

2008-09



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**Microprocessor  
Theory and  
Applications with  
68000/68020 and  
Pentium**

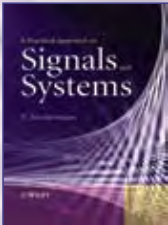
*Mohamed  
Rafiquzzaman*

ISBN: 9780470380314

Price: \$125.00 US

Pages: 586

Rel. Date: Sep. 2008



ISBN: 9780470823538

Price: \$95.00 US

Pages: 400

Rel. Date: Aug. 2008

## SCIENCE AND ENGINEERING

### COMPUTER SCIENCE ENGINEERING

#### Microprocessor Theory and Applications with 68000/68020 and Pentium

*Mohamed Rafiquzzaman*

This book, which evolved from classroom notes developed for three microprocessor courses taught at California State Poly University, presents the fundamental concepts of assembly language programming and system design for typical microprocessors, such as the Motorola MC 68000/MC 68020 and Intel Pentium. This self-contained book includes a number of basic topics and assumes a basic digital logic background. The author has chosen to emphasize the characteristics and principles common to typical microprocessors. He demonstrates the basic microcomputer interfacing techniques via examples using the simplest possible devices such as switches, LEDs, A/D converters, hexadecimal keyboard, and seven-segment displays.

## ELECTRONICS AND COMMUNICATION

#### A Practical Approach to Signals and Systems

*D. Sundararajan*

In A Practical Approach to Signals and Systems, Sundararajan details the discrete version first followed by the corresponding continuous version for each topic, as discrete signals and systems are more often used in practice and their concepts are relatively easier to understand. In addition to examples of typical applications of analysis methods, the author gives comprehensive coverage of transform methods, emphasizing practical methods of analysis and physical interpretations of concepts.

This book is an excellent resource for the electrical engineering student or professional to quickly gain an understanding of signal analysis concepts. For aspiring engineers in signal processing, communication, and control, the topics presented will form a sound foundation to their future study, while allowing them to quickly move on to more advanced topics in the area. Scientists in chemical, mechanical, and biomedical areas will also benefit from this book



## Adaptive Signal Processing: Next Generation Solutions

*Tulay Adali, Simon Haykin*

This book presents the latest research results in adaptive signal processing with an emphasis on important applications and theoretical advancements. Each chapter is self-contained, comprehensive in its coverage, and written by a leader in his or her field of specialty. A uniform style is maintained throughout the book and each chapter concludes with problems for readers to reinforce their understanding of the material presented. The book can be used as a reliable reference for researchers and practitioners or as a textbook for graduate students.

#### Adaptive Signal Processing: Next Generation Solutions

*Tulay Adali, Simon  
Haykin*

ISBN: 9780470195178

Price: TBA

Pages: 350

Rel. Date: Apr. 2009

## Algorithms and Protocols for Wireless, Mobile Ad Hoc Networks

*Azzedine Boukerche*

Focuses on several aspects of wireless ad hoc networks, particularly algorithmic methods and distributed computing with mobility and computation capability. This book provides the crucial building foundation for the design and construction of the future generation of ad hoc networks.

#### Algorithms and Protocols for Wireless, Mobile Ad Hoc Networks

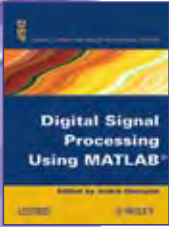
*Azzedine Boukerche*

ISBN: 9780470383582

Price: TBA

Pages: 528

Rel. Date: Sep. 2008



ISBN: 9781848210110

Price: \$175.00 US

Pages: 384

Rel. Date: Apr. 2008

## Digital Signal Processing Using Matlab

*André Quinquis*

This book uses MATLAB as a computing tool to explore traditional DSP topics and solve problems. This greatly expands the range and complexity of problems that students can effectively study in signal processing courses. A large number of worked examples, computer simulations and applications are provided, along with theoretical aspects that are essential in order to understand the main topics. Practicing engineers may also find it useful as an introductory text on the subject.



ISBN: 9780470823231

Price: \$130.00 US

Pages: 672

Rel. Date: Mar. 2008

## Digital System Designs and Practices: Using Verilog HDL and FPGAs

*Ming-Bo Lin*

System-on-a-chip (SoC) has become an essential technique to lower product costs and maximize power efficiency, particularly as the mobility and size requirements of electronics continues to grow. It has therefore become increasingly important for electrical engineers to develop a strong understanding of the key stages of hardware description language (HDL) design flow based on cell-based libraries or field-programmable gate array (FPGA) devices. Honed and revised through years of classroom use, Lin focuses on developing, verifying, and synthesizing designs of practical digital systems using the most widely used hardware description Language: Verilog HDL. This is an ideal textbook for either fundamental or advanced digital design courses beyond the digital logic design level. Design engineers who want to become more proficient users of Verilog HDL as well as design FPGAs with greater speed and accuracy will find this book indispensable.

## FSM-based Digital Design using Verilog HDL

*Peter Minns, Ian Elliott*

This clear and logical book presents a range of novel techniques for the rapid and reliable design of digital systems using FSMs, detailing exactly how and where they can be implemented. With a practical approach, it covers synchronous and asynchronous FSMs in the design of both simple and complex systems, and Petri-Net design techniques for sequential/parallel control systems. Chapters on Hardware Description Language cover the widely-used and powerful Verilog HDL in sufficient detail to facilitate the description and verification of FSMs, and FSM based systems, at both the gate and behavioural levels. A useful accompanying CD offers working Verilog software tools for the capture and simulation of design solutions. With a linear programmed learning format, this book works as a concise guide for the practising digital designer and is important to senior students and postgraduates of electronic engineering, who require design skills for the embedded systems market.



ISBN: 9780470060704

Price: \$150.00 US

Pages: 408

Rel. Date: May 2008

## Handbook on Sensor and Array Processing

*Simon Haykin, K. J. Ray Liu*

The field of array processing has grown to the extent that one can see its applications everywhere, ranging from military radar/sonar to wireless communications. Featuring contributions by world-renowned experts in their fields, Handbook on Sensor and Array Processing collects tutorial articles on recent advancements and state-of-the-art results by providing a comprehensive overview of sensor and array processing. This first published book on the subject covers fundamental principles as well as applications, making it a must have for researchers, professors, graduate students, and practitioners.

### Handbook on Sensor and Array Processing

*Simon Haykin,  
K. J. Ray Liu*

ISBN: 9780470371763

Price: TBA

Pages: 750

Rel. Date: Apr. 2009



## Image Processing

*Henri Maitre*

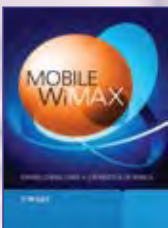
This book analyzes computer-aided automatic processing of images which requires the control of a series of operations. Operations such as understanding the statistical properties of images, sampling them to reduce the observable world to a series of discrete values, restoring images in order to correct degradations are explained here, along with the mathematical tools they require. Topics covered include fractal representation, mathematical morphology, wavelet representations and the detection and description of contours and shapes.

ISBN: 9781848210233

Price: \$150.00 US

Pages: 352

Rel. Date: Oct. 2008



## Mobile WiMAX

*Kwang-Cheng Chen, J. Roberto B. de Marca*

The first book to cover one of the hottest subjects in wireless communications today, Mobile WiMAX

It summarizes the fundamental theory and practice of Mobile WiMAX and presents topics at introductory level for readers interested in understanding communication and networking knowledge for Mobile WiMAX, whilst addressing advanced / specialised subjects related to Mobile WiMAX. It contains the latest advances and research from the field and shares knowledge from the key players working in this area.

ISBN: 9780470519417

Price: \$140.00 US

Pages: 400

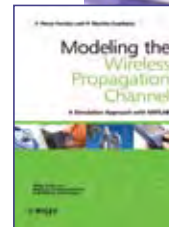
Rel. Date: Apr. 2008

This book is ideal for Mobile WiMAX R&D/practicing engineers (systems, applications and services, field, terminal, IC design, integration), business development professionals, academic researchers. Also useful for graduate students conducting research, studying in mobile WiMAX and next generation wireless communications and undergraduate students studying mobile WiMAX related subjects.

## Modelling the Wireless Propagation Channel: A Simulation Approach with Matlab

*Fernando Perez Fontan, Perfecto Mariño Espiñeira*

This book takes a very practical approach by introducing the theory in each chapter first, and then carrying out simulations showing how exactly put the theory into practice. The resulting plots are analyzed and commented for clarity, and conclusions are drawn and explained from the obtained results. This book is best suited for postgraduate (Masters and PhD) students and practicing engineers in telecommunications and electrical engineering fields, who want to familiarise themselves with the topic without too many formulas. The book will also be of interest to network engineers, system engineers and researchers



ISBN: 9780470727850

Price: \$130.00 US

Pages: 272

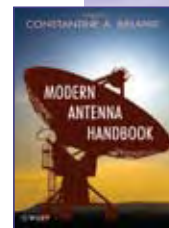
Rel. Date: Sep. 2008

## Modern Antenna Handbook

*Constantine A. Balanis*

Modern Antenna Handbook represents the most current and complete thinking in the field of antennas. The handbook is edited by one of the most recognizable, prominent, and prolific authors, educators, and researchers on antennas and electromagnetics. Each chapter is authored by one or more leading international experts and includes cover-age of current and future antenna-related technology. The information is of a practical nature and is intended to be useful for researchers as well as practicing engineers.

From the fundamental parameters of antennas to antennas for mobile wireless communications and medical applications, Modern Antenna Handbook covers everything professional engineers, consultants, researchers, and students need to know about the recent developments and the future direction of this fast-paced field.



ISBN: 9780470036341

Price: \$195.00 US

Pages: 1704

Rel. Date: Sep. 2008

**Satellite  
Communications  
Systems,  
5th Edition**

*Gerard Maral, Michel  
Bousquet, Zhili Sun*

ISBN: 9780470714584

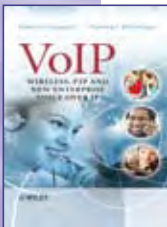
Price: \$130.00 US

Pages: 768

Rel. Date: Jul. 2009

**Satellite Communications Systems, 5th Edition**

*Gerard Maral, Michel Bousquet, Zhili Sun*



ISBN: 9780470319567

Price: \$100.00 US

Pages: 276

Rel. Date: Jun. 2008

**VoIP: Wireless, P2P and New Enterprise Voice over IP**

*Dr. Samrat Ganguly, Dr. Sudeept Bhatnagar*

VoIP: Wireless, P2P and New Enterprise Voice over IP describes the issues arising in the deployment of VoIP in an emerging heterogeneous network environment. Along with a brief overview of the concepts, protocols, algorithms, and equipment involved in realizing VoIP, this book focuses on two areas: quality and performance issues in deploying VoIP over various network settings, and the new mechanisms and protocols in these emerging networks to assist the deployment of VoIP.

This book is an invaluable resource for professional network engineers, designers, managers, researchers, decision makers and project managers overseeing VoIP implementations. Market analysts, consultants, and those studying advanced undergraduate and graduate courses on data, voice and multimedia communications will also find this book insightful.

**ELECTRICAL ENGINEERING**

**Electrical Power Systems: Design and Analysis**

*Mohamed E. El-Hawary*

An updated classic, this comprehensive textbook introduces electrical engineers to the most relevant concepts and techniques in electric power systems engineering today. With an emphasis on practical motivations for choosing the best design and analysis approaches, the author carefully integrates theory and application. Key features include more than 500 illustrations and diagrams, clearly developed procedures and application examples, important mathematical details, and an historical overview of the development of electric power systems. It is suitable for self-study or as a textbook in electrical and computer engineering courses.

**Electrical Power  
Systems: Design and  
Analysis**

*Mohamed E.  
El-Hawary*

ISBN: 9780470167625

Price: TBA

Pages: 808

Rel. Date: May. 2009

**Electrical Power System Essentials**

*Pieter Schavemaker, Prof. Lou van der Sluis*

This book provides an accessible introduction to the interesting world of alternating current (AC) power systems, focusing on the system as a whole. After laying out the basics for a steady-state analysis of three-phase power systems, the book examines - the generation, transmission, distribution, and utilization of electric energy; the principles of thermal, nuclear and renewable energy plants; power system control and operation; the organization of electricity markets, the changes currently taking place, and the developments that could lead to alternative power systems in the future.

With its pragmatic approach, Power System Essentials is ideal for senior undergraduate students in electrical engineering who require an up-to-date overview of the subject. This book also acts as a concise reference, suitable for postgraduates and professionals from a range of disciplines who would like to work in this field.

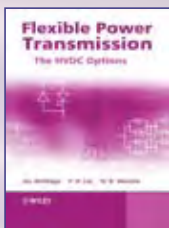


ISBN: 9780470510278

Price: \$80.00 US

Pages: 340

Rel. Date: Jun. 2008



ISBN: 9780470056882

Price: \$140.00 US

Pages: 374

Rel. Date: Nov. 2007

## Flexible Power Transmission: The HVDC Options

Jos Arrillaga, Y. H. Liu, Neville R. Watson

Flexible Power Transmission is a comprehensive guide to the high voltage direct current (HVDC) options available, helping the reader to make informed decisions for designing future power transmission systems. The book includes - a full description of the principles and components in existing converter technology, as well as alternative proposals for self-commutating conversion; A review of the state of power semiconductor technology suited to HVDC transmission and present proposals for multi-level HVDC transmission ; a detailed overview of the flexible HVDC methods for improving controllability and increasing power transfer capability in electrical power systems; up-to-date information on thyristor-based HVDC technology; coverage of new pulse width modulation (PWM) transmission technology and multi-level voltage source conversion (VSC) and current source conversion (CSC).

This book is an excellent reference for professional power engineers, is also a useful guide for power system researchers as well as lecturers and students in power systems and power electronics disciplines.



ISBN: 9780470065617

Price: \$190.00 US

Pages: 642

Rel. Date: Jun. 2008

## Handbook of Power Quality

Angelo Baggiini

Handbook of Power Quality examines of the full panorama of PQ disturbances, with background theory and guidelines on measurement procedures and problem solving. It uses the perspectives of both power suppliers and electricity users, with contributions from experts in all aspects of PQ supplying a vital balance of scientific and practical information on the following:

Frequency variations; the characteristics of voltage, including dips, fluctuations and flicker; the continuity and reliability of electricity supply, its structure, appliances and equipment; the relationship of PQ with power systems, distributed generation, and the electricity market; the monitoring and cost of poor PQ; rational use of energy.

This comprehensive handbook explains PQ methodology with a hands-on approach that makes it essential for all practicing power systems engineers and researchers. It simultaneously acts as a reference for electrical engineers and technical managers who meet with power quality issues and would like to further their knowledge in this area.

## HVDC Transmission: Power Conversions Applications in Power Systems

Kim

To address the pressing need for an up-to-date, A-to-Z treatment of the subject, Drs. Kim and Sood have collaborated on this key textbook and professional reference. The work combines classroom-tested materials from both Kim and Sood, compactly summarizes the latest research results, and includes the insights of experts from power electronics, control, and simulation backgrounds. The authors walk readers through basic theory and practical applications, while also providing the broader historical context and future development of HVDC technology.

### HVDC Transmission: Power Conversions Applications in Power Systems

Kim

ISBN: 9780470822951

Price: \$130.00 US

Pages: 352

Rel. Date: Jun. 2008

## Introduction to Electrical Power Systems

Mohamed E. El-Hawary

This book is adapted from an updated version of the author's classic Electric Power System Design and Analysis, with new material designed for the undergraduate student and professionals new to Power Engineering. The growing importance of renewable energy sources, control methods and mechanisms, and system restoration has created a need for a concise, comprehensive text that covers the concepts associated with electric power and energy systems. Introduction to Electrical Power Systems fills that need, providing an up-to-date introduction to this dynamic field.

With its broad, up-to-date coverage, emphasis on applications, and integrated MATLAB scripts, Introduction to Electric Power Systems provides an ideal, practical introduction to the field-perfect for self-study or short-course work for professionals in related disciplines.

### Introduction to Electrical Power Systems

Mohamed E. El-Hawary

ISBN: 9780470408636

Price: \$110.00 US

Pages: 408

Rel. Date: Oct. 2008

## ELECTRONICS AND ELECTRICAL ENGINEERING



### Discover Signal Processing: An Interactive Guide for Engineers

*Simon Braun*

Discover Signal Processing exploits the rationale of “learning by doing”; actually attempting and performing a task is the most effective way to remember and understand. It presents the reader with a diverse range of exercises; some intended to recall or practice simple concepts, others more complex & aimed at developing a real understanding of the issues involved. These are accompanied by step-by-step explanations of the tools and techniques required.

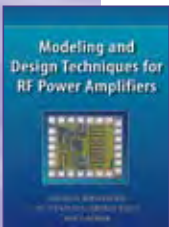
This book is an excellent guide to signal processing for mechanical, aeronautical, civil and electronic engineers in their senior/ graduate year. It will also be of interest to those attending CPD courses as well as for practicing engineers.

ISBN: 9780470519707

Price: \$110.00 US

Pages: 366

Rel. Date: Mar. 2008



### Modeling and Design Techniques for RF Power Amplifiers

*Arvind Raghavan, Nuttapong Srirattana, Joy Laskar*

The book covers RF power amplifier design, from device and modeling considerations to advanced circuit design architectures and techniques. It focuses on recent developments and advanced topics in this area, including numerous practical designs to back the theoretical considerations. It presents the challenges in designing power amplifiers in silicon and helps the reader improve the efficiency of linear power amplifiers, and design more accurate compact device models, with faster extraction routines, to create cost-effective and reliable circuits.

ISBN: 9780471717461

Price: \$82.50 US

Pages: 206

Rel. Date: Jan. 2008

## Wireless Ad Hoc and Sensor Networks

*Houda Labiod*

Two new fields have recently appeared: mobile ad hoc networks and sensor networks. The emergence of these very promising systems is mainly due to great technological progress in the field of wireless communication protocols; these will make it possible to offer a broad range of new applications in both civilian and military domains. The inherent characteristics of these systems imply new challenges. This book deals with several relevant fields related to the evolution of these spontaneous and self-organized networks. The authors tackle critical problems such as the design of unicast/multicast routing protocols, the support of the quality of service, the security mechanisms for routing and data transmission, the service discovery, the techniques of clustering/self-organization, the mobility of code and the fault-tolerance techniques. The discussion adopts an analysis-oriented approach which aims to cover the current cutting-edge aspects of these fields and to highlight some potential future development, making it essential reading for anyone who wishes to understand better these exciting new areas.



ISBN: 9781848210035

Price: \$165.00 US

Pages: 352

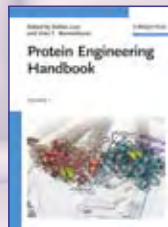
Rel. Date: Jan. 2008

## LIFE SCIENCE

### Protein Engineering Handbook

*Stefan Lutz, Uwe Theo Bornscheuer*

Unparalleled in size and scope, this new major reference integrates academic and industrial knowledge into a single resource, allowing for a unique overview of the entire field. Adopting a systematic and practice-oriented approach, and including a wide range of technical and methodological information, this highly accessible handbook is an invaluable ‘toolbox’ for any bioengineer. In two massive volumes, it covers the full spectrum of current concepts, methods and application areas.

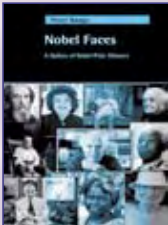


ISBN: 9783527318506

Price: \$430.00 US

Pages: 901

Rel. Date: Jan. 2009



## POPULAR SCIENCE

### Nobel Faces: A Gallery of Nobel Prize Winners

*Peter Badge*

More than 270 striking black-and-white portraits of all Nobel Prize Winners alive today, such as Nelson Mandela, the Dalai Lama, John M. Coetzee, Roy J. Glauber, James Watson and Jimmy Carter, taken by Berlin photographer Peter Badge. Each photograph is accompanied by a short biography, resulting in a fascinating word/image tableau.

With an afterword by Wim Wenders.

ISBN: 9783527406784

Price: \$105.00 US

Pages: 628

Rel. Date: Dec. 2007

## MANAGEMENT

### Design for Lean Six Sigma: A Holistic Approach to Design and Innovation

*Rajesh Jugulum, Philip Samuel*

Design for Lean Six Sigma is the only book that employs a "road-map" approach to DFSS, which allows corporate management to understand where they are in the process and to integrate DFSS methodology more fully into their overall business strategy. This is a similar approach to that used by Forrest Breyfogle in his successful book: "Implementing Six Sigma, 2E". This approach will allow corporate management to understand where they are in the process and to integrate DFSS methodology more fully into the overall business strategy. Another important aspect of this book is its coverage of DFSS implementation in a broad range of industries including service and manufacturing, plus the use of actual cases throughout.



ISBN: 9780470007518

Price: \$75.00 US

Pages: 320

Rel. Date: Apr. 2008

### Drucker on Leadership: The Lost Lessons of the World's Greatest Leadership Expert

*William A. Cohen PhD*

Although Drucker never wrote a book specifically about leadership, there is much he did write about leadership in bits and pieces scattered throughout his 40 books and hundreds of articles. These "bits and pieces" are so powerful that even those few which are credited to him now have had a major impact. It has saved many corporations from failure and helped guide others to outstanding success. For instance, Jack Welch, arguably the most acclaimed executive in the last decade, when asked about his accomplishments, credits Drucker. Yet many of Drucker concepts revealed in Drucker On Leadership will surprise and may even come as a complete shock to many corporate readers. For example, who would have thought that Drucker taught that "leadership is a marketing job" or that "the best leadership lessons for business or any nonprofit organization come from the military?"

**Drucker on Leadership:  
The Lost Lessons  
of the World's  
Greatest Leadership  
Expert**

*William A. Cohen PhD*

ISBN: 9780470405000

Price: TBA

Pages: 272

Rel. Date: Jan. 2010





ISBN: 9780470177464

Price: \$34.95 US

Pages: 256

Rel. Date: Aug. 2008

## Executive Coaching: Building and Managing Your Professional Practice

*Lew Stern*

Among the various coaching specialties, the most lucrative, and the most difficult to achieve, is executive coaching. Written by Lewis Stern, master coach and director of the graduate program in Executive Coaching at the Massachusetts School of Professional Psychology, *Executive Coaching: Building and Managing Your Professional Practice* provides a step-by-step plan for setting up and operating a lucrative executive coaching practice. A hands-on guide for aspiring executive coaches—as well as seasoned coaching professionals looking to grow their business and HR professionals interested in developing their executive staff—this essential book covers everything from finding clients, to acquiring the right training, to making the transition from other fields, and more.



ISBN: 9780470226537

Price: \$125.00 US

Pages: 722

Rel. Date: Aug. 2008

## Fundamentals of Quality Control and Improvement, 3rd Edition

*Amit Mitra*

This book presents foundations of modern quality control and improvements applicable to manufacturing and service industries, with examples to demonstrate applications. It includes an expanded chapter on quality management practices, tools, and standards. There is new material on six sigma, gage repeatability and reproducibility, process capability analysis, control charts for short production runs, and quality costs, among several others; and an additional focus on quality control and improvement in the service sector.

The aim of the book is to serve as both a valuable text for students interested in and as a reference for any professional responsible for quality control management in a manufacturing or service environment.

## Handbook of Strategic Decision Making

*Paul Nutt, David Wilson*

### Handbook of Strategic Decision Making

*Paul Nutt,  
David Wilson*

ISBN: 9781405161350

Price: \$124.95 US

Pages: 600

Rel. Date: Sep. 2009

## Making Difficult Decisions: How to Be Decisive and Get the Business Done

*Peter Shaw*

You are faced with so many difficult decisions. Often your decision making seems random. It can be swayed by different situations and emotions. You need to be more rigorous in the way you make decisions and yet you have very little time to do so. Experience from others who have made tough decisions and a framework to help you do so would be invaluable.

The courage to make decisions is sometimes a bit elusive. It is difficult to find the calmness to be able to make and live with those decisions. There is so much that can be learned from the experience of others. After working through this book you will have the courage of your convictions and the ability to make difficult decisions count.

The book sets out a framework for making difficult decisions that has been tried and tested. It has been used successfully in one-to-one coaching with senior leaders in both the public, private and voluntary sectors. The framework is built on the following strands: Clarity; Conviction; Courage; and Communication.



ISBN: 9781841127422

Price: \$29.95 US

Pages: 224

Rel. Date: Aug. 2008



ISBN: 9780470381182

Price: \$24.95 US

Pages: 240

Rel. Date: Dec. 2008

## Prove It before You Promote It: How to Take the Guesswork Out of Marketing

*Steve Cuno*

Combining hard science and marketing practice, *Prove It Before You Promote It* draws on marketing case studies and scientific evidence to help marketers eliminate bias, emotion, and common cognitive errors in order to make better, evidence-based marketing decisions. This new and engaging approach explodes the popular, costly marketing myth of the power and importance of intuition; challenges accepted marketing wisdom; and offers rational, workable solutions for marketing problems. Drawing on real-world market tests as well as neurology, biology, psychology, cognitive science, probability, and evolutionary psychology, the book reveals how people behave in the marketplace and how marketers can best use that science to their advantage.

### Real-Time Leadership

*P. R. Yost*

ISBN: 9781405186674

Price: \$29.95 US

Pages: 192

Rel. Date: Apr. 2009

## Real-Time Leadership

*P. R. Yost*

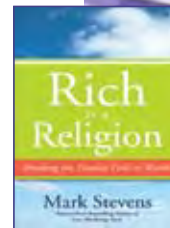
This book provides guidance and tools, based in research and practice that leaders can use to fully leverage experience-based development in their own growth and to build the next generation of leaders in their organization. It is written for current and aspiring leaders and those accountable for their development.

The book is divided into five sections, each containing a series of short, stand-alone chapters that begin with three to five key principles on the topic and end with practical checklists, assessments, and tools that leaders and HR professionals can immediately apply in their organizations. The book is written in the language of line managers, allowing HR professionals to use the tools to work in partnership with line leaders. Throughout the book, outside resources are referenced where readers learn more about a topic (e.g., where to find research-based leadership competencies, practical "how to" books on managing transitions, among others).

## Rich is a Religion: Breaking the Timeless Code to Wealth

*Mark Stevens*

Both a revelation and a guide, *Rich Is a Religion* provides readers with a dramatically different view of how wealth is created and preserved by that enviable breed of people—famous and obscure—who truly have it. These individuals have a different way of seeing the world, in which their philosophy, principles, and belief system allows them to leverage opportunities that many others tend to miss. *Rich Is a Religion* illuminates this previously untold approach and reveals why it works. Along the way, it provides insights into the dynamics of getting and staying rich and how this process can make all the difference between doing well financially and creating true wealth. *Rich Is a Religion* also examines how the wealthy use money as an instrument of independence, confidence, stability, and enduring value as opposed to simply the temporal rewards of luxury. Filled with engaging anecdotes and advice from real millionaires, this book provides readers with a powerful new way of thinking and living. Its accessible style will help people change their mindset and thought process as they prepare to become and remain wealthy—and live a rich and independent life.



ISBN: 9780470252871

Price: \$24.95 US

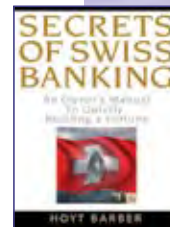
Pages: 208

Rel. Date: Oct. 2008

## Secrets of Swiss Banking: An Owner's Manual to Quietly Building a Fortune

*Hoyt Barber*

In *Secrets of Swiss Banking*, offshore financial specialist Hoyt Barber shows how to protect your hard-earned assets by safely and legally moving your money into trusted Swiss financial institutions. Along with timely banking advice and solid investment insights, Barber provides authoritative information on a variety of Swiss banking-related issues—from the basics of opening an account to the nuances of numerous Swiss banking and investment strategies. He also details Swiss banking policies and regulations along with U.S. tax and reporting requirements.



ISBN: 9780470136713

Price: \$39.95 US

Pages: 272

Rel. Date: Feb. 2008

**The Emotional Sale:  
How to Create a  
Stampede of New,  
Paying Customers**

*Clayton Makepeace*

ISBN: 9780470276136

Price: \$24.95 US

Pages: 304

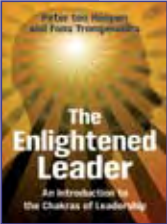
Rel. Date: Apr. 2009

**The Emotional Sale: How to Create a Stampede of New,  
Paying Customers**

*Clayton Makepeace*

The Emotional Sale explains how to push the buttons of your prospects' dominant emotions – to seize their attention, cause them to read your sales message and compel them to order now.

This book will teach you how to multiply the effectiveness of your advertising, marketing, and copywriting to - create a stampede of new, paying customers for any company; increase the number of purchases each customer makes each year; increase the dollar amount of each purchase; keep each customer buying years longer; accelerate any company's growth by an order of magnitude, and multiply revenues and profits.



ISBN: 9780470713969

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Pages: 288

Rel. Date: Jan. 2009

**The Enlightened Leader: An Introduction to the  
Chakras of Leadership**

*Peter Ten Hoopen, Fons Trompenaars*

This book introduces a new system, the 'Chakras of Leadership', which helps to attain insight in the detrimental aspects of our own leadership. The book is not about preference, but about aspiration, it is the report of someone who is seeking and shares his findings. A leader who is running on all 7 chakras, has a healthy energy economy, which gives her or him the visionary qualities, self-knowledge, communicative strength, courage, will power and relational warmth that truly great leaders need.

**The Executive and the Elephant: Achieving Personal  
Mastery Through Intentional Leadership**

*Richard L. Daft*

Professor Daft has written this book to help people understand this struggle and direct themselves more productively. He has spent several years studying the psychological and management research findings about the intentional vs. the habitual mind and posits the dilemma as a struggle between instinct (as embodied by the elephant) and the creative mind (as embodied by the Executive). In this book, Daft draws on research from psychology, social psychology, management, Eastern spirituality, dozens of great examples from managers in his classes and from his consulting experiences, and his own experience. Daft aims to address the problems managers face and provide realistic solutions to both their personal struggles as well as ways managers can help manage the intentions of others—that is, how to trigger right behavior from others instead of making things worse.

**The Executive and  
the Elephant:  
Achieving Personal  
Mastery Through  
Intentional  
Leadership**

*Richard L. Daft*

ISBN: 9780470372265

Price: \$27.95

Pages: 256

Rel. Date: May. 2009

**The New Rules of Marketing and PR: How to Use News  
Releases, Blogs, Podcasting, Viral Marketing and Online  
Media to Reach Buyers Directly**

*David Meerman Scott*

The New Rules of Marketing and PR shows you how to leverage the potential that Web-based communication offers your business. Finally, you can speak directly to customers and buyers, establishing a personal link with those who make your business work. You can reach niche buyers with targeted messages that cost a fraction of your big-budget ad campaign. Rather than bombard them with advertising they'll likely ignore, you can focus on getting the right message to the right people at the right time.

When people visit your company's Web site, they aren't there to hear your slogan or see your logo again. They want information, interaction, and choice—and you'd be a fool not to give it to them. This one-of-a-kind guide to the future of marketing includes a step-by-step action plan for harnessing the power of the Internet, showing you how to identify audiences, create compelling messages, get those messages to the right people, and lead those consumers into the buying process. Including a wealth of compelling case studies and real-world examples, this is a practical guide to the new reality of PR and marketing.

**The New Rules of  
Marketing and PR:  
How to Use News  
Releases, Blogs,  
Podcasting, Viral  
Marketing and Online  
Media to Reach  
Buyers Directly**

*David Meerman Scott*

ISBN: 9780470379288

Price: \$16.95 US

Pages: 320

Rel. Date: Oct. 2008



ISBN: 9780470287231

Price: \$27.95 US

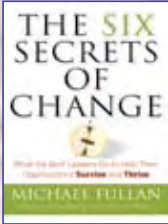
Pages: 256

Rel. Date: Oct. 2008

## The Orange Code: How ING Direct Succeeded by Being a Rebel with a Cause

*Arkadi Kuhlmann, Bruce Philp*

The Orange Code recounts ING Direct's intriguing story, explaining the philosophy of its founder, Arkadi Kuhlmann, the "bad boy of banking," who fervently believes in the power of individuals to control their financial destiny, and his 12-year partnership with Bruce Philp, the branding consultant who helped Kuhlmann make ING Direct a cause to its own people and a household name across North America. In entertaining and inspiring style, Kuhlmann and Philp discuss the unconventional approach to business strategy, leadership, and management that built ING Direct. From refusing to promote credit cards to college students to pointing out frivolous expenses, Kuhlmann and Philp not only address the practical principles that have propelled ING Direct to the top, but they also help readers understand how making a cause of personal financial empowerment made everyone a winner in the ING Direct story. Engaging and informative, The Orange Code offers readers a rare look at this company and provides them with invaluable insights into making more inspired leadership decisions.



ISBN: 9780787988821

Price: \$24.95 US

Pages: 176

Rel. Date: Apr. 2008

## The Six Secrets of Change: What the Best Leaders Do to Help Their Organizations Survive and Thrive

*Michael Fullan*

The Six Secrets of Change explores essential lessons for business and public sector leaders for surviving and thriving in today's complex environment. He draws on his acclaimed work in bringing about large-scale and substantial change in education reform in both public school systems and universities, as well as engaging in major change initiatives internationally. This book is filled with lessons that are insightful, actionable, and concisely communicable. These lessons are "secrets" not because there is a conspiracy to hide them from public view, but because they are often difficult to grasp in their deep meaning, and challenging to appreciate and act on in combination. Fullan makes these so-called secrets accessible and useful and offers illustrative examples from a variety of businesses, health organizations, and public education systems.

## Think One Team: A Leadership Fable for Managers, Employees & Jellybean Lovers

*Graham Winter*

Graham Winter weaves a fascinating and entertaining business story that reveals an engagingly simple and powerful model to free organisations of 'silo thinking' and empower them to fulfil the possibilities that come from thinking and acting as one team. Think One Team has been specifically designed to help readers, and everyone in their organisation to create and sustain the teamwork across boundaries that will enable them to experience the rewards of working as one team. Beginning with the fable of the big jelly bean team the readers join one company's engaging, enlightening and at times funny journey from silo-afflicted to one team. From their experiences you will learn the five practices that define the difference between 'think silos' and 'think one team', and see what these practices mean for leaders and employees across an organization.

**Think One Team:  
A leadership fable  
for managers,  
employees &  
jellybean lovers**

*Graham Winter*

ISBN: 9780731407880

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Rel. Date: Sep. 2008

## Wiley International Encyclopedia of Marketing

*Jagdish Sheth, Naresh Malhotra*

As the first international, multi-volume encyclopedia of marketing, the Wiley Encyclopedia of Marketing spanning six subject volumes marks a landmark work of reference for the field.

The last ten years have seen dramatic change in the world of this ambitious project, edited by Jagdish Sheth from the Goizueta Business School at Emory University, and his internationally recognised team of volume editors offers a comprehensive, up-to-date map of the marketing field:-

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*Jagdish Sheth,  
Naresh Malhotra*

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