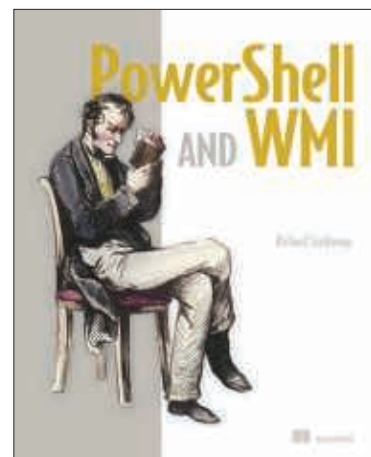
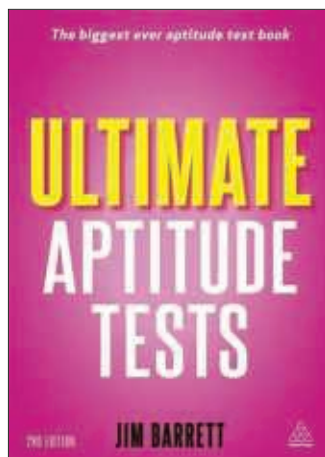
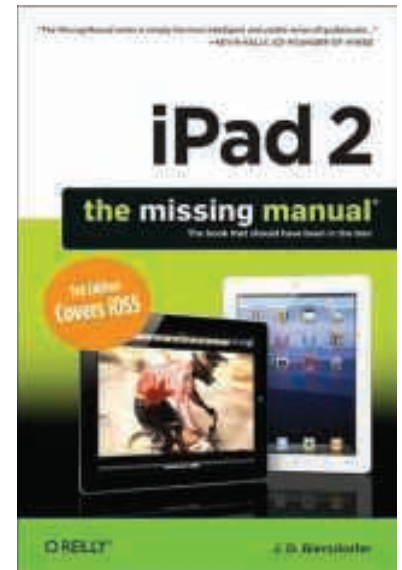
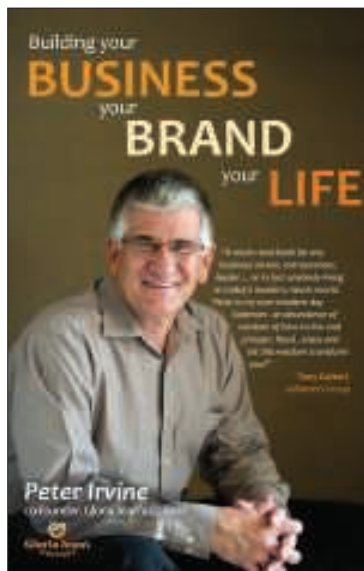
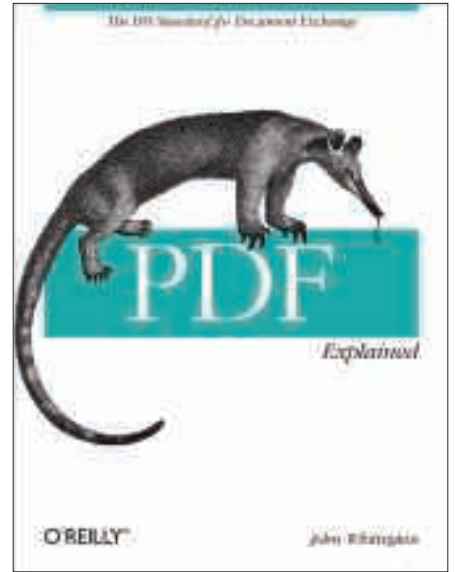
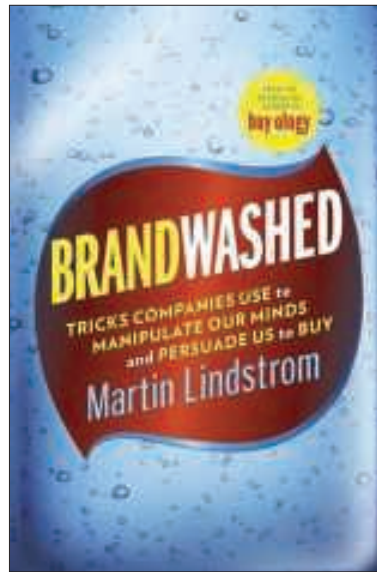


March 2012

Business & Computing New Book Releases



This Changes Everything: Occupy Wall Street and the 99% Movement



Author: Sarah van Gelder (Editor) & staff of
YES! Magazine (Editor)

Berrett - Koehler



We Are the 99%

The Occupy Wall Street movement named the core issue of our time: the overwhelming power of Wall Street and large corporations—something the political establishment and most media have long ignored.

But the movement goes far beyond this critique. *This Changes Everything* shows how the movement is shifting the way people view themselves and the world, the kind of society they believe is possible, and their own involvement in creating a society that works for the 99% rather than just the 1%.

Attempts to pigeonhole this decentralized, fast-evolving movement have led to confusion and misperception. In this volume, the editors of *YES! Magazine* bring together voices from inside and outside the protests to convey the issues, possibilities, and personalities associated with the Occupy Wall Street movement.

This book features contributions from Naomi Klein, David Korten, Rebecca Solnit, Ralph Nader

Feature Contributors

- 'No Logo' -- Naomi Klein
- 'When Corporations Rule the World' -- David Korton

AUD RRP: \$12.95

NZD RRP: \$16.99

ISBN-13: 9781609945879

Due Date: Nov 2011

Discount: TRADE AUSTRALIAN

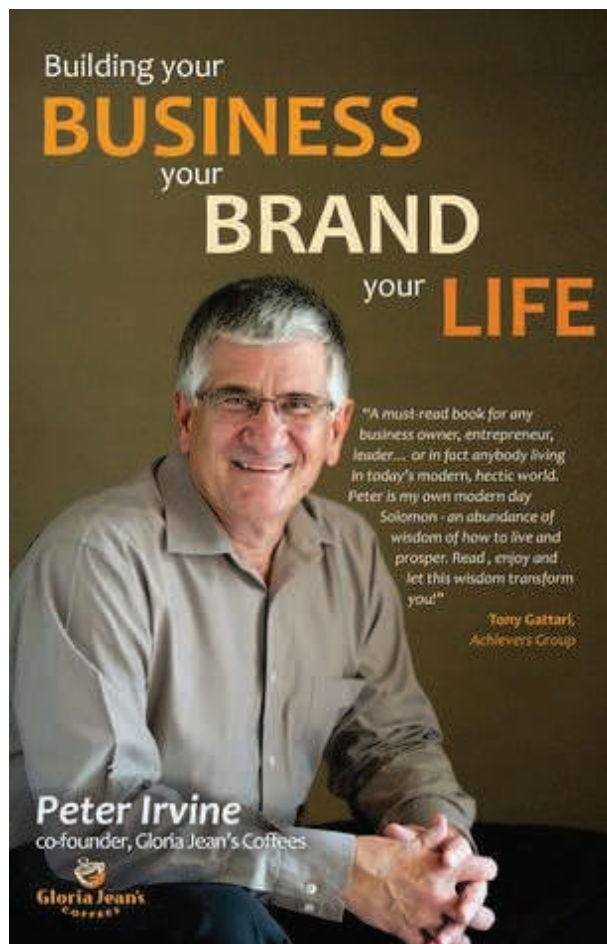
Format: Paperback

Pages: 96

Out Now

Building Your Business, Your Brand, Your Life

Author: Irvine, Peter



ARK HOUSE

Through practical advice and inspirational examples, this book will help you grow your business and brand to heights you may never have thought possible. But the man who helped steer the phenomenal growth of Gloria Jean's Coffees in Australia warns that success is not just about being the best and making the most profit. It's also about taking the people around you--your family, staff, customers and community--on the journey with you. Peter Irvine integrates deep life truths with personally-proven business principles to enrich your business, your brand and your life. Peter unravels the myth that business and family don't mix. He challenges you to a more rewarding life by involving your family in your business and vice versa. Building Your Business, Brand And Life unveils the age-old wisdom that a fulfilled life is determined not just by how much you own or what you achieve, but by your relationships. and how well you lead and inspire those around you.

AUD RRP: \$24.95

NZD RRP: \$29.99

ISBN-13: 9781921589768

Due Date: 02/2012

Discount: TRADE AUSTRALIAN

Format: Paperback

Size (mm): 135 X 210

About Peter Irvine

- Co-founder of Gloria Jeans Coffees franchise.
- On the team that launched McDonald's in Australia.
- Keynote Speaker & Business Consultant.



Today there are over 466 Gloria Jean's stores and kiosks across Australia and over 877 coffee houses in 38 countries worldwide.

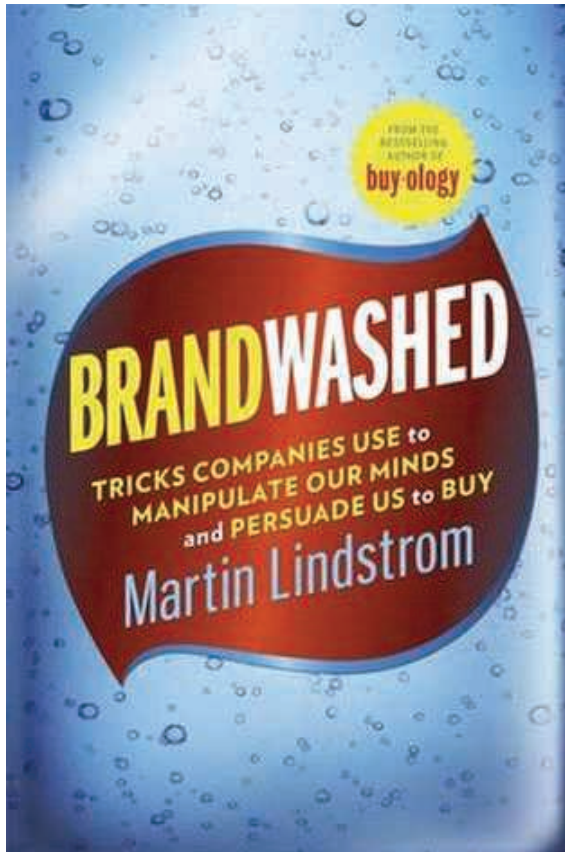
Brandwashed



Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy

KOGAN PAGE

Author: Lindstrom, Martin



Marketing visionary Martin Lindstrom has been on the front lines of the branding wars for over twenty years. In "Brandwashed", he turns the spotlight on his own industry, drawing on all he has witnessed behind closed doors, exposing for the first time the full extent of the psychological tricks and traps that companies devise to win our hard-earned money.

"Brandwashed" is a shocking insider's look at how today's global giants conspire to obscure the truth and manipulate our minds, all in service of persuading us to buy. Lindstrom reveals eye opening details such as: how advertisers and marketers target children at an alarmingly young age - starting when they are still in the womb, what heterosexual men really think about when they see sexually provocative advertising, how marketers and retailers stoke the flames of public panic and capitalize on paranoia over diseases, extreme weather events, and food contamination scares, the first ever evidence proving how addicted we all are to our iPhones and our Blackberrys, and how certain companies, like the maker of one popular lip balm, purposely adjust their formulas in order to make their products chemically addictive, and much, much more.

AUD RRP: \$29.95

NZD RRP: \$36.99

ISBN-13: 9780749465049

Due Date: 02/2012

Discount: TRADE INTERNATIONAL

Format: Paperback

Size (mm): 234 X 156

Pages: 272

Books by → Martin Lindstrom

- 9780749460570 Brand Science Kogan Page 2010
- 9780385523899 Buyology Doubleday Business 2008
- 9780749442842 BRANDchild Kogan Page 2004
- 9780749434908 Clicks, Bricks & Brands Kogan Page 2001

TESTING

Ultimate IQ Tests 2/e

1000 Practice Test Questions to Boost Your Brain Power

Author: Carter, Philip J.



IQ tests are increasingly encountered in recruitment for various industries, including the government, armed forces, education and industry and commerce. This book of IQ practice tests contains 1000 practice questions organized into 25 tests, with a simple guide to assessing individual performance.



KOGAN PAGE

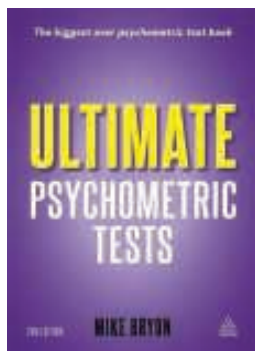
AUD RRP: \$32.95
NZD RRP: \$42.99
ISBN-13: 9780749464073
Pre ISBN: 9780749453091
Due Date: 02/2012
Discount: TRADE INTERNATIONAL
Format: Paperback
Pages: 320

TESTING

Ultimate Psychometric Tests 2/e

Over 1000 Verbal Numerical Diagrammatic and IQ Practice Tests

Author: Bryon, Mike



Contains over 1000 practice psychometric test questions as well as answers and explanations. Including an overview of which companies employ which tests, including L'oreal, Sony, HMV, Toyota and IKEA among others, this title offers advice on how to get test-wise.



KOGAN PAGE

AUD RRP: \$32.95
NZD RRP: \$42.99
ISBN-13: 9780749463496
Pre ISBN: 9780749453084
Due Date: 02/2012
Discount: TRADE INTERNATIONAL
Format: Paperback
Size (mm): 246 X 189
Pages: 272

TESTING

Ultimate Aptitude Tests 2/e

Assess Your Potential with Aptitude Motivational and Personality Tests

Author: Barrett, Jim



Presents psychological tests that mirror those you are likely to encounter in various aptitude tests, including abstract visual tests, verbal and numerical reasoning aptitudes, practical skills and understanding as well as different types of mechanical and spatial tests.



KOGAN PAGE

AUD RRP: \$32.95
NZD RRP: \$42.99
ISBN-13: 9780749463175
Pre ISBN: 9780749452674
Due Date: 02/2012
Discount: TRADE INTERNATIONAL
Format: Paperback
Size (mm): 246 X 189
Pages: 240

BUSINESS & MANAGEMENT

Understanding NLP

Strategies for better workplace communication without the jargon



Author: Kay, Frances et al

Further simplifying the key concepts of NLP and with greater emphasis on the differences between rapport and relationship and how both can be better developed and managed, "Understanding NLP" provides even more clarity and guidance in a simple and common sense way, helping readers to make radical changes in the way they approach people, life and work.



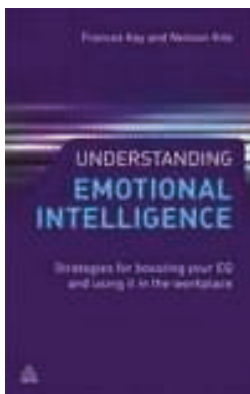
KOGAN PAGE

AUD RRP: \$29.95
NZD RRP: \$36.99
ISBN-13: 9780749463816
Due Date: 02/2012
Discount: TRADE INTERNATIONAL
Format: Paperback
Size (mm): 216 X 138
Pages: 240
Illustrations: NOT ILLUSTRATED

BUSINESS & MANAGEMENT

Understanding Emotional Intelligence

Strategies for boosting your EQ and using it in the workplace



Author: Kay, Frances et al

"Understanding Emotional Intelligence" shows readers how to use emotional intelligence in the workplace. It covers topics such as self-awareness, self-motivation, relationship management, how to assess and develop your emotional intelligence, habits of emotionally intelligent people, how to develop an emotionally aware organization, and how to use EQ as a management strategy.



KOGAN PAGE

AUD RRP: \$29.95
NZD RRP: \$36.99
ISBN-13: 9780749458805
Due Date: 02/2012
Discount: TRADE INTERNATIONAL
Format: Paperback
Size (mm): 216 X 138
Pages: 256
Illustrations: NOT ILLUSTRATED

BUSINESS & MANAGEMENT

Understanding CBT

Discover the Secrets of Cognitive Behavioural Therapy and Coaching and



Author: Palmer, Stephen

Cognitive Behavioural Therapy is not just useful in therapeutic and mental health settings, but is widely recognised as a valuable tool in the workplace. This title introduces the basics of cognitive behavioural therapy and provides insights into how you can change the way people think, define problems and set goals, and stand up to anxiety.



KOGAN PAGE

AUD RRP: \$29.95
NZD RRP: \$36.99
ISBN-13: 9780749459666
Due Date: 02/2012
Discount: TRADE INTERNATIONAL
Format: Paperback
Size (mm): 216 X 138

Branding and Innovation

How Co-Creation Can Develop and Revitalise Your Brand



Author: Ind, Nicholas

Any business that wants to continue growing has to consider new ways of developing and engaging with customers and clients. Innovation and co-creation have emerged as the key topics in the post-recession business environment. **Brand Together** will show you how to involve all stakeholders in the process of creativity - providing inspiration on how to revitalize brands and enable them to succeed in the new world of customer engagement and participation. It will show you how to truly intertwine innovation with brand strategy, whilst providing guidance on how to co-create with customers from a brand perspective. Drawing on case studies including Barclays, Mozilla, [yellow tail], Kraft Foods, Virgin Media and Danone. **Brand Together** will provide valuable insights for marketing and branding professionals and for anyone who wants to grow their business and their brand.



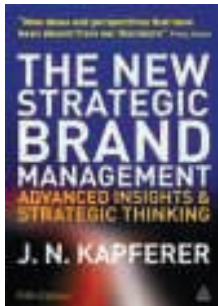
KOGAN PAGE

AUD RRP: \$44.95
NZD RRP: \$59.99
ISBN-13: 9780749463250
Due Date: 02/2012
Discount: TRADE INTERNATIONAL
Format: Hardback
Size (mm): 234 X 156
Pages: 256

BUSINESS & MANAGEMENT

New Strategic Brand Management, The

Advanced Insights and Strategic Thinking



Author: Kapferer, Jean Noel

Suitable for senior strategists, positioning professionals and postgraduate students, this book reveals and explains various techniques used by companies worldwide. It covers the leading issues faced by the brand strategists, supported by an array of international case studies.



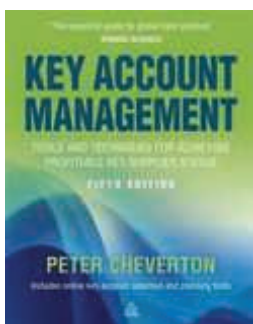
KOGAN PAGE

AUD RRP: \$75.00
NZD RRP: \$95.00
ISBN-13: 9780749465155
Due Date: 02/2012
Discount: TRADE INTERNATIONAL
Format: Paperback
Pages: 576

BUSINESS & MANAGEMENT

Key Account Management

Tools and Techniques for Achieving Profitable Key Supplier Status



Author: Cheverton, Peter

Key Account Management is a highly practical book with a unique yet simple planning methodology for identifying, obtaining, retaining and developing key customers - the lifeblood of any organization. Very few books take the long-term, team-selling strategic view of KAM that this book takes, and it is the only book which focuses on implementation rather than theory. Based on real and current experience of companies facing the challenge, it provides tools for use in the real world that will help you to plan your own strategy as you proceed.



KOGAN PAGE

AUD RRP: \$65.00
NZD RRP: \$89.99
ISBN-13: 9780749463519
Due Date: 02/2012
Discount: TRADE INTERNATIONAL
Format: Paperback
Size (mm): 214 X 170
Pages: 288

Economics Made Simple



9 780857 191427



Author: Pirie, Madsen

How do the banks work? What does the City do? Why do prices rise or fall? Is competition wasteful? How do companies work and how can they be regulated? How can we create more wealth? What causes globalization and how does it affect people? This book explains these questions through everyday experience and commonsense intuitions.

HARRIMAN HOUSE

AUD \$39.95
RRP:
NZD \$49.99
RRP:
ISBN-13: 9780857191427
Due 02/2012
Date:
Discount: TRADE INTERNATIONAL
Format: Paperback
Pages: 196

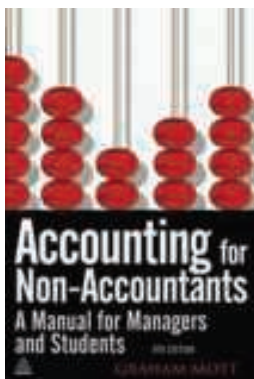
ACCOUNTING

Accounting for Non-Accountants

A Manual for Managers and Students



9 780749 464943



Author: Mott, Graham

This updated edition of the best-selling handbook Accounting for Non-Accountants provides the perfect introduction to the basics of accounting and business finance. It takes you through accounting and financial techniques and terms in an easy-to-follow style. Fully revised to include information on the latest accounting standards and changes in taxation law, it introduces concepts in a way intended to aid non-financial students, as well as managers from organizations of all sizes. It is divided into three main sections: annual accounts, management accounting and financial management, and contains examples and questions to test your understanding. Accounting for Non-Accountants is already widely used as an introductory text for business and management students on a variety of courses, and it remains essential reading for anyone wishing to truly understand accounting principles and practice.

KOGAN PAGE

AUD \$44.95
RRP:
NZD \$59.99
RRP:
ISBN-13: 9780749464943
Pre ISBN 9780749452643
Due 02/2012
Date:
Discount: TRADE INTERNATIONAL
Format: Paperback
Pages: 384

FINANCE & ACCOUNTING



Business Guide to Credit Management 2/e

Reuvid, Jonathan
 9780749463120



9 780749 463120

AU\$59.95
NZ\$75.00

Kogan Page

This updated edition of "The Business Guide to Credit Management" provides a review of current thinking and practice in the field of credit management, including coverage of debt management, credit control, invoicing, risk assessment and cashflow management.



Foreign Exchange Matrix, The

Rockefeller, Barbara
 9780857191304



9 780857 191304

AU\$75.00
NZ\$95.00

Harriman House

Suitable for sophisticated financial market professionals seeking an understanding of the world of foreign exchange, this book offers insight into what professional FX traders take into consideration before entering into positions. It delves into how technology has leveled the playing field between big and small players, and at what cost.



Handbook of International Trade and Finance

Grath, Anders
 9780749463977



9 780749 463977

\$79.95
NZ\$99.99

Kogan Page

The FX Matrix is the go-to book for sophisticated financial market professionals seeking a deeper understanding of the world of foreign exchange - written by experienced insiders. FX is changing rapidly from the end-product and reflection of all other financial markets to having a dynamic and interactive price-setting role in other markets, from commodities to equities.



Outstanding Lessons Pocketbook

Bentley-Davies, Caroline
9781906610357



AU\$16.99
NZ\$21.99

Management Pocket Book

In England 'outstanding' is the term Ofsted uses to describe the very best lessons. Teaching outstanding lessons is an aspiration all teachers share, not least because of the buzz they get from knowing that they have made a significant impact on their students. In highly successful lessons students are better motivated, engaged and interested. They make excellent progress and their attainment levels improve. This cartoon-illustrated Pocketbook, written in clear, concise language for maximum impact, is about how to teach 'stunning lessons that will make an impression on your pupils and knock the socks off your observers'. It begins by scotching some of the myths about what inspectors expect to see in a top-notch lesson, focusing instead on the reality.



IT Governance

Calder, Alan
9780749464851



AU\$105
NZ\$135.00

Kogan Page

The development of IT governance makes it essential for managers at various levels, and in organizations of different sizes, to understand how best to deal with information security risk. This title takes account of regulatory and technological developments, including the creation of the International Board for IT Governance Qualifications.



Professionalism in Purchasing

Kenny, Denis
9780749464240



AU\$69.95
NZ\$89.99

Kogan Page

Organizations rely on suppliers and partners to provide and deliver non-core activities to a premium standard and at optimum cost. As such outsourcing and the ability to manage complex third party relationships has never been more important. Those responsible for organizational spend have to manage these multiple relationships successfully, keeping pace with their increased responsibilities and demonstrating this to the board. "Professionalism in Purchasing" provides practical advice for any individual working within procurement. It defines the characteristics of professionalism and explains how promoting professionalism within purchasing can lead to greater savings for the organizations as a whole. The author also provides practical, tailored advice that any procurement specialist can follow in order to increase their success at work. It includes guidance on: managing customers, procurement processes and compliance and leadership within the function. The book is supported by numerous international case studies as well as interviews with procurement professionals, responsible for the successful management of spend in global companies.



Lowe's Transport Manager's and Operator's Handbook 2012

Lowe, David
9780749464035



AU\$110.00
NZ\$140.00

Kogan Page

A guide to the legal, operational and environmental factors that are of the utmost importance in road transport industry - including professional competence, working times and driving hours rules, speed cameras and penalties, the international road haulage market, and drugs testing for drivers.



Handbook of European Intellectual Property Management

Jolly, Adam
9780749464158



AU\$59.95
NZ\$75.00

Kogan Page

When managed well, intellectual property (IP) puts enterprises in a position to lock in an advantage and command a premium. This practical guide reveals how IP can contribute to improved competitive performance and to greater value on the balance sheet, whilst also offering a template for 'best practice' in IP management.



Manga Guide to Electronic Circuits, The

Tanaka, Kenichi
9781593273927



AU\$24.95
NZ\$29.99

No Starch Press

This book teaches electronics in a refreshingly simple way using authentic Japanese comics. As readers follow along with the story, they learn electrical fundamentals like Kirchoff's laws, voltage and current amplification, impedance matching, and how to analyze the most complex circuit and signal diagrams.

Studying in the UK

A Guide for International Students



Author: Evans, Cerys

Clear, comprehensive advice for international students wishing to study in the UK, explaining how to apply, the structure of the UK higher education system, how courses are taught and what funding is available for overseas students. Plus advice on key issues including finding accommodation and registering with a doctor.

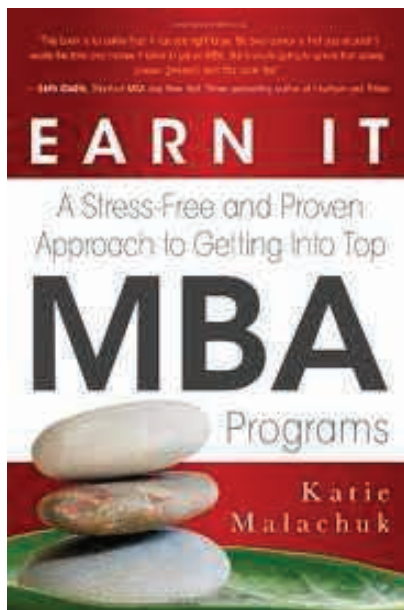


CRIMSON PUBLISHING

AUD RRP: \$27.95
NZD RRP: \$39.99
ISBN-13: 9781844552207
Due Date: 02/2012
Discount: TRADE INTERNATIONAL
Format: Paperback
Size (mm): 216 X 138
Pages: 192

Earn it

A Stress-free and Proven Approach to Getting into Top MBA Programs



Author: Malachuk, Katie

From the company that gets more people in business school than any other and author of the successful "You're Accepted," comes a new guide to getting into business school while leaving stress behind and finding your own true self. Katie Malachuk, who has seen the admissions process from every angle, guides applicants on how to highlight their strengths and talents in a natural and appealing way. As one of the country's most popular and effective grad school admissions consultants, Malachuk addresses the myths and facts about each phase of the process and introduces her user-friendly philosophy to give a new perspective to those facing this daunting challenge. Her approach will take the reader through exercises designed to develop self-knowledge, self-acceptance, and self-confidence. In this results-oriented book, applicants will gain not only admission to business school, but also an understanding that life is bigger than just getting in. The life lessons learned from this invaluable book will transcend the application process and offer readers insight into their own individual gifts, values, and passions that will carry them through business school and beyond. "Earn It" is an invaluable tool for getting into business school and an important step in starting down the road towards success in career and in life.



KAPLAN PUBLISHING

AUD RRP: \$24.95
NZD RRP: \$29.99
ISBN-13: 9781607146735
Due Date: Out Now
Discount: TRADE INTERNATIONAL
Format: Paperback
Size (mm): 203 X 133
Pages: 320

Business & Computing
New Book Releases
Price List



Woodslane Quick Order Sheet

ISBN	PRE ISBN	TITLE	PUB	AU\$	NZ\$	Disc	QTY
9781609945879		This Changes Everything	B-K	\$ 12.95	\$ 16.99	A	
9781921589768		Building Your Business, Your Brand, Your Life	ARK	\$ 24.95	\$ 29.99	A	
9780749465049		Brandwashed	K-P	\$ 32.95	\$ 42.99	E	
9780749463250		Branding and Innovation	K-P	\$ 44.95	\$ 59.99	E	
9780749464073	9780749453091	Ultimate IQ Tests 2/e	K-P	\$ 32.95	\$ 42.99	E	
9780749463496	9780749453084	Ultimate Psychometric Tests 2/e	K-P	\$ 32.95	\$ 42.99	E	
9780749463175	9780749452674	Ultimate Aptitude Tests 2/e	K-P	\$ 32.95	\$ 42.99	E	
9780749463816		Understanding NLP	K-P	\$ 29.95	\$ 36.99	E	
9780749458805		Understanding Emotional Intelligence	K-P	\$ 29.95	\$ 36.99	E	
9780749459666		Understanding CBT	K-P	\$ 29.95	\$ 36.99	E	
9780749465155		New Strategic Brand Management, The	K-P	\$ 75.00	\$ 95.00	E	
9780749463519		Key Account Management	K-P	\$ 65.00	\$ 89.99	E	
9780857191427		Economics Made Simple	HAR	\$ 39.95	\$ 49.99	E	
9780749464943	9780749452643	Accounting for Non-Accountants 8/e	K-P	\$ 44.95	\$ 59.99	E	
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9780857191304		Foreign Exchange Matrix, The	HAR	\$ 75.00	\$ 95.00	E	
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9781906610357		Outstanding Lessons Pocketbook	MNP	\$ 16.99	\$ 21.99	E	
9780749464851		IT Governance	K-P	\$105.00	\$135.00	E	
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9780749464035		Lowe's Transport Manager's and Operator's Handbook 2012	K-P	\$110.00	\$140.00	E	
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www.woodslane.com.au / info@woodslane.com.au

Account Number:

Account Name:

Order Number:

RRP = Recommended Retail Price including GST

Price and Availability are subject to change without notice

A = Trade Australia, E = Trade International,

B = Academic, C = Professional. J & L = Very Short Discount

Woodslane Quick Order Sheet

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9781449309930		Make: Technology on Your Time	ORE	\$ 19.95	\$ 29.99	E	
9781449310028		PDF Explained	ORE	\$ 27.95	\$ 42.99	E	
9781936420254		Digital Video for Family Historians BK/CD	MEL	\$ 69.95	\$ 89.99	B	
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9780735661622		Microsoft Project Management 2010 Kit: Microsoft Project 2010 Inside Out	MSP	\$ 89.95	\$135.00	E	
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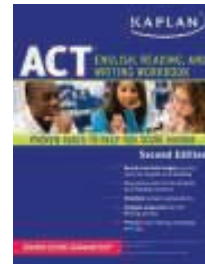
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Kaplan ACT English, Reading, and Writing Workbook

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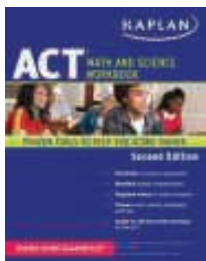
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Hundreds of practice questions

Information about the format and structure of the test



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Kaplan
9781609780586



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Information about the format and structure of the test



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The Graduate Record Exam (GRE) is taken by college graduates looking to gain entrance to graduate school in business, the arts, sciences, and humanities. With an increasing number of graduate and business school applicants and an increasing number of GRE test-takers—now a complete test overhaul by the test-maker—a high GRE score is critical to set yourself apart from the competition. "New GRE 2011-2012 Premier with CD-ROM" is a comprehensive package that includes a book, CD-ROM, and online companion with in-depth strategies, test information, and practice questions to help students score higher on the new GRE Revised General Test. "New GRE 2011-2012 Premier with CD-ROM" is fully updated



Good Non Retirement Guide 2012

Kay, Frances
9780749464547



AU\$4.95
NZ\$59.99
Kaplan

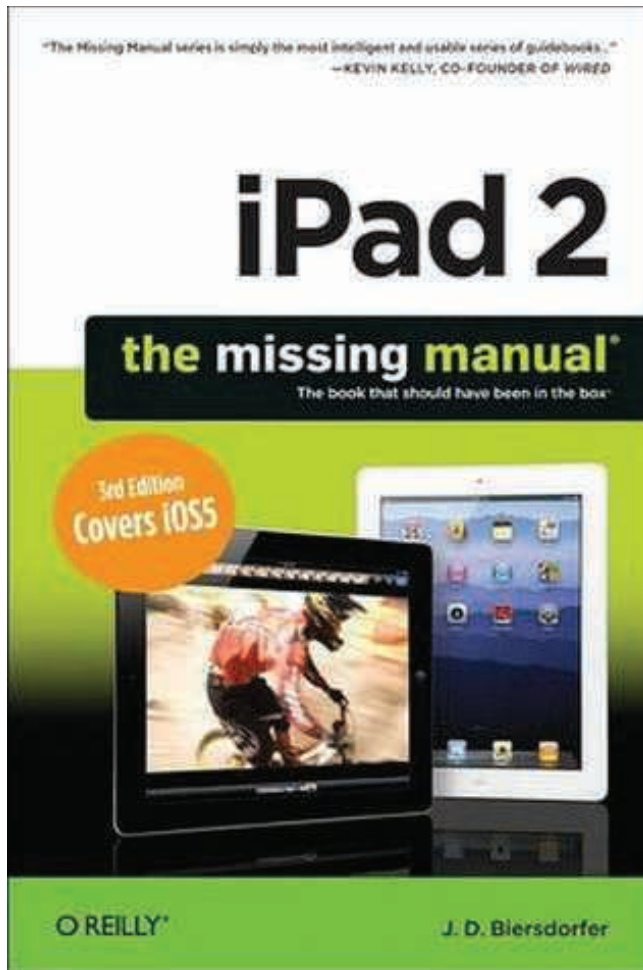
Retirement is a time of immense opportunity. Without the routine demands of working life, new ambitions can be realized and new experiences enjoyed. Yet with so much to consider, people are often unsure how best to plan for their future. Furthermore, with rising retirement ages, the closure of many final pension salary schemes and uncertainty regarding universal benefits, the scope for concern and confusion is now even greater. "The Good Non Retirement Guide" is essential reading for all those looking forward to making the most of their retirement, and offers clear and concise suggestions and advice on a broad range of retirement-related subjects, including pensions, tax, leisure activities, voluntary work and health.

iPad 2: The Missing Manual 3/e

Author: Biersdorfer, J.D.



OREILLY



With iOS 5, Apple added more than 200 new features to the iPad 2, but there's still no printed guide to using its amazing capabilities. That's where this full-color Missing Manual comes in. You'll learn how to stuff your iPad with content, stream media to and from your tablet, organize your contacts and appointments, send text messages, and much more.

This is the book that should have been in the box.

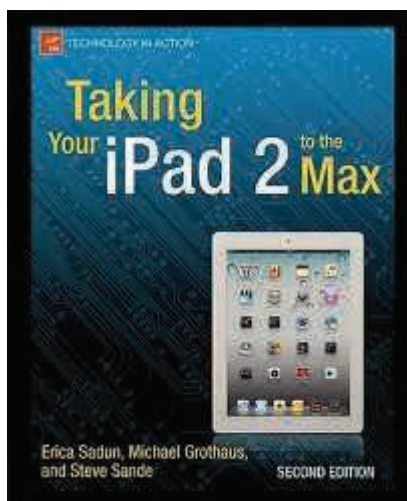
The important stuff you need to know:

- **Build your media library.** Fill your iPad with music, movies, TV shows, eBooks, eMagazines, photos, and more.
- **No wires needed.** Wirelessly sync content between your computer and iPad, and automatically download app updates.
- **Go online.** Connect through WiFi or Wi-Fi+3G, and surf the Web using the iPad's new tabbed browser.
- **Consolidate email.** Read and send messages from any of your accounts.
- **Get social.** Use built-in apps like Twitter, iMessage, and Ping to stay in touch.
- **Capture memories.** Use the upgraded camera app to snap pics from the lock screen, zoom in on subjects, and activate autofocus and autoexposure.
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Taking Your iPad 2 to the Max

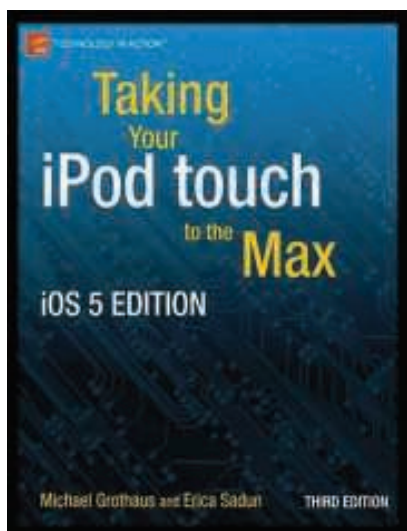
**Author:** Sadun, Erica

iPad 2: It looks different. It acts different. It connects to the world, yet it is as personal as a well-worn book. And now it has two cameras! Taking Your iPad 2 to the Max is written so that anyone can quickly get up to speed on Apple's latest hit. As bloggers at The Unofficial Apple Weblog (TUAW.com), the authors have the happy privilege of working with Apple products every day, and they'll guide you through all of the perks of being an iPad 2 owner. This book takes you from selecting and buying an iPad, to connecting it to the Internet, to using the incredible power of the iPad and all its apps to enhance your life. Whether you're using your iPad to surf the Internet, admire family photos, listen to music, watch movies, create or edit movies, or read a book, this book will help guide you. Discover how your iPad 2 can be a virtual shopping mall, opening the door to purchases of music, books, videos, and movies. This book will help you organize your daily life through the use of Calendar, Notes, and Contacts, communicate with friends and colleagues with Mail, and find your way with Maps. You'll also learn how get the most out of your iPad's two cameras. Taking Your iPad 2 to the Max introduces the essentials of using your iPad 2 for recreation, travel, and work - and includes the basics of Apple's iWork suite for iPad. Learn to create business or personal documents with Pages, make professional presentations with Keynote, and keep data and finances under control with Numbers.

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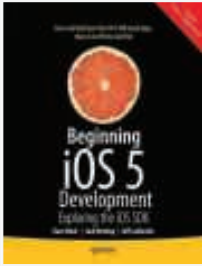
Taking Your iPod Touch to the Max iOS5 ed

**Author:** Grothaus, Michael

Unleash your iPod touch and take it to the limit using secret tips and techniques. Fast and fun to read, Taking Your iPod touch 5 to the Max will help you get the most out of iOS 5 on your iPod touch. You'll find all the best undocumented tricks, as well as the most efficient and enjoyable introduction to the iPod touch available. Starting with the basics, you'll quickly move on to discover the iPod touch's hidden potential, like how to connect to a TV and get contract-free VoIP. From e-mail and surfing the Web, to using iTunes, iBooks, games, photos, ripping DVDs and getting free VoIP with Skype or FaceTime - whether you have a new iPod touch, or an older iPod touch with iOS 5, you'll find it all in this book. You'll even learn tips on where to get the best and cheapest iPod touch accessories. Get ready to take iPod touch to the max!

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Beginning iPhone X Development

Mark, David
9781430236054



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APRESS

The team that brought you the bestselling Beginning iPhone Development is back again for Beginning iOS 5 Development, and this time they're offering the best coverage available of Apple's new iOS 5 SDK and the latest version of Xcode. You'll see all of the new technologies available with iOS 5 - including multitasking, iAd, Game Center, and countless new APIs - and put them to good use creating your very own apps for the iPhone 4S (and earlier iPhones), iPod touch, and iPad 2.



More iPhone X Development

Mark, David
9781430238072



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Interested in iPhone and iPad apps development? Want to learn more? Whether you're a self-taught iPhone and iPad apps development genius or have just made your way through the pages of Beginning iOS 5 Development, we have the perfect book for you. More iOS 5 Development: Further Explorations of the iOS SDK digs deeper into Apple's latest iOS 5 SDK.



Beginning iPhone X Games Development

Jordan, Lucas
9781430237105



AU\$47.95
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Game apps on iPhone and now iPad remain one of the most popular type of apps in the Apple iTunes App Store. Does Angry Birds ring a bell? What you were once able to do just for the iPhone (and iPod touch) is now possible for the popular iPad, using the new iOS 5 SDK. Beginning iOS 5 Game Development provides a clear path for you to create games using the iOS 5 SDK platform for the iPad, iPhone, and iPod touch.



Learn Cocos2D Game Dev

Itterheim, Steffen
9781430238133



AU\$47.95
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Learn cocos2d Game Development with iOS 5 provides a rock-solid introduction to the cocos2d iPhone and iPad game apps engine and related tools. It focuses on the process of creating several game apps made entirely using cocos2d with little or no use of the iOS 5 SDK and OpenGL code. By creating 2-3 sample game apps while working through the book, you'll learn key concepts of the cocos2d game engine.



Beginning iOS 3D Unreal Games Development

Chin, Robert
9781430240358



AU\$47.95
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APRESS

The Unreal SDK features Epic's award-winning Unreal Engine 3, used to create bestselling games such as Infinity Blade for iOS, and popular console games like Borderlands and Bioshock. Now, you can build your own Unreal game for the iOS platform. Beginning iOS 3D Unreal Games Development covers using the Unreal SDK game creation system to create 3D games for the iOS platform, which includes the iPhone, iPod touch and iPad.



Pro Android Apps Performance Optimization

Guihot, Herve
9781430239994



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Today's Android apps developers are often running into the need to refine, improve and optimize their apps performances. As more complex apps can be created, it is even more important for developers to deal with this critical issue. Android allows developers to write apps using Java, C or a combination of both with the Android SDK and the Android NDK.



Windows Phone Application Sketch Book

Kaplan, Dean
9781430241461



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Think you have the next great Windows Phone app idea? The Windows Phone Application Sketch Book is an essential tool for any aspiring Windows Phone developer. This sketch book makes it easy to centralize and organize your ideas, featuring enlarged Windows Phone templates to write on. Professionally printed on high-quality paper, it has a total of 150 gridded templates for you to draft ideas and doodle designs while providing ample room to make notes and document the app name and screen name.



Pro Windows Embedded Compact 7

Kcholi, Abraham
9781430241799



AU\$69.95
NZ\$89.99
APRESS

Windows Embedded Compact 7 is the natural choice for developing sophisticated, small-footprint devices for both consumers and the enterprise. For this latest version, a number of significant enhancements have been made, most notably the ability to run multi-core processors and address more than the 512 MB of memory constraint in previous versions. Using familiar developer tools, Pro Windows Embedded Compact 7 will take you on a deep-dive into device driver development.



Mobile Design Pattern Gallery

Neil, Theresa
9781449314323



AU\$39.95
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O'Reilly

The Mobile Design Pattern Gallery is about interface design patterns for mobile applications. This book is for product managers, designers and developers who are creating mobile applications for the marketplace. The gallery includes 60 patterns, and hundreds of current screenshots from iOS, Android, BlackBerry, WebOS, Symbian and Windows applications.

Make: Technology on Your Time

Volume 28 Toys and Games



Author: Frauenfelder, Mark

The first magazine devoted entirely to do-it-yourself technology projects presents its 28th quarterly edition for people who like to tweak, disassemble, recreate, and invent cool new uses for technology.

Express your inner child with MAKE Volume 28, featuring toys and games. Any maker can tell you that lots of experimentation and play time are essential to developing brainpower and creativity. This issue pays tribute to the beloved toys and games you grew up with and their evolution through technology.



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GRAPHICAL & DIGITAL APPS - Illustration software

PDF Explained



Author: Whittington, John

An introduction to the PDF file format, threaded through with practical examples - deconstructing, creating and processing PDF files. After exploring how PDF is produced, and how it can be edited with tools from text editors to Ghostscript to PDFTK, readers will learn to deal with problems with PDF files and common error messages.

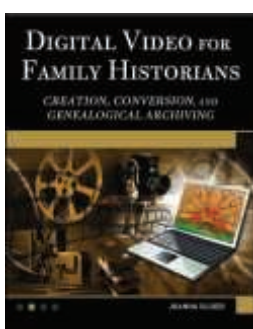


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DIGITAL LIFESTYLE - Digital video guide

Digital Video for Family Historians BK/CD



Author: Silber, Joanna

Millions of people have been collecting media of their families, but how many know what to do with it? Sometimes this media is in the form of outdated 16 mm film handed down in dusty boxes, or frequently it's simply smart phone footage shot at a child's soccer game. Either way - the habit of collecting media but not producing it into an archival piece is all too common. This book will teach the user how to create a family history video, from start to finish, whether from mixed media formats over several generations or footage using the latest mobile devices. Every aspect of the project will be covered in simple steps - from understanding and mixing formats, combining video and stills, storytelling techniques, audio, editing, and archiving. A companion DVD accompanies the book with projects and all the figures from the text.



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Searching and Researching on the Internet and World Wide Web 5/e



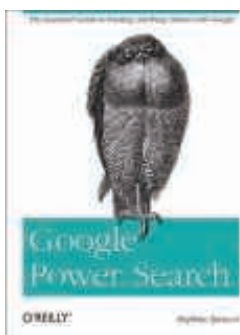
Author: Hartman, Karen

Searching & Researching on the Internet & the World Wide Web 5th edition, by Ernest Ackermann, a computer science professor and Karen Hartman, a reference librarian, is a welcome update to the field of Internet "how-to" books. As it is updated every two years it does not fall behind in this rapidly changing field. The content and organization make it useful for independent study or as an Internet course textbook. Logically organized, it begins with chapters on basics introducing the Internet and the Web, browsers and bookmarks, before progressing to research skills and tools. Each chapter includes detailed activities designed to demonstrate the tools, services, or resources being discussed in the chapter. The authors are good about encouraging readers to adapt and to use their newly learned navigation skills should they encounter differing results from those presented.

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Google Power Search



Author: Spencer, Stephan

Behind Google's deceptively simple interface is immense power for both market and competitive research-if you know how to use it well. Sure, basic searches are easy, but complex searches require specialized skills. This concise book takes you through the full range of Google's powerful search-refinement features, so you can quickly find the specific information you need. Learn techniques ranging from simple Boolean logic to URL parameters and other advanced tools, and see how they're applied to real-world market research examples. Incorporate advanced search operators such as filetype:, intitle:, daterange:, and others into your queries Use Google filtering tools, including Search Within Results, Similar Pages, and SafeSearch, among others Explore the breadth of Google through auxiliary search services like Google News, Google Books, Google Blog Search, and Google Scholar Acquire advanced Google skills that result in more effective search engine optimization (SEO)

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Microsoft Project Management 2010 Kit



Applying Best Practices and Real-world Techniques with Microsoft Project



Author: Stover, Teresa S.

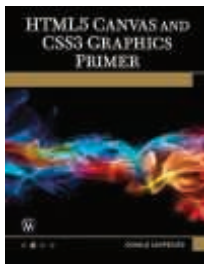
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HTML5 Canvas and CSS3 Graphics Primer

Camposato, Oswald
9781936420346



AU\$44.95
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Mercury

This book covers the features of HTML5 Canvas, CSS3 graphics, and shows how you can extend the power of CSS3 with SVG. The material in this book is accessible to people who have limited knowledge of HTML and JavaScript. There is companion DVD with source code and graphics, companion DVD contains all the source code and color graphics from the book.



Learn HTML5 and JavaScript for iOS

Preston, Scott
9781430240389



AU\$47.95
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APRESS

You have a great idea for a simple mobile web app. Or, you have a great idea for a complicated mobile web app. Either way, Learn HTML5 and JavaScript for iOS will help you build, fine-tune, and publish your app for iPhone, iPad, or iPod touch. -->Scott Preston--> will walk you through building a mobile web app from scratch using real-world examples.



REST API Design Rulebook

Masse, Mark
9781449310509



AU\$27.95
NZ\$42.99
Manning

The basic rules of REST APIs - "many nouns, few verbs, stick with HTTP" - seem easy, but that simplicity and power require discipline to work smoothly. This brief guide provides next steps for implementing complex projects on simple and extensible foundations.



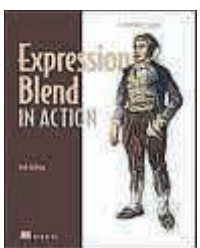
Creating Channels with APIs

Woods, Dan
9781449308926



AU\$34.95
NZ\$49.99
O'Reilly

Making an API work to create a new channel is not just a matter of technology. An API must be considered in terms of business strategy, marketing, and operations as well as the technical aspects of programming. This book, written by Greg Brail, CTO of Apigee, and Brian Mulloy, VP of Products, captures the knowledge of all these areas gained by Apigee, the leading company in supporting the rollout of high traffic APIs.



Expression Blend

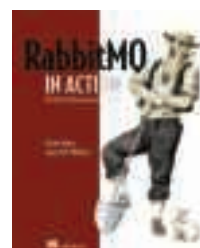
Cochran
9781617290299



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Manning

Microsoft's leading application development frameworks, Windows Presentation Foundation and Silverlight, provide extraordinary expressive potential. It's not always easy, though, to turn visual concepts into working code. Expression Blend, a powerful design tool from Microsoft, translates what you see on the design surface into the declarative markup language XAML, dramatically increasing productivity for anyone building User Interfaces for .NET applications.

"Expression Blend in Action" is a unique tutorial written for developers. The book starts by demystifying Blend's features and teaching how to configure, navigate, and use it. Readers will learn a fast and simple method for application layout, how to style and theme applications and controls, and how to create compelling user experiences with animations and visual states. Finally, they'll discover how Blend can enhance business application development through the power of data binding, templates, and behaviors.



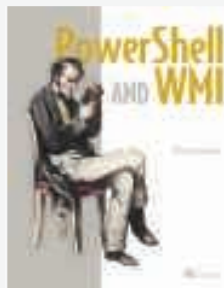
RabbitMQ in Action

Videla
9781935182979



AU\$49.95
NZ\$59.99
Manning

RabbitMQ in Action is a fast-paced run through building and managing scalable applications using the RabbitMQ messaging server. It starts by explaining how message queuing works, its history and how RabbitMQ fits in. Then it shows you real-world examples you can apply to your own scalability and interoperability challenges. By the end, you'll even know how to make RabbitMQ purr like a well oiled machine in a 24x7x365 environment.



PowerShell and WMI

Siddaway
9781617290114



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Manning

WMI, Windows Management Instrumentation, provides a standard infrastructure for managing all aspects of Windows-based systems. WMI isn't new, but now that administrators can script it using PowerShell, it's just gotten infinitely easier to use! Taken together, WMI and PowerShell create an extraordinarily powerful mechanism automating the management of servers, networks, and remote Windows computers.

"PowerShell and WMI" is an example-driven guide for administrators managing networks of Windows servers and desktops. With over 150 specific examples, including ready-to-reuse scripts and techniques, readers will learn the ins and outs of automating WMI via PowerShell 2. The author provides deep coverage of all aspects of Windows administration, including IIS, DNS and Hyper-V.



Pro Spatial with SQL Server 11

Aitchison, Alastair
9781430234913



AU\$69.95
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APRESS

Microsoft SQL Server implements extensive support for location-based data. Pro Spatial with SQL Server 2011 introduces SQL Server's spatial feature set, and covers everything you'll need to know to store, manipulate, and analyze information about the physical location of objects in space. You'll learn about the geography and geometry datatypes, and how to apply them in practical situations involving the spatial relationships of people, places, and things on Earth. Pro Spatial with SQL Server 2011 goes beyond just the database. You'll learn about standard formats for data interchange, including how to syndicate location-based data using GeoRSS. You'll learn to visually present query results using outside tools such as Bing Maps and SQL Server Reporting Service's new Map component.



Practical Data Migration

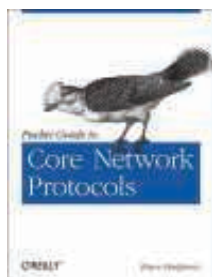
Morris, Johny
9781906124847



AU\$55.00
NZ\$69.99

BCS

Ensuring the success of data migration projects is crucial, especially if a business is looking to achieve maximum return on its investment. This guide provides several approaches and techniques for ensuring data migration projects work smoothly. It includes real-life examples and clear definitions of the most commonly used terminology.



Packet Guide to Core Network Protocols

Hartpence, Bruce
9781449306533



AU\$27.95
NZ\$34.99

O'Reilly

This book is about networking. It is an explanation of protocols seen running on every single network, the content of which is supported by packet captures and analysis. Each chapter will explain the protocol, the fields displayed in the packet and some other tidbits such as where it came from and operation basics. Each chapter will also have sections for security risks and mitigation. The topics covered in this book include Models, Ethernet, IP, Masking, ARP, ICMP and Equipment.



C for Open Source Programmers

Shandelman, Todd
9781430231899



AU\$57.95
NZ\$69.99

APRESS

This C book is specifically for Open Source developers who need to know modern C. The C programming language is the foundation of Open Source and most modern operating systems: Linux, FreeBSD, and all other current versions of Unix are written in it. In addition, popular languages like Perl and Python are also written in C. C is powerful and stable, and yet its syntax and concepts can trip up new programmers and, of course, developers coming from other languages. That's where this book comes in. Rather than inundating you with concepts without context, C for Open Source Programmers will explain exactly what you need to know to survive an Open Source project. Through clear-cut examples, you'll see the implementation of basic concepts like linked lists and pointers as well as more advanced concepts like double pointers and advanced memory management.



Parallel R

McCallum, Q. Ethan
9781449309923



AU\$29.95
NZ\$42.99

O'Reilly

R is a wonderful thing, indeed: in recent years this free, open-source product has become a popular toolkit for statistical analysis and programming. Two of R's limitations -- that it is single-threaded and memory-bound -- become especially troublesome in the current era of large-scale data analysis. It's possible to break past these boundaries by putting R on the parallel path. Parallel R will describe how to give R parallel muscle. Coverage will include stalwarts such as snow and multicore, and also newer techniques such as Hadoop and Amazon's cloud computing platform.



Programming Entity Framework: Code First

Lerman, Julia
9781449312947

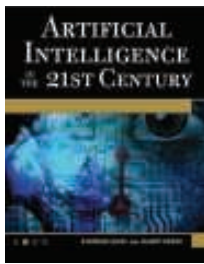


AU\$34.95

NZ\$49.99

O'Reilly

This mini book will act as an extension to Programming Entity Framework 2nd Edition. Code First is an additional means of building a model to be used with the Entity Framework and is creating a lot of excitement in the .NET development community. The reader will begin with an overview of what Code First is, why it was created, how it fits into the Entity Framework and when to use it over the alternatives. Next the reader will gain an understanding of how Code First's built in conventions work and how to override them with configuration - whether they choose to use attribute based Data Annotations or strongly typed Fluent API configurations. The mini-book will then review the modeling possibilities of Code First, looking first at the impact of its conventions and then demonstrating how to override that behavior (and its impact on the database) first with the Annotations and then with the Fluent API. The book will also explore how Code First Database initialization works, the options it provides and how they impact your application development and database. Finally the reader will get a chance to see Code First in action in a small application. Because more complex application development with Code First will depend on an understanding of the DbContext API, which is the focus of Minibook #2, readers will see additional application scenarios with Code First in that following mini-book.



Artificial Intelligence BK/CD H/C

Lucci, Stephen et al
9781936420230



AU\$170.00

NZ\$215.00

Mercury

Artificial Intelligence is a quickly changing field that has gone from theory and promise to delivery and practice in a meteoric way in recent years. This text provides a comprehensive, colorful, up to date, and accessible presentation of AI without sacrificing theoretical foundations. It includes numerous examples, applications, full color images, and human interest boxes to enhance student learning. Advanced topics cover neural nets, genetic algorithms, and complex board games. A companion DVD is included with resources, simulations, and figures from the book. Numerous instructors' resources are available upon adoption.



Open Enterprise Security Architecture (O-ESA)

Wahe, Stefan
9789087536725



AU\$75.00

NZ\$95.00

Van Haren

Information Security professionals today have to be able to demonstrate their security strategies within clearly demonstrable frameworks, and show how these are driven by their organization's business priorities, derived from sound risk management assessments. This Open Enterprise Security Architecture (O-ESA) Guide provides a valuable reference resource for practicing security architects and designers explaining the key security issues, terms, principles, components, and concepts underlying security-related decisions that security architects and designers have to make. In doing so it helps in explaining their security architectures and related decision-making processes to their enterprise architecture colleagues. The description avoids excessively technical presentation of the issues and concepts, so making it also an eminently digestible reference for business managers - enabling them to appreciate, validate, and balance the security architecture viewpoints along with all the other viewpoints involved in creating a comprehensive enterprise IT architecture



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