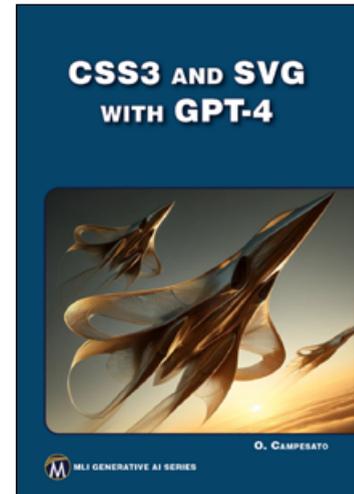
Oswald Campesato

This book is designed to equip you with the knowledge and skills necessary to navigate the dynamic intersection of web development and artificial intelligence (AI). We focus on various aspects of modern web development and AI technologies, with a particular emphasis on Generative AI, HTML, CSS3, SVG, JavaScript, and popular web frameworks like React and Angular. By exploring these topics, readers will gain a deeper understanding of how AI can enhance web development processes and how to leverage AI models like ChatGPT/GPT-4 to streamline development workflows.

FEATURES:

- Each chapter includes hands-on tutorials and real-world examples to help readers apply concepts effectively.
- Detailed exploration of CSS3, SVG, and GPT-4, highlighting their synergies in modern web development.

Oswald Campesato specializes in Deep Learning, Python, Data Science, and generative AI. He is the author/co-author of over forty books including Google Gemini for Python, Data Cleaning, and GPT-4 for Developers (all Mercury Learning).



224 pp, 6 in x 9 in
Print, June 2024
9781501522963, \$ 49.99



E-book, June 2024
9781501520150, \$ 49.99
Lib E-book, June 2024
9781501520105, \$ 165.00

New!

Using AI in Marketing

An Introduction

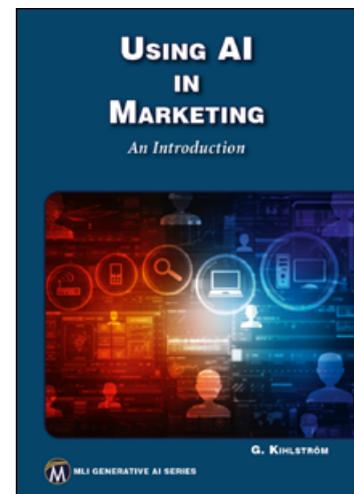
Greg Kihlström

Artificial intelligence, while certainly not new to marketers, is having a moment. Whether through generative AI that creates original imagery or text, the automation of repetitive tasks, or determining the propensity of consumers to take action, artificial intelligence is becoming indispensable for leading brands and their marketing teams. In this book, the successful planning, adoption, and optimization of artificial intelligence tools to improve marketing results is explored, including how marketing and CX leaders can be successful with artificial intelligence in their planning, implementation, and optimization. This includes the four primary areas where marketers should be paying attention: Generative AI, Personalized Customer Experiences, Team and Workflow Automation, Measurement & Optimization.

FEATURES

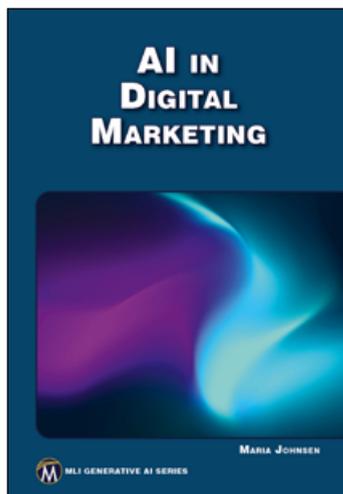
- Concise guide to AI and marketing, written for industry leaders and aspiring leaders
- Goes beyond generative AI to explore the (4) areas of artificial intelligence that are impacting professionals in the industry

Greg Kihlström holds certifications in agile coaching and business agility, helping organizations turn big ideas and challenges into meaningful, sustainable results. He has worked in digital experience, customer and employee experience, digital transformation for global brands, international NGOs, and public sector organizations. He is the host of The Agile Brand podcast (Feedspot's Top 25 Marketing Technology podcasts) and has done keynote presentations and participated on panels at events around the world.



136 pp, 6 in x 9 in
Print, June 2024
9781501522796, \$ 34.99

E-book, June 2024
9781501519789, \$ 34.99
Lib E-book, June 2024
9781501519765, \$ 165.00



566 pp, 6 in x 9 in
 Print, July 2024
 9781501522543, \$ 54.99
 E-book, July 2024
 9781501519185, \$ 54.99
 Lib E-book, July 2024
 9781501519123, \$ 165.00

New!

AI in Digital Marketing

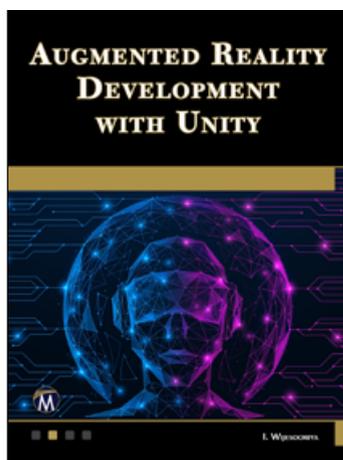
Maria Johnsen

AI in Digital Marketing is a transformative guide exploring the dynamic role of artificial intelligence in digital marketing processes. From the role of AI in personalization to content creation, marketing segmentation, multichannel marketing and omnichannel marketing, this book delves into the ethical and legal facets of AI in marketing and discusses what's missing in 2023 and how improvements can be made by 2024 and beyond. Tailored for marketing professionals, business leaders, startups, academics, AI enthusiastic and students, it offers actionable insights and strategies to harness the power of AI in digital marketing, ushering in a new era beyond mere speculation.

FEATURES:

- The book includes a comprehensive set of hands-on exercises using real-world marketing data.
- Readers have the opportunity to apply AI concepts to actual marketing scenarios, gaining practical experience in data analysis, predictive modeling, and campaign optimization, which is essential for success in the field.

Maria Johnsen is a diligent digital marketer with a proven record of success leading global digital marketing offering over 12+ years of experience translating business initiatives and marketing strategies into bottom-line results in sales, revenue, and client growth. Manages a team of 26 experts to achieve digital marketing goal for companies.



348 pp, 7 in x 9 in
 Print, July 2024
 9781501522581, \$ 54.99
 E-book, August 2024
 9781501519338, \$ 54.99
 Lib E-book, August 2024
 9781501519321, \$ 165.00

New!

Augmented Reality Development with Unity

Indika Wijesooriya

Augmented reality (AR) has been a key component of immersive technologies in the past decade. With the entrance of Web3 and related technologies, AR has become a key player in providing extended user experiences for people around the world. Whether in education, training, manufacturing, healthcare, or the military, AR can help people enhance the core components of any project. One of the major challenges for an enthusiast to start building AR applications is knowledge of the available tools, as there are many in the current context. This book will introduce AR, use cases, and relevant history to enhance understanding of its components. The second section will focus mainly on the available tools and technologies to develop AR applications. Later on, the book will introduce the Unity 3D engine, fundamentals of C# programming with Unity, and vector mathematics and implementing AR applications with Unity, followed by best practices in building AR applications. By the end of the book, readers will have a comprehensive knowledge of bringing an idea into an AR application and using C# and the Unity 3D engine to design and develop a prototype—or maybe a finished application.

FEATURES:

- Provides an in-depth introduction to currently available tools and technologies to build AR applications and experiences, and their running platforms.
- Covers key performance metrics that can be considered in building AR applications and optimization techniques for AR apps to reduce the resource requirements needed.

Indika Wijesooriya has over 8 years of extensive experience working with Unity, coupled with a profound involvement in crafting augmented reality (AR) applications since 2014. In 2017, he successfully attained a degree in engineering intertwined with computer science, further solidifying his expertise in the field.

New!

Advanced Excel 365

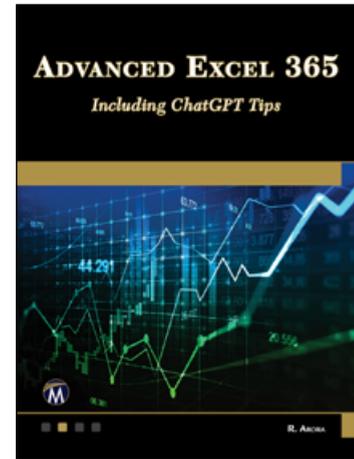
*Including ChatGPT Tips***Ritu Arora**

In this comprehensive guide, we will explore the powerful trio of Excel™, Visual Basic for Applications (VBA)™, and ChatGPT. These tools combine the strength of data analysis, automation, and conversational AI to empower you in the realm of information processing and decision-making. Throughout these pages, you will be provided with practical knowledge, hands-on examples, and step-by-step instructions to master Excel's data manipulation capabilities, unlock the potential of VBA for automation and customization, and delve into the world of ChatGPT for natural language interactions. Whether you are a beginner seeking to understand the basics, or an experienced user looking to enhance your skills, this book will guide you through the fundamentals of Excel, introduce you to the world of VBA programming, and show you how to integrate ChatGPT into your applications.

FEATURES:

- By the end of this book, you will have the knowledge and confidence to leverage the combined power of Excel, VBA, and ChatGPT to streamline your workflows, automate repetitive tasks, and engage in intelligent, data-driven conversations.
- This book will explore the endless possibilities of Excel, VBA, and ChatGPT.

Ritu Arora is a highly skilled and experienced Microsoft Certified Trainer, specializing in Power BI, Excel, PowerPoint, G Suite, and ChatGPT. With over 20 years of corporate training experience, including international assignments, Ritu has successfully trained over 70,000 individuals at companies like DDFS, EY, RateGain, LG, IIMs, SMBC, Ericsson, HCL, BPCL, Nestle, Citibank, Adidas, and Hero Honda.



300 pp, 7 in x 9 in
 Print, July 2024
 9781501522512, \$ 54.99
 E-book, August 2024
 9781501519086, \$ 54.99
 Lib E-book, August 2024
 9781501519079, \$ 165.00

New!

AI Horizons

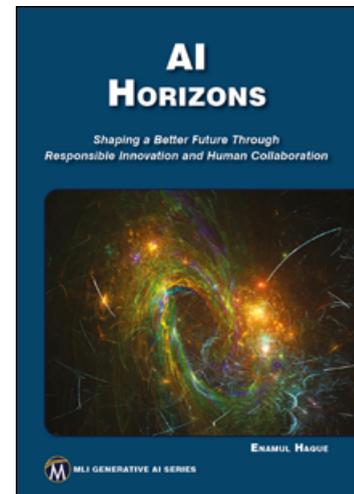
*Shaping a Better Future Through Responsible Innovation and Human Collaboration***Enamul Haque**

In this book, we will examine the ethical considerations, social consequences, and global implications of AI. Through real-world case studies, we will explore how AI transforms industries, from health care and education to transportation and finance. We will investigate the adoption of AI in emerging markets and its role in addressing global challenges such as poverty, climate change, and sustainable development. We will also delve into the necessity of human-AI collaboration, the importance of human-centric design, and the need for comprehensive governance and policy frameworks.

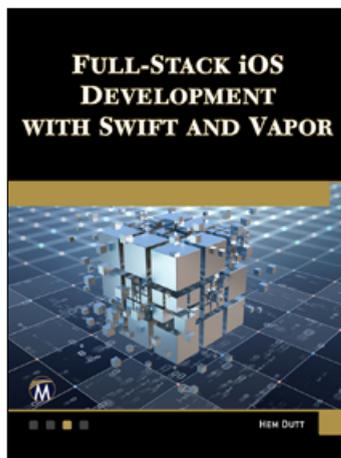
FEATURES

- Presents realistic examples and real-world case studies of AI adoption across diverse industries
- Investigates how AI is accepted and adopted in emerging economies, highlighting the problems and opportunities these places bring.

Enamul Haque is an industry veteran and thought leader with almost 30 years of experience in the IT industry. Throughout his career, Enamul has worked with some of the world's most reputable companies, including Wipro, Microsoft, Capgemini, Nokia, and HCL Technologies, as well as international organisations like the United Nations High Commissioner for Refugees (UNHCR) and International Telecommunication Union (ITU).



212 pp, 6 in x 9 in
 Print, August 2024
 9781501521690, \$ 54.99
 E-book, August 2024
 9781501518485, \$ 54.99
 Lib E-book, August 2024
 9781501518430, \$ 165.00



252 pp, 7 in x 9 in
 Print, August 2024
 9781501522574, \$ 54.99
 E-book, August 2024
 9781501519222, \$ 54.99
 Lib E-book, August 2024
 9781501519208, \$ 165.00

New!

Full-Stack iOS Development with Swift and Vapor

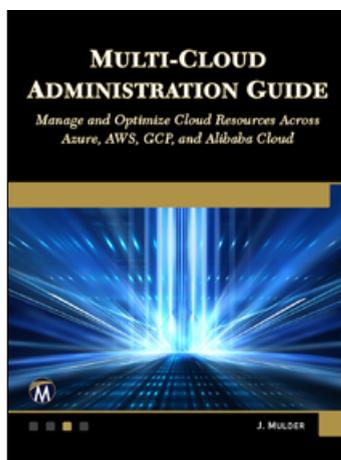
Hem Dutt

Full-stack iOS applications combine frontend and backend development to create powerful and versatile mobile experiences, providing users with rich functionality and reliable data management. If you're interested in building full stack iOS applications, this book is a perfect fit for you. The book initiates by installing the Vapor Toolbox and Xcode, equipping you with essential tools for swift progress in constructing complete projects. Through a practical approach, the book will help you navigate the intricacies of routing, implementing security measures, seamlessly integrating data, managing data effectively, and generating server-side JSON responses. As you delve deeper into the book, your expertise will expand to encompass the vast ecosystem of iOS app development, including features such as UIKit with Auto-layout, SwiftUI, Core Data, and more. It empowers you to unleash your capabilities by understanding the complexities of bridging backend and front-end technologies. The guide empowers you to overcome obstacles such as data storage, performance optimization, and security.

FEATURES:

- Learn the process of setting up a Vapor project, including routing, controller creation, and middleware implementation.
- Discover how to interact with databases using the Fluent ORM, defining models, and relationships, and performing CRUD operations.

Hem Dutt has more than a decade of experience working on macOS and iOS and has developed and managed applications in healthcare, insurance, VPN clients, publishing, IOT, and VoIP. His passion for designing reliable and modular software is evident from his blogs, client awards and recommendations.



304 pp, 7 in x 9 in
 Print, August 2024
 9781501522659, \$ 54.99
 E-book, August 2024
 9781501519550, \$ 54.99
 Lib E-book, August 2024
 9781501519482, \$ 165.00

New!

Multi-Cloud Administration Guide

Manage and Optimize Cloud Resources Across Azure, AWS, GCP, and Alibaba Cloud

Jeroen Mulder

In today's landscape, organizations are embracing multi-cloud strategies to harness the advantages offered by multiple cloud providers. If you want to develop the necessary skills and expertise in managing multi-cloud environments, then this book is tailor-made for you. This is a comprehensive guide that equips you with the knowledge and skills needed to manage multiple cloud environments effectively. The book begins by exploring the Cloud Adoption Frameworks, providing a solid foundation for understanding multi-cloud strategies. It then covers topics such as virtualizing and managing connectivity, storage, and compute resources across different clouds. The book also discusses creating interoperability, managing data in a multi-cloud environment, and building and operating cloud-native applications.

FEATURES:

- Get familiar with the various components involved in establishing a multi-cloud architecture.
- Acquire the skills to effectively manage multi-cloud environments.

Jeroen Mulder is principal consultant for Hybrid IT at Fujitsu. He has authored multiple books about cloud and architecture.

New!

Web Applications with ASP.NET Core Blazor

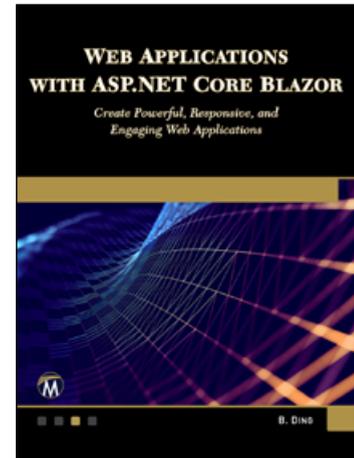
*Create Powerful, Responsive, and Engaging Web Applications***Brian Ding**

This book is the ultimate guide to developing high-quality web applications with Blazor and .NET Core. Written by an experienced developer, it provides a comprehensive overview of Blazor's architecture, components, deployment options, and practices for optimizing performance and scalability. It begins by introducing WebAssembly, the technology that makes Blazor possible. It then discusses the different hosting models available for Blazor applications. Next, the book covers the basics of building Blazor applications, including how to create components, handle user input, and navigate between pages. The book then delves into more advanced topics, such as uploading and downloading files, using .NET and JavaScript interoperability, connecting to the world with HTTP, persisting data with EF Core, and protecting your application with identity. Finally, the book shows you how to deploy your Blazor application with Docker and Kubernetes. By the end of the book, you will be able to build modern, interactive web applications using Blazor and .NET Core.

FEATURES:

- Explore the ins and outs of Blazor architecture and gain a comprehensive understanding of its components.
- Dive deep into the intricacies of Blazor deployment, ensuring smooth and successful launches.

Brian Ding has experience in TypeScript and .NET development, specializing in areas such as WinForm, WPF, ASP.NET, and ASP.NET Core. Currently employed at BMW, he holds the position of tech leader, where he focuses on creating engaging digital driving experiences for BMW customers.



308 pp, 7 in x 9 in
 Print, August 2024
 9781501522673, \$ 54.99
 E-book, August 2024
 9781501519536, \$ 54.99
 Lib E-book, August 2024
 9781501519475, \$ 165.00

New!

CSS3 and SVG with Claude 3

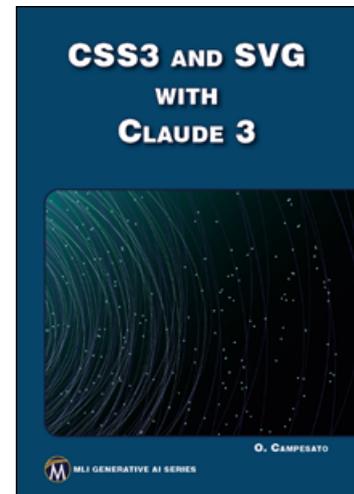
Oswald Campesato

This book is an ideal guide for both beginners and experienced developers, offering in-depth knowledge about AI, web development, and programming. Moreover, this book is structured to provide both theoretical knowledge and practical insights, making it a valuable resource for those looking to deepen their understanding of these rapidly evolving fields. As such, this book is useful as a go-to resource for modern developers looking to stay ahead in an AI-focused world.

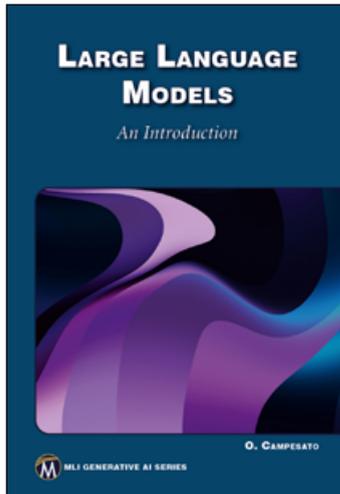
FEATURES:

- From AI fundamentals to advanced CSS3 and SVG techniques, this book offers a comprehensive exploration of modern web development technologies.
- With a balance of theoretical knowledge and practical examples, readers gain hands-on experience in implementing AI-driven design solutions using Claude 3-generated code.

Oswald Campesato specializes in Deep Learning, Python, Data Science, and generative AI. He is the author/co-author of over forty books including Google Gemini for Python, Data Cleaning, and GPT-4 for Developers (all Mercury Learning).



-200 pp, 6 in x 9 in
 Print, August 2024
 9781501523366, \$ 49.99
 E-book, August 2024
 9781501520747, \$ 49.99
 Lib E-book, August 2024
 9781501520693, \$ 165.00



-350 pp, 6 in x 9 in
 Print, August 2024
 9781501523298, \$ 54.99
 E-book, August 2024
 9781501520600, \$ 54.99
 Lib E-book, August 2024
 9781501520587, \$ 165.00

New!

Large Language Models

An Introduction

Oswald Campesato

This book begins with foundational concepts such as the attention mechanism, delves deep into tokenization techniques, explores the nuances of Transformer and BERT architectures, and culminates in advanced topics related to the latest in the GPT series, including ChatGPT. Key chapters provide insights into the evolution and significance of attention in deep learning, the intricacies of the Transformer architecture, a two-part exploration of the BERT family, and hands-on guidance on working with GPT-3. The concluding chapters present an overview of ChatGPT, GPT-4, and the captivating world of visualization using generative AI.

FEATURES:

- Readers will gain a comprehensive understanding of the current landscape of NLP models, their underlying architectures, and practical applications.
- Serves as a roadmap to the world of Transformers, BERT, and GPT, guiding you through their inception, evolution, and future potential.

Oswald Campesato specializes in Deep Learning, Python, Data Science, and generative AI. He is the author/co-author of over forty books including Google Gemini for Python, Data Cleaning, and GPT-4 for Developers (all Mercury Learning).

PREVIOUSLY ANNOUNCED

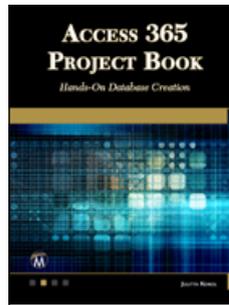
Access 365 Project Book

Hands-On Database Creation

Julitta Korol

- Uses a step-by-step approach, using hands-on activity examples, to build a traditional Access desktop database
- Includes a real-world project, the Employee Training Database (ETD), for learn by doing instruction
- Features comprehensive coverage of Access 365, from basic to advanced

446 pp, 7 in x 9 in
 Print, 2023, 9781683920946, \$ 59.99
 E-book, 2023, 9781683920953, \$ 59.99
 Lib E-book, 2023, 9781683922469, \$ 155.00



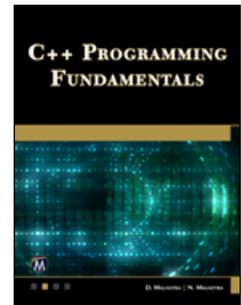
INCLUDES
COMPANION
FILES

C++ Programming Fundamentals

D. Malhotra / N. Malhotra

- Uses a self-teaching method with numerous examples, figures, and a variety of exercises
- Covers all of the basic C++ concepts including strings, arrays, classes, file handling and more

350 pp, 7 in x 9 in
 Print, 2023, 9781683929765, \$ 54.95
 E-book, 2022, 9781683929741, \$ 54.95
 Lib E-book, 2022, 9781683929758, \$ 129.95

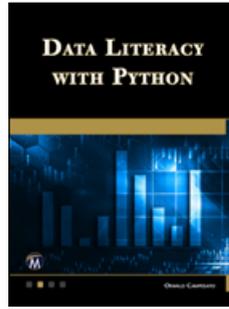


Data Literacy With Python

Oswald Campesato

- Introduces tools like Sweetviz, Skimpy, Matplotlib, and Seaborn offering readers a hands-on experience in rendering charts and graphs
- Companion files with numerous Python code samples

254 pp, 7 in x 9 in
Print, 2023, 9781501521997, \$ 49.99
E-book, 2023, 9781501518683, \$ 49.99
Lib E-book, 2023, 9781501518652, \$ 155.00



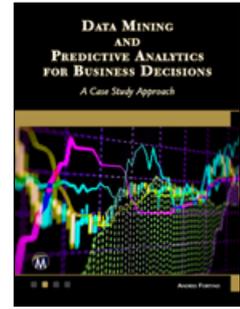
Data Mining and Predictive Analytics for Business Decisions

A Case Study Approach

Andres Fortino

- Covers basic descriptive statistics, such as summarization and tabulation, to more sophisticated predictive techniques, such as linear and logistic regression, clustering, classification, and text analytics
- Uses R, Python, Jamovi and JASP interfaces, and the Orange3 data mining interface

272 pp, 7 in x 9 in
Print, 2023, 9781683926757, \$ 54.95
E-book, 2023, 9781683926733, \$ 54.95
Lib E-book, 2023, 9781683926740, \$ 139.95



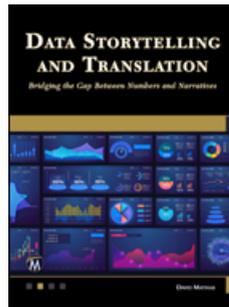
Data Storytelling and Translation

Bridging the Gap Between Numbers and Narratives

David Mathias

- Covers topics such as translating metrics, identifying your audience, designing your data story, and more
- Combines the topics of data translating and data storytelling into a single forum that are critical to effective data presentations

194 pp, 6 in x 9 in
Print, 2023, 9781683926511, \$ 54.99
E-book, 2023, 9781683926498, \$ 54.99
Lib E-book, 2023, 9781683926504, \$ 155.00

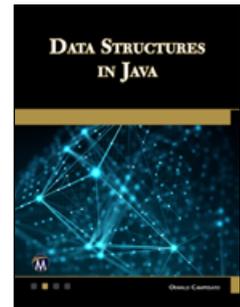


Data Structures in Java

Oswald Campesato

- Extensive topics, code samples, and scripts related to data structures
- Covers strings, arrays, queues, and stacks, linked lists, computing the XOR function, checking for unique characters, and more

232 pp, 7 in x 9 in
Print, 2023, 9781683929550, \$ 54.99
E-book, 2023, 9781683929536, \$ 54.99
Lib E-book, 2023, 9781683929543, \$ 129.00



 **FRANKFURTER
BUCHMESSE**

Visit us at **Paradigm's stand
G95, Hall 4.0**

Let's **Connect** at the
Frankfurt Book Fair!

16-20 October 2024

Empirical Cloud Security

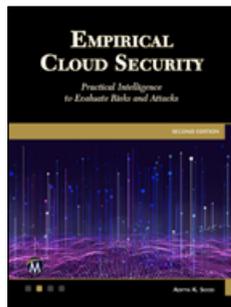
Practical Intelligence to Evaluate Risks and Attacks

SECOND EDITION

Aditya K. Sood, PhD

- Updated with the latest research and developments in the field of cloud security
- Includes practical strategies for assessing the security and privacy of your cloud infrastructure and applications
- Covers topics such as cloud architecture and security fundamentals, database and storage security, data privacy, security and risk assessments, controls related to continuous monitoring, and more
- Presents new case studies revealing how threat actors abuse and exploit cloud environments to spread malware and includes preventative measure

462 pp, 7 in x 9 in
 Print, 2023, 9781501521393, \$ 59.99
 E-book, 2023, 9781501518027, \$ 59.99
 Lib E-book, 2023, 9781501517990, \$ 155.00



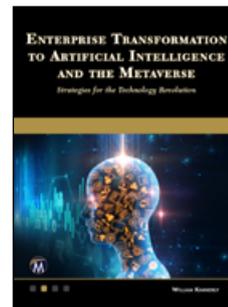
Enterprise Transformation to Artificial Intelligence and the Metaverse

Strategies for the Technology Revolution

William Kimmerly

- Discusses the most important metaverse technologies, concepts, and methods organizational leaders need to understand as they begin to map out their metaverse transformation plans
- Features detailed chapters on the main elements of an effective enterprise transformation initiative
- Covers machine learning, AI, augmented reality, quantum computing, enterprise architecture, robotics, platforms, ChatGPT, holograms, organizational structure for the metaverse era, and more
- Concludes with a detailed hypothetical case study that describes how such a transformation can be accomplished

288 pp, 7 in x 9 in
 Print, 2023, 9781501521904, \$ 59.99
 E-book, 2023, 9781501518478, \$ 59.99
 Lib E-book, 2023, 9781501518393, \$ 155.00

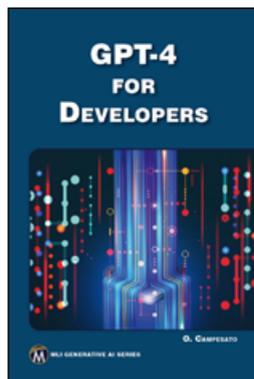


GPT-4 For Developers

Oswald Campesato

- Offers an all-encompassing view of ChatGPT and GPT-4, from basics to advanced topics, including functionalities, capabilities, and limitations
- Contains Python 3.x code samples demonstrating the application of GPT-4 in real-world scenarios
- Provides a forward-looking perspective on Generative AI and its integration with data visualization and DALL-E

152 pp, 6 in x 9 in
 Print, 2023, 9781501522482, \$ 49.99
 E-book, 2023, 9781501519048, \$ 49.99
 Lib E-book, 2023, 9781501519024, \$ 155.00

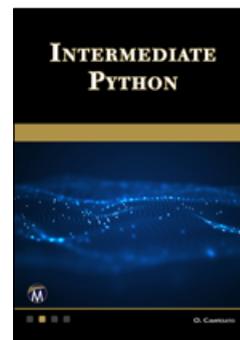


Intermediate Python

Oswald Campesato

- Covers intermediate Python concepts such as comprehensions, iterators, generators, regular expressions, custom classes, OOP, queues / stacks, recursion, and combinatorics
- Features companion files with numerous Python code samples

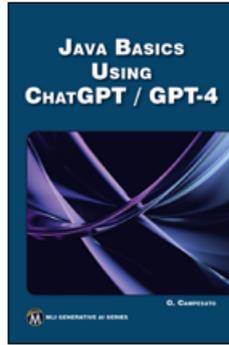
196 pp, 7 in x 9 in
 Print, 2023, 9781501521744, \$ 54.99
 E-book, 2023, 9781501518386, \$ 54.99
 Lib E-book, 2023, 9781501518379, \$ 155.00



Java Basics Using ChatGPT/GPT-4

Oswald Camesato

- Combines hand-crafted Java code with ChatGPT-generated examples for a multifaceted learning experience
- Offers practical Java coding skills, with examples in recursion, data structures, and algorithm analysis
- Covers the capabilities of ChatGPT for code generation, debugging, and explanation, providing a modern perspective on programming



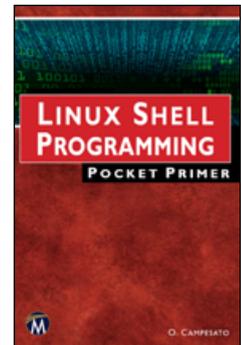
324 pp, 6 in x 9 in
Print, 2024, 9781501522437, \$ 54.99
E-book, 2023, 9781501518973, \$ 54.99
Lib E-book, 2023, 9781501518911, \$ 155.00

Linux Shell Programming

Pocket Primer

Oswald Camesato

- Covers extensive topics, code samples, and scripting utilities
- Includes material on piping data between commands, regular expression substitution, cleaning datasets, and the sed and awk commands

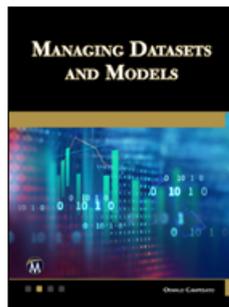


254 pp, 6 in x 9 in
Print, 2023, 9781683926214, \$ 49.99
E-book, 2023, 9781683926191, \$ 49.99
Lib E-book, 2023, 9781683926207, \$ 129.00

Managing Datasets and Models

Oswald Camesato

- Covers extensive topics related to cleaning datasets and working with models
- Includes Python-based code samples and a separate chapter on Matplotlib and Seaborn

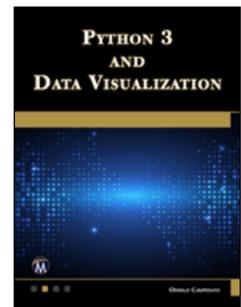


368 pp, 7 in x 9 in
Print, 2023, 9781683929529, \$ 54.99
E-book, 2023, 9781683929505, \$ 54.99
Lib E-book, 2023, 9781683929512, \$ 139.95

Python 3 and Data Visualization

Oswald Camesato

- Covers numerous tools for mastering visualization including NumPy, Pandas, SQL, Matplotlib, and Seaborn
- Includes an introductory chapter on Python 3 basics



280 pp, 7 in x 9 in
Print, 2023, 9781683929468, \$ 54.99
E-book, 2023, 9781683929444, \$ 54.99
Lib E-book, 2023, 9781683929451, \$ 155.00

 **FRANKFURTER
BUCHMESSE**

Visit us at **Paradigm's stand
G95, Hall 4.0**

Let's **Connect** at the
Frankfurt Book Fair!

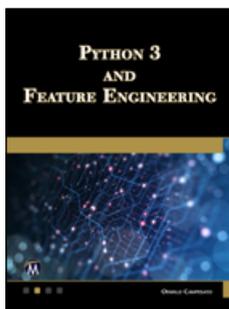
16-20 October 2024

Python 3 and Feature Engineering

Oswald Campesato

- Includes numerous practical examples and partial code blocks that illuminate the path from theory to application
- Explores everything from data cleaning to the subtleties of feature selection and extraction, covering a wide spectrum of feature engineering topics
- Offers an appendix on working with the “awk” command-line utility

216 pp, 6 in x 9 in
 Print, 2023, 9781683929499, \$ 54.99
 E-book, 2023, 9781683929475, \$ 54.99
 Lib E-book, 2023, 9781683929482, \$ 155.00



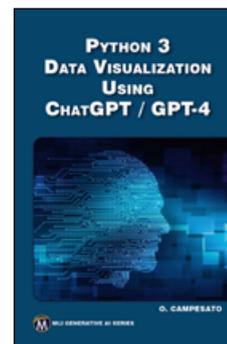
INCLUDES
COMPANION
FILES

Python 3 Data Visualization Using ChatGPT / GPT-4

Oswald Campesato

- Explores cutting-edge techniques using ChatGPT/GPT-4 in harmony with Python for generating visuals that tell more compelling data stories
- Contains detailed tutorials that guide you through the creation of complex visuals
- Tackles actual data scenarios and builds your expertise as you apply learned concepts to real datasets
- Features data manipulation and cleaning with Pandas to prepare flawless datasets ready for visualization. Includes companion files with source code, data sets, and figures

296 pp, 6 in x 9 in
 Print, 2023, 9781501522321, \$ 54.99
 E-book, 2023, 9781501518850, \$ 54.99
 Lib E-book, 2023, 9781501518805, \$ 155.00



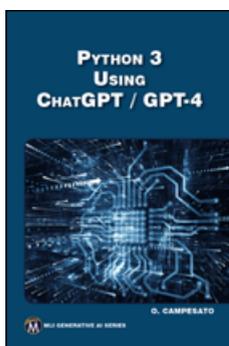
INCLUDES
COMPANION
FILES

Python 3 Using ChatGPT / GPT-4

Oswald Campesato

- Includes a chapter on how to generate a variety of Python 3 code samples via ChatGPT using the “Code Interpreter” plugin
- Covers basic concepts of Python 3 such as loops, conditional logic, reserved words, user input, manage exceptions, work with command-line arguments, and more

184 pp, 6 in x 9 in
 Print, 2023, 9781501522284, \$ 54.99
 E-book, 2023, 9781501518799, \$ 54.99
 Lib E-book, 2023, 9781501518737, \$ 155.00



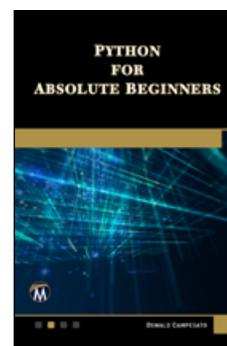
INCLUDES
COMPANION
FILES

Python for Absolute Beginners

Oswald Campesato

- Starts with the basics and advancing to complex topics, helping you grasp the essence of Python step-by-step
- Incorporates a multitude of practical tasks, aiding in reinforcing concepts and honing skills
- Includes appendices on NumPy and Pandas which furnish a concise introduction to numerical operations in Python, rounding off your beginner’s learning curve

196 pp, 7 in x 9 in
 Print, 2023, 9781501521980, \$ 49.99
 E-book, 2023, 9781501518690, \$ 49.99
 Lib E-book, 2023, 9781501518645, \$ 155.00



INCLUDES
COMPANION
FILES

Python Programming Using Problem Solving

Harsh Bhasin, PhD

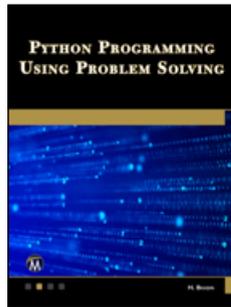
- Concentrates on the development of efficient algorithms, the syntax of the language, and the ability to design programs in order to solve problems
- Features both standard Python topics and also extensive coverage of *NumPy*, data visualization, and *Matplotlib* problem-solving techniques

574 pp, 7 in x 9 in

Print, 2023, 9781683928621, \$ 59.99

E-book, 2023, 9781683928607, \$ 59.99

Lib E-book, 2023, 9781683928614, \$ 159.00



Statistics Using Python

Oswald Campesato

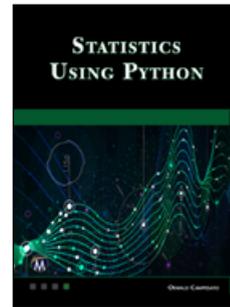
- Provides Python code samples to ensure readers can immediately apply what they learn
- Covers everything from basic data handling to advanced statistical concepts
- Features downloadable companion files with code samples and figures
- Includes two appendices, *An Introduction to Python* and an *Introduction to Pandas* as refresher material

260 pp, 7 in x 9 in

Print, 2023, 9781683928805, \$ 54.99

E-book, 2023, 9781683928782, \$ 54.99

Lib E-book, 2023, 9781683928799, \$ 155.00



The Challenge to AI

Consciousness and Ecological General Intelligence

Stephen Robbins

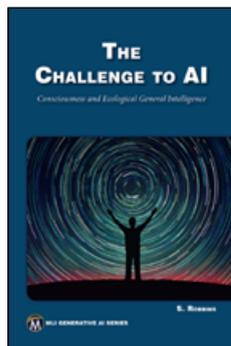
- Presents an alternative to the conventional computer metaphor, offering a new framework for understanding the mind
- Introduces a fresh perspective on the role of time in AI and philosophy, highlighting its critical importance
- Explores the biochemical basis of cognition, challenging the traditional focus on symbol manipulation and neural networks

316 pp, 6 in x 9 in

Print, 2023, 9781501521911, \$ 49.99

E-book, 2023, 9781501518461, \$ 49.99

Lib E-book, 2023, 9781501518447, \$ 155.00



The Creation of a Conscious Machine

The Quest for Artificial Intelligence

SECOND EDITION

Jean E. Tardy

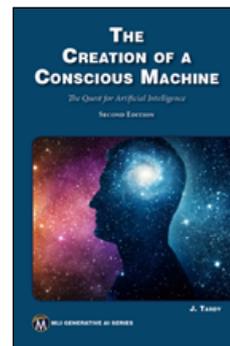
- Specifies the design choices and implementation strategies that must be followed to successfully build machines that are conscious
- Explores the entire spectrum of AI development, from ancient origins to the potential future of conscious machines
- Offers a critical examination of the Turing Test, its variations, and its relevance to modern AI
- Provides insights into the potential paths and challenges in achieving synthetic consciousness in AI

216 pp, 6 in x 9 in

Print, 2023, 9781501521737, \$ 44.99

E-book, 2023, 9781501518331, \$ 44.99

Lib E-book, 2023, 9781501518317, \$ 155.00



Transformer, BERT, and GPT

Including ChatGPT and Prompt Engineering

Oswald Campesato

- Provides a comprehensive group of topics covering the details of the Transformer architecture, BERT models, and the GPT series, including GPT-3 and GPT-4.
- Features companion files with numerous code samples and figures from the book

364 pp, 6 in x 9 in
 Print, 2023, 9781683928980, \$ 54.99
 E-book, 2023 9781683928966, \$ 54.99
 Lib E-book, 2023 9781683928973, \$ 155.00



INCLUDES
COMPANION
FILES

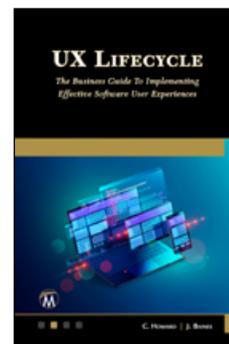
UX Lifecycle

The Business Guide To Implementing Effective Software User Experiences

**Clive Howard and
Jeremy Baines**

- Demonstrates a flexible 3-stage methodology that can be applied to organizations of all sizes to implement an end-to-end, iterative UX process
- Includes two case studies, one for a medium-sized organization and another for a large enterprise that outlines the story for each, from identifying the UX need, through creating a business case, to implementation of the UX Lifecycle, and successful outcomes
- Discusses key considerations for readers looking to create a business case for UX within their organization and engaging senior business roles around the necessary business changes required
- Each chapter includes key take-aways that summarize actionable and easy to reference insights

112 pp, 6 in x 9 in
 Print, 2023, 9781501521522, \$ 41.99
 E-book, 2023, 9781501518058, \$ 41.99
 Lib E-book, 2023, 9781501518041, \$ 155.00



Working with grep, sed, and awk

Pocket Primer

Oswald Campesato

- Designed for readers relatively new to working in a bash environment
- Introduces readers to three powerful command line utilities that can be combined to create simple yet powerful shell scripts for performing a multitude of tasks
- Includes numerous code samples and scripts using the bash shell, and typically involve small, text files
- Features a separate chapter on regular expressions using these tools

242 pp, 7 in x 9 in
 Print, 2023, 9781501521515, \$ 54.99
 E-book, 2023, 9781501518249, \$ 54.99
 Lib E-book, 2023, 9781501518232, \$ 155.00



3D Printing

An Introduction

Stephanie Torta and Jonathan Torta

370 pp, 7 in x 9 in
Print, 2019, 9781683922094, \$ 49.95
E-book, 2019, 9781683922100, \$ 49.95
Lib E-book, 2019, 9781683922452, \$ 124.95

Access 2021 / Microsoft 365 Programming by Example

Julitta Korol

1132 pp, 7 in x 9 in
Print, 2022, 9781683928416, \$ 64.95
E-book, 2022, 9781683928393, \$ 64.95
Lib E-book, 2022, 9781683928409, \$ 169.95

Artificial Intelligence in the 21st Century

THIRD EDITION

Stephen Lucci, Sarhan M. Musa and
Danny Kopec

850 pp, 8 in x 10 in
Print, 2022, 9781683922230, \$ 99.95
E-book, 2022, 9781683922247, \$ 99.95
Lib E-book, 2022, 9781683922520, \$ 179.95

Artificial Intelligence, Machine Learning, and Deep Learning

Oswald Campesato

300 pp, 7 in x 9 in
Print, 2020, 9781683924678, \$ 59.95
E-book, 2020, 9781683924661, \$ 59.95
Lib E-book, 2020, 9781683924654, \$ 179.95

Bash for Data Scientists

Oswald Campesato

276 pp, 7 in x 9 in
Print, 2022, 9781683929734, \$ 54.95
E-book, 2022, 9781683929710, \$ 54.95
Lib E-book, 2022, 9781683929727, \$ 129.95

Blockchain, Bitcoin, and the Digital Economy

Len Mei

252 pp, 7 in x 9 in
Print, 2022, 9781683928355, \$ 54.95
E-book, 2022, 9781683928331, \$ 54.95
Lib E-book, 2022, 9781683928348, \$ 139.95

Cloud Computing Basics

T. B. Rehman

200 pp, 7 in x 9 in
Print, 2018, 9781683923503, \$ 49.95
E-book, 2018, 9781683923497, \$ 49.95
Lib E-book, 2018, 9781683923510, \$ 124.95

Computer Graphics Programming in OpenGL with Java

THIRD EDITION

V. Scott Gordon, PhD and
John L. Clevenger, PhD

516 pp, 7 in x 9 in
Print, 2021, 9781683927365, \$ 89.95
E-book, 2021, 9781683927341, \$ 89.95
Lib E-book, 2021, 9781683927358, \$ 169.95

Data Mining and Predictive Analytics for Business Decisions

A Case Study Approach

Andres Fortino

272 pp, 7 in x 9 in
Print, 2023, 9781683926757, \$ 54.95
E-book, 2023, 9781683926733, \$ 54.95
Lib E-book, 2023, 9781683926740, \$ 139.95

Data Science for IoT Engineers

A Systems Analytics Approach

P. G. Madhavan, Ph.D.

158 pp, 7 in x 9 in
Print, 2021, 9781683926429, \$ 49.95
E-book, 2021, 9781683926405, \$ 49.95
Lib E-book, 2021, 9781683926412, \$ 129.95

Data Wrangling Using Pandas, SQL, and Java

Oswald Campesato

300 pp, 7 in x 9 in
Print, 2022, 9781683929048, \$ 49.95
E-book, 2022, 9781683929024, \$ 49.95
Lib E-book, 2022, 9781683929031, \$ 139.95

Database Security

Problems and Solutions

Christopher Diaz

350 pp, 7 in x 9 in
Print, 2022, 9781683926634, \$ 54.95
E-book, 2022, 9781683926610, \$ 54.95
Lib E-book, 2022, 9781683926627, \$ 159.95

Dealing With Data

Pocket Primer

Oswald Campesato

250 pp, 6 in x 9 in
Print, 2022, 9781683928201, \$ 41.95
E-book, 2022, 9781683928188, \$ 41.95
Lib E-book, 2022, 9781683928195, \$ 109.95

Excel 2021 / Microsoft 365 Programming By Example

Julitta Korol

1072 pp, 7 in x 9 in
Print, 2022, 9781683928867, \$ 59.95
E-book, 2022, 9781683928843, \$ 59.95
Lib E-book, 2022, 9781683928850, \$ 159.95

Excel Basics

Foundations • Formulas • Graphs

Jeffrey Hsu, PhD and
Gary Bronson, PhD

325 pp, 8.5 in x 11 in
Print, 2021, 9781683927723, \$ 59.95
E-book, 2021, 9781683927709, \$ 59.95
Lib E-book, 2021, 9781683927716, \$ 149.95

Fintech Fundamentals

*Big Data / Cloud Computing / Digital
Economy*

Len Mei

228 pp, 7 in x 9 in
Print, 2022, 9781683928386, \$ 54.95
E-book, 2022, 9781683928362, \$ 54.95
Lib E-book, 2022, 9781683928379, \$ 139.95

Game Development Using Python

SECOND EDITION

James R. Parker, PhD

338 pp, 7 in x 9 in
Print, 2021, 9781683926276, \$ 69.95
E-book, 2021, 9781683926252, \$ 69.95
Lib E-book, 2021, 9781683926269, \$ 149.95

Introduction to 3D Game Programming with DirectX 12

Frank Luna

900 pp, 7 in x 9 in
Print, 2016, 9781942270065, \$ 59.95
E-book, 2016, 9781944534554, \$ 59.95
Lib E-book, 2016, 9781683922902, \$ 124.95

Java for Developers

Pocket Primer

Oswald Campesato

228 pp, 6 in x 9 in
Print, 2022, 9781683925491, \$ 41.95
E-book, 2022, 9781683925484, \$ 41.95
Lib E-book, 2022, 9781683925477, \$ 149.95

Microsoft Access 2021 Programming

Pocket Primer

Julitta Korol

218 pp, 6 in x 9 in
Print, 2022, 9781683928898, \$ 49.95
E-book, 2022, 9781683928874, \$ 49.95
Lib E-book, 2022, 9781683928881, \$ 139.95

Microsoft Excel 2021 Programming

Pocket Primer

Julitta Korol

262 pp, 6 in x 9 in
Print, 2022, 9781683928928, \$ 49.95
E-book, 2022, 9781683928904, \$ 49.95
Lib E-book, 2022, 9781683928911, \$ 139.95

Microsoft Excel Functions and Formulas*With Excel 2021 / Microsoft 365*

SIXTH EDITION

Brian Moriarty, Bernd Held and Theodor Richardson

538 pp, 7 in x 9 in
 Print, 2022, 9781683928539, \$ 59.95
 E-book, 2022, 9781683928515, \$ 59.95
 Lib E-book, 2022, 9781683928522, \$ 159.95

Natural Language Processing using R*Pocket Primer***Oswald Campesato**

246 pp, 6 in x 9 in
 Print, 2022, 9781683927303, \$ 41.95
 E-book, 2022, 9781683927280, \$ 41.95
 Lib E-book, 2022, 9781683927297, \$ 129.95

Network Security and Cryptography

SECOND EDITION

Sarhan M. Musa

584 pp, 7 in x 9 in
 Print, 2022, 9781683928836, \$ 69.95
 E-book, 2022, 9781683928812, \$ 69.95
 Lib E-book, 2022, 9781683928829, \$ 159.95

Pandas Basics**Oswald Campesato**

200 pp, 7 in x 9 in
 Print, 2022, 9781683928263, \$ 49.95
 E-book, 2022, 9781683928249, \$ 49.95
 Lib E-book, 2022, 9781683928256, \$ 109.95

Programming Fundamentals Using JAVA*A Game Application Approach*

SECOND EDITION

William McAllister and S. Jane Fritz

775 pp, 8 in x 10 in
 Print, 2021, 9781683926696, \$ 99.95
 E-book, 2021, 9781683926672, \$ 99.95
 Lib E-book, 2021, 9781683926689, \$ 179.95

Programming Fundamentals Using MATLAB**Michael Weeks, PhD**

550 pp, 7 in x 9 in
 Print, 2020, 9781683925552, \$ 59.95
 E-book, 2020, 9781683925545, \$ 59.95
 Lib E-book, 2020, 9781683925538, \$ 159.95

Python Data Structures*Pocket Primer***Oswald Campesato**

229 pp, 6 in x 9 in
 Print, 2022, 9781683927570, \$ 39.95
 E-book, 2022, 9781683927556, \$ 39.95
 Lib E-book, 2022, 9781683927563, \$ 109.95

Python for Programmers**Oswald Campesato**

276 pp, 7 in x 9 in
 Print, 2022, 9781683928171, \$ 49.95
 E-book, 2022, 9781683928157, \$ 49.95
 Lib E-book, 2022, 9781683928164, \$ 119.95

Python Tools for Data Scientists*Pocket Primer***Oswald Campesato**

300 pp, 6 in x 9 in
 Print, 2022, 9781683928232, \$ 41.95
 E-book, 2022, 9781683928218, \$ 41.95
 Lib E-book, 2022, 9781683928225, \$ 109.95

SQL*Pocket Primer***Oswald Campesato**

292 pp, 6 in x 9 in
 Print, 2022, 9781683928140, \$ 41.95
 E-book, 2022, 9781683928126, \$ 41.95
 Lib E-book, 2022, 9781683928133, \$ 109.95

New!

Reinforced Concrete Design

TENTH EDITION

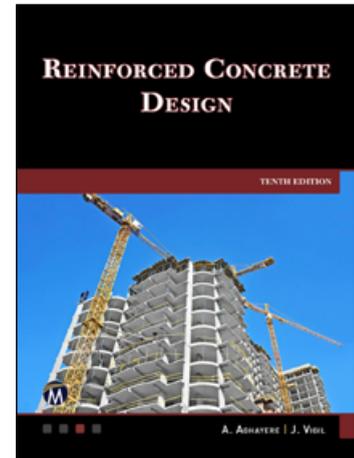
Abi O. Aghayere and Jason Vigil

The primary objective of Reinforced Concrete Design, 10th Edition, is to provide a basic and thorough understanding of the strength and behavior of reinforced concrete members and structural systems. Featuring updated compliance with the ACI 318-19 Building Code for Structural Concrete, it covers details of reinforced concrete materials, mechanics of bending, slab systems and an in-depth analysis of continuous one-way and two-way floor systems, shear and torsion, and serviceability. There are also comprehensive chapters on structural walls, columns, foundations, and prestressed concrete fundamentals. Instructor ancillaries are also available.

FEATURES:

- Features frequent references to the recent ACI Code updates, making it a vital companion for design and construction
- Includes practice-based examples and exercises to enhance real-world applications and understanding

Abi O. Aghayere, Ph.D., P. Eng., is a professional engineer and a professor of structural engineering at Drexel University. **Jason Vigil, P.Eng., S.E.** is a consulting engineer in Rochester, New York.



864 pp, 8 in x 10 in
Print, January 2024
9781683929079, \$ 149.99
E-book, January 2024
9781683929055, \$ 149.99
Lib E-book, January 2024
9781683929062, \$ 260.00

New!

Remote Sensing

Theory and Applications

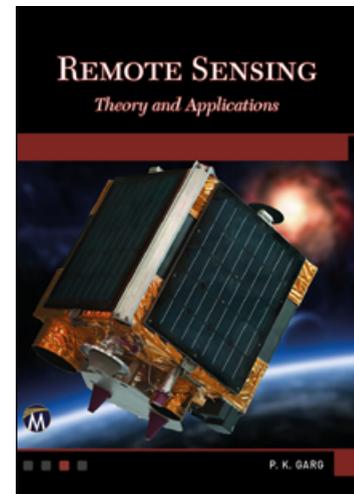
P. K. Garg, PhD

This book explores the world of remote sensing technology, offering comprehensive insights into its principles, data acquisition methods, advanced processing techniques, and diverse applications. It covers the basics of remote sensing such as the foundational principles and data acquisition techniques, image pre-processing, such as noise removal, radiometric corrections, and image fusion, and advanced classification techniques like machine learning algorithms including neural networks and support vector machines. Finally, it discusses disaster management and agriculture, demonstrating how remote sensing methods are revolutionizing fields such as disaster response and agricultural monitoring. Professionals, researchers, and students involved in environmental sciences, geography, urban planning, and disaster management will benefit from these topics.

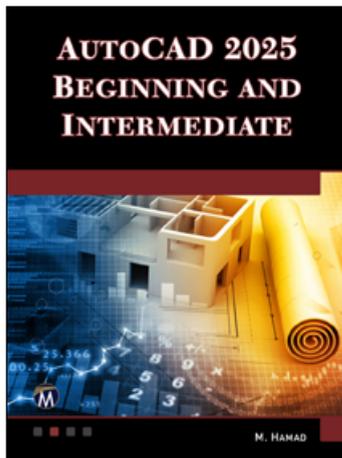
FEATURES:

- Explores cutting-edge advanced classification techniques like machine learning algorithms including neural networks and support vector machines
- Covers both the theoretical principles and also practical data acquisition techniques, image pre-processing, noise removal, radiometric corrections, and image fusion

P. K. Garg holds a PhD in remote sensing (University of Bristol) and is a professor of civil engineering, specializing in geomatics engineering. He is a member of the advisory committee of CSSTEAP (Centre for Space Science and Technology Education in Asia and the Pacific).



610 pp, 7 in x 9 in
Print, May 2024
9781683927488, \$ 89.99
E-book, May 2024
9781501522819, \$ 89.99
Lib E-book, May 2024
9781501522840, \$ 165.00



716 pp, 7 in x 9 in
 Print, July 2024
 9781501523168, \$ 89.99
 E-book, July 2024
 9781501520488, \$ 89.99
 Lib E-book, July 2024
 9781501520464, \$ 165.00

New!

AutoCAD 2025 Beginning and Intermediate

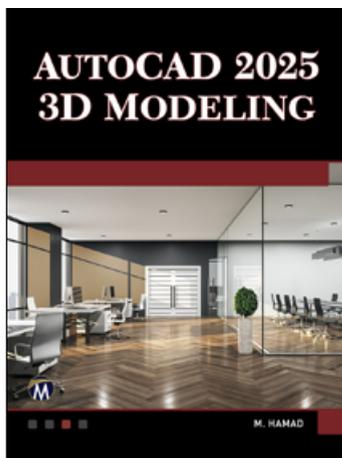
Munir Hamad

This book is the most comprehensive book you will find on AutoCAD 2024 – 2D Drafting. Covering all of the 2D concepts, it uses both metric and imperial units to illustrate the myriad drawing and editing tools for this popular application. Use the companion files to set up drawing exercises and projects and see all of the book’s figures in color. AutoCAD 2025 Beginning and Intermediate includes over 100 exercises or “mini-workshops” that complete small projects from concept through actual plotting. Solving all of the workshops will simulate the creation of three projects (architectural and mechanical) from beginning to end, without overlooking any of the basic commands and functions in AutoCAD 2025.

FEATURES:

- Covers only the basics and uses both metric and imperial units to illustrate the myriad tools for this popular application
- Companion files can be used to set up in-text drawing exercises and projects and to see the book’s figures in color

Munir Hamad is an Autodesk® Approved Instructor and certified Autodesk AutoCAD Master, who has authored several AutoCAD titles and taught various levels of AutoCAD training.



352 pp, 7 in x 9 in
 Print, July 2024
 9781501523175, \$ 79.99
 E-book, July 2024
 9781501520495, \$ 79.99
 Lib E-book, July 2024
 9781501520457, \$ 165.00



New!

AutoCAD 2025 3D Modeling

Munir Hamad

This book provides new and seasoned users with step-by-step procedures on creating and modifying 3D models, working with cameras and lights, assigning materials to objects, rendering, and printing. Unlike many AutoCAD competitors, it uses both metric and imperial units to illustrate the myriad tools for this popular application. Use the companion CD to set up drawing exercises and projects and see all of the book’s figures including color. AutoCAD 2025 3DModeling includes 50 “mini-workshops,” that complete small projects from concept through actual plotting. Solving all of the workshops will simulate the creation of full projects (architectural and mechanical) from beginning to end, without overlooking any of the basic commands and functions in AutoCAD 2025.

FEATURES:

- Provides new and seasoned users with step-by-step procedures on creating and modifying 3D models in both metric and imperial units
- Companion files can be used to set up in-text drawing exercises and projects and to see the book’s figures in color

Munir Hamad is an Autodesk® Approved Instructor and certified Autodesk AutoCAD Master, who has authored several AutoCAD titles and taught various levels of AutoCAD training.

New!

Autodesk® Revit® 2025 Architecture

Munir Hamad

Covering all of the major techniques, this book uses both metric and imperial units to illustrate the myriad drawing and editing tools for this popular application. Use the companion files to set up drawing exercises and projects and to see all of the book's figures. Autodesk Revit 2025 Architecture includes over 50 "mini-workshops" that complete small projects from concept through actual plotting. Solving all of these workshops will help to master Revit Architecture from beginning to end, without overlooking any of the basic commands and functions.

FEATURES:

- Uses both metric and imperial units to illustrate the myriad drawing and editing tools of this popular application
- Includes over 50 "mini-workshops" and hundreds of figures that complete small projects

Munir Hamad is an Autodesk® Approved Instructor and certified Autodesk AutoCAD Master, who has authored several AutoCAD titles and taught various levels of AutoCAD training.



-580 pp, 7 in x 9 in

Print, September 2024
9781501523182, \$ 69.99

E-book, September 2024
9781501520501, \$ 69.99

Lib E-book, September 2024
9781501520471, \$ 165.00

PREVIOUSLY ANNOUNCED

AutoCAD 2024 3D Modeling

Munir Hamad

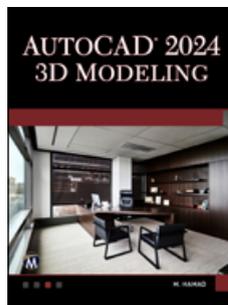
- Provides new and seasoned users with step-by-step procedures on creating and modifying 3D models in **both metric and imperial units**
- Companion files can be used to set up in-text drawing exercises and projects and to see the book's figures in color

352 pp, 7 in x 9 in

Print, 2023, 9781683929314, \$ 69.99

E-book, 2023, 9781683929291, \$ 69.99

Lib E-book, 2023, 9781683929307, \$ 159.00



INCLUDES
COMPANION
FILES

AutoCAD 2024 Beginning and Intermediate

Munir Hamad

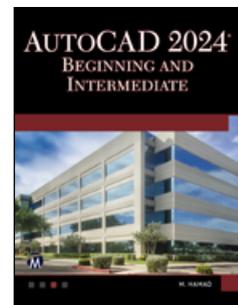
- Covers only the basics and uses **both metric and imperial units** to illustrate the myriad tools for this popular application
- Companion files can be used to set up in-text drawing exercises and projects and to see the book's figures in color
- Helps you to prepare for the AutoCAD Certified Professional exam

706 pp, 7 in x 9 in

Print, 2023, 9781683929284, \$ 79.99

E-book, 2023, 9781683929260, \$ 79.99

Lib E-book, 2023, 9781683929277, \$ 189.00



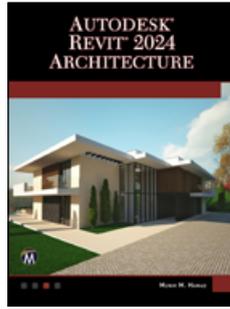
INCLUDES
COMPANION
FILES

Autodesk® Revit® 2024 Architecture

Munir Hamad

- Uses **both metric and imperial units** to illustrate the myriad drawing and editing tools of this popular application
- Includes over 50 “mini-workshops” and hundreds of figures that complete small projects
- Helps you to prepare for the *Revit Architecture Certified Professional* exam
- Exercises and projects included for use as a textbook

578 pp, 7 in x 9 in
 Print, 2023, 9781683929253, \$ 69.99
 E-book, 2023, 9781683929239, \$ 69.99
 Lib E-book, 2023, 9781683929246, \$ 159.00



Basic Electronics

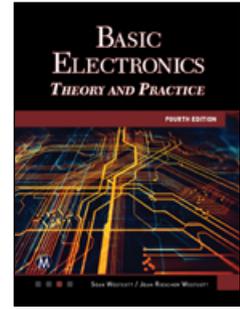
Theory and Practice

FOURTH EDITION

Sean Westcott and
Jean Riescher Westcott

- Features chapters on using Raspberry Pi and Python in electronic projects and a chapter on Cybersecurity and the Internet of Things (IoT) for Electronic Projects
- Leads the reader through an introductory understanding of electronics with simple labs and then progresses to the construction of a microcontroller-driven robot using opensource software and hardware

362 pp, 7 in x 9 in
 Print, 2023, 9781683929581, \$ 54.99
 E-book, 2023, 9781683929567, \$ 54.99
 Lib E-book, 2023, 9781683929574, \$ 139.00



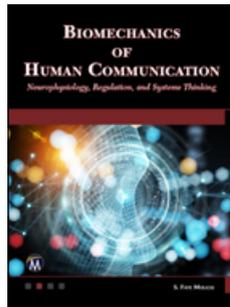
Biomechanics of Human Communication

Neurophysiology, Regulation, and Systems Thinking

S. Faye Molicki

- Provides examples of brain maps (quantitative EEGs) related to issues with Signal Flow
- Features illustrations of biomechanical principles of nervous system mechanisms for signal transmission and detection
- A map for using neurophysiology-based language to describe current concepts in psychology, therapy, and mental health.

246 pp, 7 in x 9 in
 Print, 2023, 9781683929222, \$ 79.99
 E-book, 2023, 9781683929208, \$ 79.99
 Lib E-book, 2023, 9781683929215, \$ 155.00



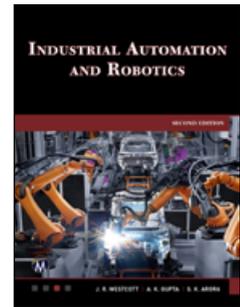
Industrial Automation and Robotics

SECOND EDITION

Jean Riescher Westcott,
A.K. Gupta and S.K. Arora

- Begins with introductory concepts on automation, hydraulics, and pneumatics
- Features new chapters on UAVs (Ch. 19) and AI in Industrial Automation (Ch. 20)
- Covers sensors, PLC's, microprocessors, transfer devices and feeders, robotic sensors, robotic grippers, and robot programming

624 pp, 7 in x 9 in
 Print, 2023, 9781683929611, \$ 89.99
 E-book, 2023, 9781683929598, \$ 89.99
 Lib E-book, 2023, 9781683929604, \$ 155.00



**FRANKFURTER
BUCHMESSE**

Visit us at **Paradigm's stand**
G95, Hall 4.0

**Let's *Connect* at the
Frankfurt Book Fair!**

16-20 October 2024

Advanced Thermodynamics

Fundamentals, Mathematics, Applications

Mehrzad Tabatabaian, PhD, PEng and
R. K. Rajput

850 pp, 7 in x 9 in
Print, 2017, 9781936420278, \$ 79.95
E-book, 2017, 9781683921462, \$ 79.95
Lib E-book, 2017, 9781683922483, \$ 179.95

AutoCAD 2023 3D Modeling

Munir Hamad

352 pp, 7 in x 9 in
Print, 2022, 9781683928508, \$ 64.95
E-book, 2022, 9781683928485, \$ 64.95
Lib E-book, 2022, 9781683928492, \$ 149.95

AutoCAD 2023 Beginning and Intermediate

Munir Hamad

696 pp, 7 in x 9 in
Print, 2022, 9781683928478, \$ 74.95
E-book, 2022, 9781683928454, \$ 74.95
Lib E-book, 2022, 9781683928461, \$ 179.95

Autodesk® Revit® 2023 Architecture

Munir Hamad

574 pp, 7 in x 9 in
Print, 2022, 9781683928447, \$ 64.95
E-book, 2022, 9781683928423, \$ 64.95
Lib E-book, 2022, 9781683928430, \$ 149.95

CFD Module

Mehrzad Tabatabaian, PhD, PEng

346 pp, 6 in x 9 in
Print, 2015, 9781937585433, \$ 49.95
E-book, 2015, 9781942270621, \$ 49.95
Lib E-book, 2015, 9781942270614, \$ 124.95

COMSOL Heat Transfer Models

Layla S. Mayboudi, PhD

400 pp, 7 in x 9 in
Print, 2019, 9781683922117, \$ 54.95
E-book, 2019, 9781683922124, \$ 54.95
Lib E-book, 2019, 9781683922698, \$ 124.95

COMSOL5 for Engineers

Mehrzad Tabatabaian, PhD, PEng

312 pp, 7 in x 9 in
Print, 2015, 9781942270423, \$ 79.95
E-book, 2015, 9781942270454, \$ 79.95
Lib E-book, 2015, 9781942270447, \$ 179.95

Digital Signal Processing

An Introduction

R. Anand, PhD

652 pp, 7 in x 9 in
Print, 2022, 9781683928027, \$ 64.95
E-book, 2022, 9781683928003, \$ 64.95
Lib E-book, 2022, 9781683928010, \$ 149.95

Direct Energy Conversion Technologies

R. K. Singal and

Mehrzad Tabatabaian, PhD, PEng

232 pp, 7 in x 9 in
Print, 2019, 9781683924531, \$ 59.95
E-book, 2019, 9781683924555, \$ 59.95
Lib E-book, 2019, 9781683924548, \$ 124.95

Electrical Engineering Exam Prep

Problems and Solutions

R. R. Gupta and J. R. Claycomb

440 pp, 7 in x 9 in
Print, 2019, 9781683921127, \$ 49.95
E-book, 2019, 9781683921134, \$ 49.95
Lib E-book, 2019, 9781683922780, \$ 124.95

Engineering Thermodynamics

An Introduction

M. Kassim, PhD

284 pp, 7 in x 9 in
Print, 2022, 9781683928591, \$ 89.95
E-book, 2022, 9781683928577, \$ 89.95
Lib E-book, 2022, 9781683928584, \$ 199.95

Hazardous Waste Management

An Introduction

SECOND EDITION

Cliff VanGuilder

292 pp, 7 in x 9 in
Print, 2018, 9781683922292, \$ 64.95
E-book, 2018, 9781683922308, \$ 64.95
Lib E-book, 2018, 9781683922865, \$ 149.95

Industrial Engineering Foundations

Bridging the Gap between Engineering and Management

Farrokh Sassani

250 pp, 7 in x 9 in
Print, 2016, 9781942270867, \$ 49.95
E-book, 2016, 9781944534523, \$ 49.95
Lib E-book, 2016, 9781683923343, \$ 124.95

Mathematics for Mechanical Engineers

Problems and Solutions

S. H. Omran, M. T. Chaichan,

H. M. Hussien, PhD, N. G. Nancy, PhD and

L. J. Habeeb, PhD

250 pp, 7 in x 9 in
Print, 2021, 9781683927907, \$ 54.95
E-book, 2021, 9781683927884, \$ 54.95
Lib E-book, 2021, 9781683927891, \$ 129.95

Mechanical Engineering and Mechatronics Handbook

D. Kumar, PhD

556 pp, 7 in x 9 in
Print, 2022, 9781683928560, \$ 99.95
E-book, 2022, 9781683928546, \$ 99.95
Lib E-book, 2022, 9781683928553, \$ 179.95

Mechanical Engineering Exam Prep

Problems and Solutions

Layla S. Mayboudi, PhD

288 pp, 8.5 in x 11 in
Print, 2021, 9781683921349, \$ 49.95
E-book, 2021, 9781683921356, \$ 49.95
Lib E-book, 2021, 9781683923411, \$ 124.95

Multiphysics Modeling Using COMSOL 5 and MATLAB

SECOND EDITION

Roger W. Pryor, PhD

626 pp, 7 in x 9 in
Print, 2022, 9781683925897, \$ 89.95
E-book, 2021, 9781683925880, \$ 89.95
Lib E-book, 2021, 9781683925873, \$ 179.95

Ocean Instrumentation, Electronics, and Energy

S. R. Vijayalakshmi and S. Muruganand

450 pp, 7 in x 9 in
Print, 2017, 9781944534578, \$ 59.95
E-book, 2017, 9781944534677, \$ 59.95
Lib E-book, 2017, 9781683922964, \$ 124.95

Practical Heat Transfer

Using MATLAB® and COMSOL®

Layla S. Mayboudi, PhD

374 pp, 7 in x 9 in
Print, 2022, 9781683926337, \$ 79.95
E-book, 2022, 9781683926313, \$ 79.95
Lib E-book, 2022, 9781683926320, \$ 169.95

Real-Time Embedded Components and Systems with Linux and RTOS

SECOND EDITION

Sam Siewert and John Pratt

550 pp, 7 in x 9 in
Print, 2016, 9781942270041, \$ 79.95
E-book, 2015, 9781944534547, \$ 79.95
Lib E-book, 2016, 9781683923107, \$ 179.95

New!

Numerical Methods Fundamentals

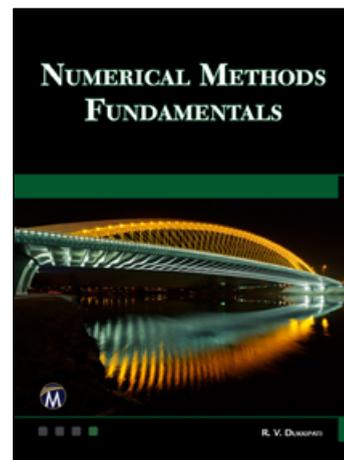
R. V. Dukkipati, PhD

The book is designed to cover all major aspects of applied numerical methods, including numerical computations, solution of algebraic and transcendental equations, finite differences and interpolation, curve fitting, correlation and regression, numerical differentiation and integration, matrices and linear system of equations, numerical solution of ordinary differential equations, and numerical solution of partial differential equations. It uses a numerical problem-solving orientation with numerous examples, figures, and end of chapter exercises. Presentations are limited to very basic topics to serve as an introduction to more advanced topics.

FEATURES:

- Emphasizes applications, analytical developments, algorithms, and computational solutions over pure theory
- Features over 300 problems with step-by-step solutions

R. V. Dukkipati is a Professor and Chair of Mechanical Engineering at Fairfield University, as well as a consultant in the field of road vehicle accident reconstruction. He is a member of the Connecticut Academy of Sciences and Engineering (CASE), and a Fellow of both the American Society of Mechanical Engineers (ASME) and the Canadian Society for Mechanical Engineers (CSME).



450 pp, 7 in x 9 in
 Print, June 2023
 9781683928713, \$ 79.99
 E-book, May 2023
 9781683928690, \$ 79.99
 Lib E-book, May 2023
 9781683928706, \$ 159.00

PREVIOUSLY ANNOUNCED

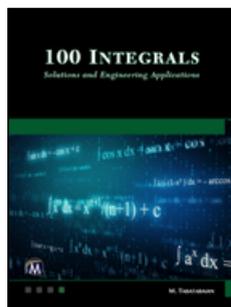
100 Integrals

Solutions and Engineering Applications

Mehrzad Tabatabaian, PhD, PEng

- Presents the application of some integrals in engineering related topics, e.g., nonuniform loading, hydrostatic force, moment of inertia, polar moment of inertia, etc.
- Introduces the up-to-date, online software tool, *WolframAlpha*, that can be used for comparing answers for the integrals listed

200 pp, 6 in x 9 in
 Print, 2023, 9781683929673, \$ 89.99
 E-book, 2023, 9781683929659, \$ 89.99
 Lib E-book, 2023, 9781683929666, \$ 159.00

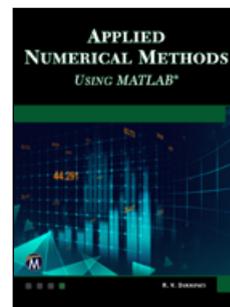


Applied Numerical Methods Using MATLAB

R. V. Dukkipati, PhD

- Integrates MATLAB throughout the text
- Includes over 600 fully-solved problems with step-by-step solutions
- Limits presentations to basic concepts of solving numerical methods

950 pp, 7 in x 9 in
 Print, 2023, 9781683928683, \$ 99.95
 E-book, 2023, 9781683928669, \$ 99.95
 Lib E-book, 2023, 9781683928676, \$ 199.95



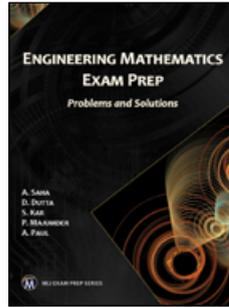
Engineering Mathematics Exam Prep

Problems and Solutions

A. Saha, PhD, D. Dutta, PhD, S. Kar, PhD, P. Majumder, PhD and A. Paul, PhD

- Includes over 1200 review questions with answers
- Covers all the aspects of engineering mathematics

656 pp, 8.5 in x 11 in
Print, 2023, 9781683929109, \$ 79.99
E-book, 2023, 9781683929086, \$ 79.99
Lib E-book, 2023, 9781683929093, \$ 155.00



Finite Element Analysis

A Primer

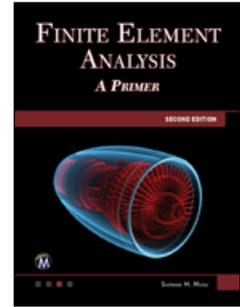
SECOND EDITION

Sarhan M. Musa

- Covering mathematical preliminaries to advanced engineering applications, the book covers a wide range of topics, including axial loaded members, trusses, beams, stress analysis, thermal analysis, fluid flow analysis, dynamic analysis, and engineering electromagnetics analysis

- Includes a comparison of solutions to the problems obtained by the analytical method, FEM hand calculations, and the software method
- Includes over 35 solved problems using software applications such as MATLAB, COMSOL, and ANSYS

598 pp, 7 in x 9 in
Print, 2023, 9781683924159, \$ 89.99
E-book, 2023, 9781683924166, \$ 89.99
Lib E-book, 2023, 9781683924173, \$ 155.00



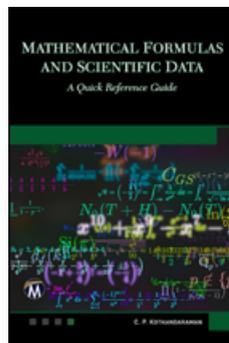
Mathematical Formulas and Scientific Data

A Quick Reference Guide

C. P. Kothandaraman, PhD

- Covers key reference data in numerous areas of science and engineering
- Includes mathematical formulas and tables from elementary to advanced topics
- Defines and explains technical terms and their uses

300 pp, 6 in x 9 in
Print, 2023, 9781683928652, \$ 59.95
E-book, 2023, 9781683928638, \$ 59.95
Lib E-book, 2023, 9781683928645, \$ 159.95

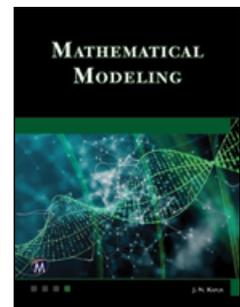


Mathematical Modeling

J. N. Kapur, PhD

- Provides a balance between theory and applications
- Features models from the physical, biological, social, economic, management, and engineering sciences

300 pp, 7 in x 9 in
Print, 2023, 9781683928744, \$ 69.95
E-book, 2023, 9781683928720, \$ 69.95
Lib E-book, 2023, 9781683928737, \$ 159.95



PREVIOUSLY ANNOUNCED

Mathematics/Statistics



**FRANKFURTER
BUCHMESSE**

**Visit us at Paradigm's stand
G95, Hall 4.0**

**Let's *Connect* at the
Frankfurt Book Fair!**

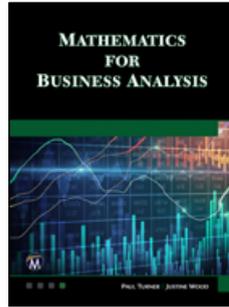
16-20 October 2024

Mathematics for Business Analysis

Paul Turner, PhD and Justine Wood, PhD

- Integrates computational understanding with chapters dedicated to PYTHON code examples that illuminate mathematical concepts
- Covers infinitesimal methods, a distinct approach that emphasizes intuition and comprehensive technique development
- Includes differential and difference equations, vital for understanding how variables evolve over time in response to external influences

360 pp, 7 in x 9 in
 Print, 2023, 9781683929376, \$ 89.99
 E-book, 2023, 9781683929352, \$ 89.99
 Lib E-book, 2023, 9781683929369, \$ 155.00



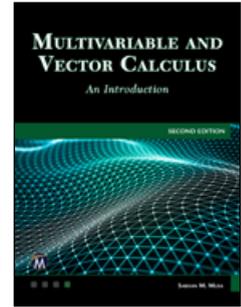
Multivariable and Vector Calculus

An Introduction
 SECOND EDITION

Sarhan M. Musa

- Includes numerous computer illustrations and tutorials using MATLAB® and Maple®
- Covers the major topics of vector geometry, differentiation, and integration in several variables
- Instructors' ancillaries available upon adoption

450 pp, 7 in x 9 in
 Print, 2023, 9781683929192, \$ 89.95
 E-book, 2023, 9781683929178, \$ 89.95
 Lib E-book, 2023, 9781683929185, \$ 189.95



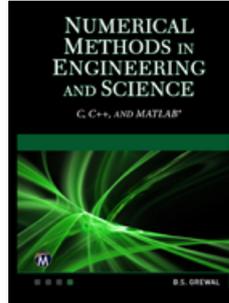
Numerical Methods in Engineering and Science

(C, C++, and MATLAB)

B. S. Grewal

- Provides a balance of theoretical and applied topics
- Shows the numerical methods used with C, C++, and MATLAB

950 pp, 7 in x 9 in
 Print, 2018, 9781683921288, \$ 79.95
 E-book, 2018, 9781683921295, \$ 79.95
 Lib E-book, 2018, 9781683922957, \$ 179.95



Tensor Analysis for Engineers

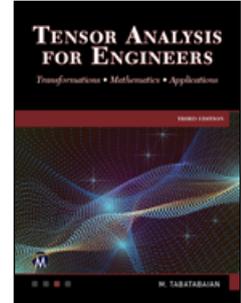
Transformations - Mathematics - Applications

THIRD EDITION

Mehrzad Tabatabaian, PhD, PEng

- Expanded content on the application of mechanical stress transformation
- Covers rigid body rotation and Cartesian tensors by including Euler angles and quaternion methods
- Uses easy to understand mathematical concepts through numerous figures, solved examples, and exercises
- Lists gradient-like operators for major systems of coordinates and rotation matrices for proper Euler and Tait-Bryan angles

234 pp, 7 in x 9 in
 Print, 2023, 9781683929642, \$ 89.99
 E-book, 2023, 9781683929628, \$ 89.99
 Lib E-book, 2023, 9781683929635, \$ 159.00



Applied Linear Algebra and Optimization Using MATLAB

Rizwan Butt

800 pp, 7 in x 9 in
Print, 2011, 9781936420049, \$ 69.95
E-book, 2011, 9781936420780, \$ 69.95
Lib E-book, 2011, 9781936420766, \$ 149.95

Discrete Mathematics With Cryptographic Applications

A Self-Teaching Introduction
Alexander I. Kheyfits, PhD

375 pp, 7 in x 9 in
Print, 2021, 9781683927631, \$ 79.95
E-book, 2021, 9781683927617, \$ 79.95
Lib E-book, 2021, 9781683927624, \$ 189.95

Econometrics in Practice

Paul Turner, PhD

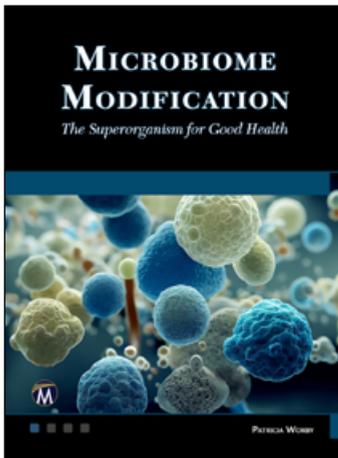
374 pp, 7 in x 9 in
Print, 2021, 9781683926603, \$ 74.95
E-book, 2021, 9781683926580, \$ 74.95
Lib E-book, 2021, 9781683926597, \$ 159.95

CURRENTLY AVAILABLE

NEW TITLES

Science & Health

29



New!

Microbiome Modification

The Superorganism for Good Health

Patricia Worby, PhD

This book is designed as a comprehensive guide for healthcare professionals, holistic practitioners, individuals seeking improved health, and anyone interested in a science-based approach to well-being that emphasizes cooperation with nature rather than dominance. It bridges the gap between the physiological and psychological impacts of stress on the microbiome, offering both theoretical insights and practical applications for a healthier future. The book challenges the prevailing narrative of disease and pathology by shifting our understanding towards health. It introduces readers to the awe-inspiring world of the microbiome, revealing that our bodies are not just individual entities, but superorganisms intricately connected to trillions of microbes. These microbes, outnumbering our own cells 10 to 1, create a complex and diverse ecosystem that plays a fundamental role in shaping who we are. The author's exploration of this new understanding reshapes our perception of humanity, emphasizing that we are no longer just "I" but rather a collective "we." The book underscores the critical importance of nurturing a healthy inner garden for our microbiome to flourish as the primary means to create health.

FEATURES:

- Discusses the microbiome's significance in multiple aspects of human health, including the gut-brain connection, skin microbiome, and cellular regulation
- Offers practical advice on how to modify your microbiome through dietary choices, including the incorporation of fermented foods and probiotics

Patricia Worby, PhD, is a therapist, educator, and author who uses somatic (body-based) practices of Havening, Tapping (EFT) and EMDR (Eye movement de-sensitization and reprocessing). She is a former scientist and researcher who worked for the UK NHS and the University of Southampton in clinical research and research management. She is the co-author of papers on Antibiotic Resistance with the GRACE project and has studied nutritional medicine.

276 pp, 7 in x 9 in
Print, March 2024
9781501522444, \$ 54.99
E-book, April 2024
9781501518997, \$ 54.99
Lib E-book, April 2024
9781501518980, \$ 155.00

New!

Understanding PTSD

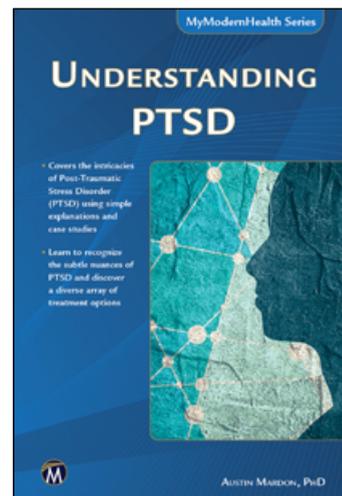
Austin Mardon, PhD

Delve into the intricacies of Post-Traumatic Stress Disorder (PTSD) in this simple-to-understand book written for the everyday individual. Tailored not only for individuals grappling with PTSD but also for those close to the victim, this guide covers the basics. Uncover the historical underpinnings of PTSD, debunk prevailing myths, and gain insights into its various forms - the brain's response to trauma, potential causes, and associated dangers. Delve into the diverse types of PTSD across age groups and understand the physiological, psychological, and behavioral impact.

FEATURES:

- Learn to recognize the subtle nuances of PTSD and discover a diverse array of treatment options.
- Navigate the unknown aspects, current research, and public perception of PTSD. Probe its portrayal in media and discover strategies for recovery and supporting those affected.

Dr. Austin Albert Mardon, Ph.D. CM KCSS FRSC FRCGS is an associate adjunct professor at the University of Alberta's John Dossetor Health Ethics Centre and assistant adjunct professor at the University of Lethbridge, Department of Neuroscience.



212 pp, 6 in x 9 in

Print, August 2024
9781501522871, \$ 41.99E-book, August 2024
9781501519888, \$ 41.99Lib E-book, August 2024
9781501519857, \$ 165.00

PREVIOUSLY ANNOUNCED

Foundations of Physics

SECOND EDITION

Steve Adams

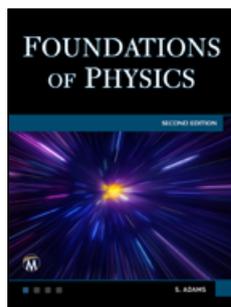
- Designed as a calculus-based, introduction to the key concepts of physics
- Practical techniques, including the collection, presentation, analysis and evaluation of data, are discussed in the context of key experiments linked to the theoretical spine of the work

776 pp, 7 in x 9 in

Print, 2023, 9781683929703, \$ 89.99

E-book, 2023, 9781683929680, \$ 89.99

Lib E-book, 2023, 9781683929697, \$ 159.00



Particle Physics

An Introduction

SECOND EDITION

Robert Purdy

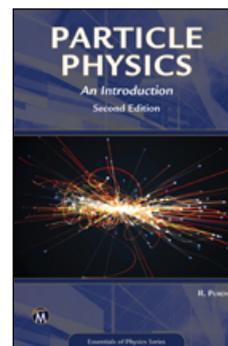
- Explores the fundamental particles that make up the matter in our universe
- Topics include atoms, quarks, accelerators, detectors, colliders, string theory, and more

500 pp, 6 in x 9 in

Print, 2023, 9781683928775, \$ 69.95

E-book, 2022, 9781683928751, \$ 69.95

Lib E-book, 2022, 9781683928768, \$ 169.95



Basic Electromagnetic Theory

James Babington

176 pp, 6 in x 9 in
Print, 2016, 9781942270744, \$ 49.95
E-book, 2016, 9781944534400, \$ 49.95
Lib E-book, 2016, 9781683922605, \$ 124.95

Computational Physics

SECOND EDITION

Darren Walker, PhD

350 pp, 6 in x 9 in
Print, 2022, 9781683928324, \$ 49.95
E-book, 2022, 9781683928300, \$ 49.95
Lib E-book, 2022, 9781683928317, \$ 109.95

Foundations of Physics

SECOND EDITION

Steve Adams

776 pp, 7 in x 9 in
Print, 2023, 9781683929703, \$ 89.99
E-book, 2023, 9781683929680, \$ 89.99
Lib E-book, 2023, 9781683929697, \$ 159.90

Mathematical Methods for Physics

Using MATLAB and Maple

J. R. Claycomb

820 pp, 7 in x 9 in
Print, 2018, 9781683920984, \$ 89.95
E-book, 2018, 9781683920991, \$ 89.95
Lib E-book, 2018, 9781683923350, \$ 179.95

Newtonian Mechanics

SECOND EDITION

A Modelling Approach

Derek Raine, PhD

296 pp, 6 in x 9 in
Print, 2021, 9781683926825, \$ 51.95
E-book, 2021, 9781683926801, \$ 51.95
Lib E-book, 2021, 9781683926818, \$ 149.95

Optics

An Introduction

Sarhan M. Musa

516 pp, 7 in x 9 in
Print, 2020, 9781938549700, \$ 89.95
E-book, 2020, 9781683921479, \$ 89.95
Lib E-book, 2020, 9781683922971, \$ 179.95

Treating Cancer with Immunotherapy and Targeted Therapy

SECOND EDITION

David A. Olle

150 pp, 6 in x 9 in
Print, 2022, 9781683927549, \$ 34.95
E-book, 2022, 9781683927525, \$ 34.95
Lib E-book, 2022, 9781683927532, \$ 99.95

Video Game Addiction

David A. Olle and Jean Riescher Westcott

108 pp, 6 in x 9 in
Print, 2018, 9781937585822, \$ 24.95
E-book, 2018, 9781937585846, \$ 24.95
Lib E-book, 2018, 9781683923237, \$ 74.95

GENERAL INFORMATION

CORPORATE OFFICE

MERCURY LEARNING AND INFORMATION

PO Box 194

Duxbury, MA 02331

Tel: (781) 934-0500

Fax: (781) 934-0557

ORDERS & CUSTOMER SERVICE

PO Box 605, Herndon, VA 20172-0605

Tel: (703) 661-1581 or (800) 232-0223

Fax: (703) 661-1501

E-mail: StylusMail@PressWarehouse.com

EDITORIAL CONTACT

David Pallai, Publisher

dpallai@merclearning.com

MEDIA INQUIRIES

Andrea Ciecierski

Andrea@styluspub.com

WORLD WIDE WEB

www.merclearning.com

mli.presswarehouse.com

E-MAIL

info@merclearning.com

RETURNS

MERCURY LEARNING AND INFORMATION

c/o Books International

22880 Quicksilver Drive

Dulles, VA 20166

INTERNATIONAL SALES & ORDERING

ASIA

Cengage Learning Asia Pte Ltd

30A Kallang Place

#12-06

Singapore 339213

Tel: (65) 6410 1200

Fax: (65) 6410 1208

E-mail: info@cengage.com

www.cengageasia.com

AUSTRALIA, NEW ZEALAND

Woodslane Pty Ltd

7/5 Vuko Place

Warriewood NSW 2102

Tel: +61-2-99705111

Fax: +61-2-99705002

www.woodslane.com

CANADA

Login Brothers

300 Saulteaux Crescent

Winnipeg, MB

R3J 3T2

Tel: (800) 665-1148

Fax: (204) 837-3116

orders@lb.ca

www.lb.ca

EUROPE, UK

Eurospan Group

3 Henrietta Street

London WC2E 8LU

United Kingdom

www.eurospanbookstore.com

Trade Orders & Enquiries:

Tel: +44 (0) 1767 604972

Fax: +44 (0) 1767 601640

Email: info@eurospangroup.com

Individual Orders:

www.eurospanbookstore.com/

styluspublishing

Individuals may also order using the contact details above

SOUTH AFRICA & SUB-SAHARA AFRICA

Eurospan Agent: Guy Simpson

guy.simpson@africaconnection.co.uk

T. +44 (0)1491 837028

M. +44 (0)7808 522886 (WhatsApp)

GREECE, MIDDLE EAST, NORTH AFRICA

IPR

PO BOX 25731

1311 Nicosia

CYPRUS

Tel: +357-228-72356

Fax: +357-228-72359

iprschl@spidernet.com.cy

MEXICO/CARIBBEAN/CENTRAL AND SOUTH AMERICA

Catamount International LLC

info@catamountinternational.com

Voice: +1 802 552 . 8146

WhatsApp: +52 55 7470 . 4449

www.catamountinternational.com

ACADEMIC INQUIRIES / EXAMINATION COPIES

If you are an instructor and wish to receive an examination copy, please complete the form on our Web site at www.merclearning.com or contact us at info@merclearning.com for general textbook inquiries.

22883 Quicksilver Drive
Dulles, VA 20166
1-800-232-0223
info@merclearning.com
www.merclearning.com

MERCURY

LEARNING AND INFORMATION

Fall 2024

