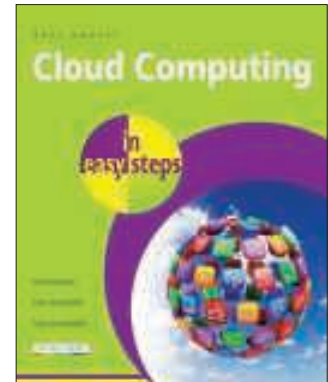
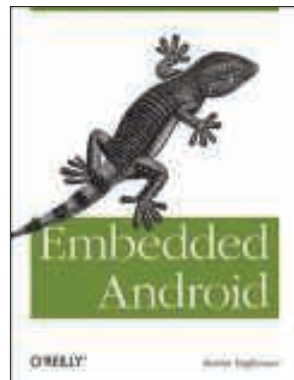
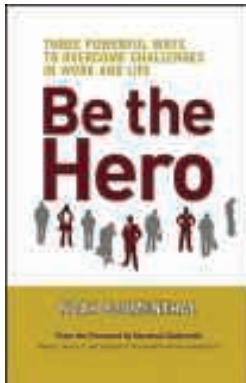
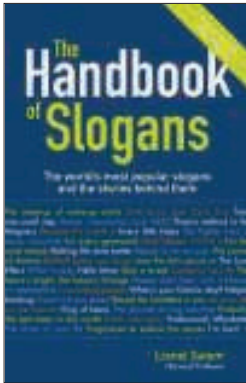


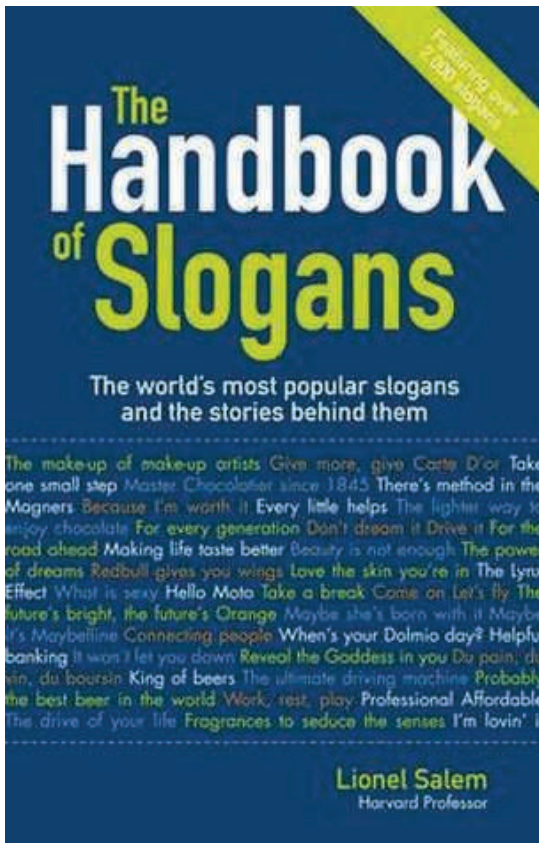
# Business & Computing

## New Book Releases

April 2012







**Author: Salem, Lionel**

**CRIMSON PUBLISHING**

Just Do It, Every Little Helps, The Power of Dreams Sound familiar? Company slogans have the power to infiltrate everyday language and influence the buying behaviour of consumers. How does your company slogan compare to the most popular slogans today? The Handbook of Slogans contains over 2,200 slogans of the world's biggest companies. With Michelin-style ratings, social and historical commentary and insight, you can learn and take inspiration from the very best. Discover why Intel added 'Sponsors of Tomorrow' to its famous slogan 'Intel Inside' and how Nike's phrase 'Just Do It' has become a commonplace saying in the work environment. Harvard professor and renowned research scientist, Lionel Salem, tells the stories of the world's top slogans, revealing where they came from, the agencies behind them, and the effect they had on the companies commercial performance. The book will help readers: Understand what makes a memorable slogan Become aware of other top slogans in their own industries How slogans evolve over time as companies adapt their message to consumers Essential reading for entrepreneurs, marketers, branding experts and anyone with an interest in the thought process behind infamous slogans and how they impact our everyday lives!



The Stories behind the slogans

'Just Do it' Nike

'Every Little bit Helps' Tesco

'Power of Dreams' Honda

'Lynx Effect' Lynx

'Hello Moto' Motorola

'I'm Loving it' MacDonaldds

**AUD RRP:** \$27.95  
**NZD RRP:** \$39.99  
**ISBN-13:** 9781780590363  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Size (mm):** 234 X 156  
**Pages:** 224

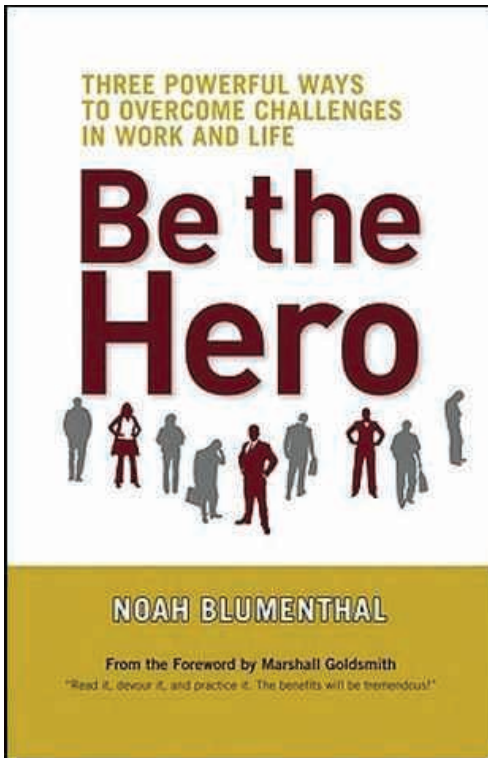
# Be the Hero

*Three Powerful Ways to Overcome Challenges in Work and Life*

Author: Blumenthal, Noah



**BERRETT-KOEHLER**



Standing on a mountaintop in Switzerland, Jeff thought he had figured out the secret to living a great life.

- Eight years later he was a rising star in his company and looking forward to the birth of his first child.

- Then it all unraveled. Follow his extraordinary journey as he discovers what he missed on the mountain and how to recapture his success at work and in life.

***A victim mentality is rampant in organizations today.  
My boss is a jerk!  
This is a dead-end job!  
I can't change anything here!***

The result is lost productivity, lack of creativity, departmental in-fighting-a toxic atmosphere. But nobody has to be a victim. The truth is people make themselves victims. It's just an interpretation of reality, a story they tell themselves. People can choose a different story. They can stop seeing themselves as helpless victims and instead discover how to put themselves in charge. Anyone can choose to Be the Hero. Appropriately enough, executive coach and corporate speaker Noah Blumenthal uses a story-of Jeff, a young executive facing what seem to him insurmountable challenges-to show readers how to gain greater success and satisfaction in their lives by transforming the ways they view others, their own situation, and themselves. And he includes a plethora of practical resources that will teach readers how to consistently shift their perspective from victim to hero.

## Praise for *Be the Hero*

"Noah Blumenthal's uplifting new book, *Be the Hero*, will teach you to think like a hero. This book will change your outlook on life!"  
--Ken Blanchard, coauthor of *The One Minute Manager*® and *Leading at a Higher Level*

"I recommend *Be the Hero* for anyone who is driven by the challenge of delivering peak performance at work and at home."  
--Michael H. Thaman, Chairman and CEO, Owens Corning

"Noah Blumenthal uses a simple, compelling story to teach profound lessons."  
--Tammy J. Winnie, Director, Organization Change Management, Kellogg Company

<b>AUD RRP:</b>	\$19.95
<b>NZD RRP:</b>	\$24.99
<b>ISBN-13:</b>	9781609940829
<b>HB ISBN:</b>	9781605090009
<b>Due Date:</b>	03/2012
<b>Discount:</b>	TRADE INTERNATIONAL
<b>Format:</b>	Paperback
<b>Pages:</b>	168

### Amazon Reviews -4 - 5 Stars

- Like a fast-paced novel, yet useful
- An Elegant, Insightful, Wonderful Book !!!!
- Great book to change how you think about life.
- Brings me to the 'AHA' moment

## Ultimate CV 3/ed

Over 100 Winning CVs to Help You Get the Interview and the Job



9 780749 464042



**Author: Yate, Martin John**

"Ultimate CV" describes how to create an irresistible CV that will help you to stand out from the competition, opening doors to job interviews and offers of employment. Covering all aspects of this crucial part of the job-hunting process, Martin John Yate shows you how to turn plain facts into a powerful sales pitch. With advice on hunting for jobs as well as hundreds of sample CVs tailored to specific jobs and situations, this indispensable book will give you everything you need to create a distinctive, professional CV that will get you that job.

**KOGAN PAGE**

**AUD RRP:** \$32.95  
**NZD RRP:** \$42.99  
**ISBN-13:** 9780749464042  
**Pre ISBN:** 9780749453275  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Size (mm):** 240 X 170  
**Pages:** 240

## Ultimate Job Search 3/ed

The Definitive Guide to Networking, Interviews and Follow-up Strategies



9 780749 464080



**Author: Williams, Lynn**

Starting work or changing jobs can be one of life's most stressful experiences, and with today's crowded job market it is more of a challenge than ever. A 'one-stop shop' for all job hunters, "Ultimate Job Search" takes the stress out of job hunting and provides advice on all stages, from preparing a powerful CV; sample cover letters and emails; making a great impression at interviews; and, to dealing with offers and rejections. The breadth of detail is exhaustive and with real-life comments from employers and recruitment professionals, "Ultimate Job Search" will be invaluable to anyone looking for a new job at any stage of their career.

**KOGAN PAGE**

**AUD RRP:** \$32.95  
**NZD RRP:** \$42.99  
**ISBN-13:** 9780749464080  
**Pre ISBN:** 9780749453886  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Size (mm):** 240 X 170  
**Pages:** 240

### Due In March 2012

#### Ultimate IQ Tests 2/e

#### Ultimate Psychometric Tests 2/e

#### Ultimate Aptitude Tests 2/e



**AUD RRP:** \$32.95  
**NZD RRP:** \$42.99



9 780749 464073



**AUD RRP:** \$32.95  
**NZD RRP:** \$42.99



9 780749 463496



**AUD RRP:** \$32.95  
**NZD RRP:** \$42.99



9 780749 463175



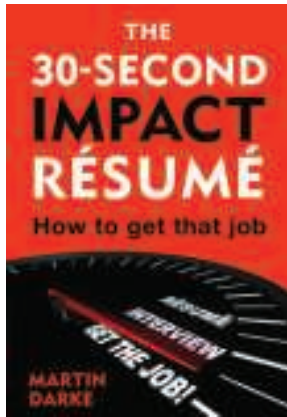
## 30 Second Impact Resume



How to get that job

Author: **Drake, Martin**

**WILKINSON**



Frustrated jobseekers are too numerous to mention. Yet, with a little effort, all that frustration can be removed. Doors can once again be opened to interviews, and people can give themselves the chance to lead careers they want to lead. By following the steps in this book you can easily develop your own high-impact r?sum?. It will be easy to read for the recruiter and potential employer. It will make you look good. It will make you feel good. It will help you to kick-start the next phase of your job search! The 30-Second Impact R?sum? is a fresh approach to structuring your r?sum? to make you stand out from the crowd. Martin Darke provides expert advice as well as numerous templates and examples to help you land the job of your dreams!

**AUD RRP:** \$9.95  
**NZD RRP:** \$12.99  
**ISBN-13:** 9781921804434  
**Due Date:** 11/2011  
**Discount:** 50% Firm Sale  
**Format:** Paperback

## Management and Graduate Level Psychometric Assessments



Over 1000 Critical Quantitative Abstract Situational and Personality Pra

Author: **Bryon, Mike**

**KOGAN PAGE**



With the unstoppable increase in the use psychometric testing to employ the best possible staff, competition is fierce and the questions are even tougher. Also used to identify management potential in existing staff, tests are increasingly used to select the weakest employees when job cuts beckon. "Management Level Psychometric Assessments" offers more tests and answers than any other book. Ideal for managers applying for supervisory roles or jobs on the board, for promotions as well as new employment, it boasts more types of assessment than any other management testing book. With emphasis on new trends such as online testing, critical thinking and situational assessments and with advice on assessment centres, presentations and group exercises, "Management Level Psychometric Assessments" is an invaluable resource providing additional information and help, giving you the confidence you need to pass those tests and beat the competition.

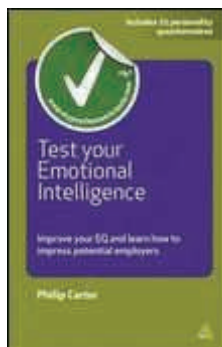
**AUD RRP:** \$29.95  
**NZD RRP:** \$39.99  
**ISBN-13:** 9780749456917  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Size (mm):** 216 X 138  
**Pages:** 360

### Key Back List in Testing from Kogan Page

***IQ and Psychometric Tests 2nd Revised Edition***    ***Test Your Emotional Intelligence***    ***IQ and Aptitude Tests Revised Edition***



**AUD RRP:** \$19.95  
**NZD RRP:** \$24.99



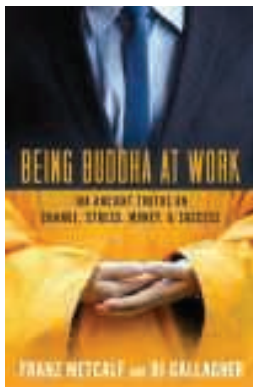
**AUD RRP:** \$24.95  
**NZD RRP:** \$29.99



**AUD RRP:** \$19.95  
**NZD RRP:** \$24.99



## Being Buddha at Work: 101 Ancient Truths



**Author: Metcalf & Gallagher**

There are lots of books that address how we should take care of ourselves, find calm, and enjoy happiness in a hectic work world. But few of those books apply the lessons of Buddhist thinking as resolution and guidance tools. These questions, though found in the modern day, are actually the core of all Buddha's teachings – impermanence, suffering, and the quest for happiness (freedom from suffering). This makes Buddha the kind of consultant or coach we need today in our workplaces.

Following in the tradition of the authors' first bestseller, this work goes on to explore and answer 101 dilemmas that we encounter at work, with topics ranging from time management, goal-setting, conflict to job dissatisfaction, unemployment, and even workplace trysts. The authors emphasize practical learning and coping, not esoteric insights or metaphysics, applying concrete solutions from Buddhist teachings to real problems in easily digestible chunks.

**BERRETT-KOEHLER**

**AUD RRP:** \$19.95  
**NZD RRP:** \$24.99  
**ISBN-13:** 9781609942922  
**HB ISBN:** 9781569753002  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback

## Salsa, Soul, and Spirit

Leadership for a Multicultural Age



**Author: Bordas, Juana**

Tapping the potential of the changing workforce, consumer base, and citizenry requires a leadership approach that resonates with our country's growing diversity. In Salsa, Soul, and Spirit, Juana Bordas shows how incorporating Latino, African American, and American Indian approaches to leadership into the mainstream has the potential to strengthen leadership practice and inspire today's ethnically rich workforce. Bordas identifies eight core leadership principles common to all three cultures, principles deeply rooted in each culture's values and developed under the most trying conditions. Using a lively blend of personal reflections, interviews with leaders from each community, historical background, and insightful analysis, she shows how these principles developed and illustrates the creative ways they've been put into practice in these communities as well as in some forward-looking companies.

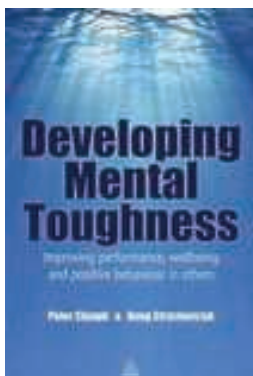


**BERRETT-KOEHLER**

**AUD RRP:** \$29.95  
**NZD RRP:** \$42.99  
**ISBN-13:** 9781609941178  
**HB ISBN:** 9781576754320  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Pages:** 248

## Developing Mental Toughness

Improving Performance Wellbeing and Positive Behaviour in Others



**Author: Clough, Peter**

Mental Toughness is about how effectively individuals respond to stress, pressure and challenge. This book explains the concept of mental toughness. Tracing its development from sports psychology into organizational development, health and education, it looks at mental toughness and its application at the organizational level.



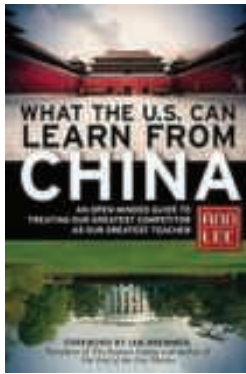
**KOGAN PAGE**

**AUD RRP:** \$75  
**NZD RRP:** \$95  
**ISBN-13:** 9780749463779  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Hardback  
**Size (mm):** 234 X 156  
**Pages:** 256

## CURRENT EVENTS

# What the U.S. Can Learn from China

An Open-Minded Guide to Treating Our Greatest Competitor as Our Greatest



**Author: Lee, Ann**

While America is still reeling from the 2008 financial crisis, a high unemployment rate, and a surge in government debt, China's economy is the second largest in the world, and many predict it will surpass the United States' by 2020. President Obama called China's rise "a Sputnik moment"—will America seize this moment or continue to treat China as its scapegoat?

Mainstream media and the U.S. government regularly target China as a threat. Rather than viewing China's power, influence, and contributions to the global economy in a negative light, Ann Lee asks, What can America learn from its competition?

Why did China recover so quickly after the global economic meltdown? What accounts for China's extraordinary growth, despite one of the highest corporate tax rates in the world? How does the Chinese political system avoid partisan rancor but achieve genuine public accountability? From education to governance to foreign aid, Lee details the policies and practices that have made China a global power and then isolates the ways the United States can use China's enduring principles to foster much-needed change at home.



**BERRETT-KOEHLER**

**AUD** \$39.95  
**RRP:**  
**NZD** \$49.99  
**RRP:**  
**ISBN-13:** 9781609941246  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Hardback  
**Pages:** 288

## CURRENT EVENTS

# Power Plays: Energy Options in the Age of Peak Oil



**Author: Rapier, Robert**

Many people wonder: Are we really running out of oil, or is it all a ruse to drive prices up? Is nuclear power safe and economical? Is solar energy really the key to providing plenty of carbon-free energy? Do we have enough natural gas or coal to make any loss of oil production irrelevant? In *Power Plays: Energy Options in the Age of Peak Oil*, energy expert Robert Rapier helps readers sort through energy hype, doom and gloom, and misinformation to understand what really matters in energy, and how it impacts individuals, investors, businesspeople, and policy makers worldwide. The book covers the overall global energy situation, the particular risks for the U.S. with its present energy mix, the energy outlook for the developed world and emerging economies like China and India, what peak oil really means, and the present and likely future of natural gas, coal, oil, nuclear power, and alternative energy sources.



**APRESS**

**AUD** \$32.95  
**RRP:**  
**NZD** \$42.99  
**RRP:**  
**ISBN-13:** 9781430240860  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Size (mm):** 235 X 178  
**Pages:** 250

## MARKETING

# Shopper Marketing

How to Increase Purchase Decisions at the Point of Sale



**Author: Stahlberg, Markus**

The aim of shopper marketing is to convert browsing shoppers into active purchasers at the point of sale. Although a relatively new area of marketing, it has attracted increased investment year on year - and according to surveys is growing even faster than internet advertising. Edited by two highly respected practitioners, "Shopper Marketing" demonstrates how marketers can influence the buying decision in-store, including practical advice on shopper needs and trends, retail environments, effective packaging and much more. The second edition has been fully updated and revised, with new material on shopper marketing in the international context and a new foreword by marketing guru Philip Kotler.



**KOGAN PAGE**

**AUD** \$65  
**RRP:**  
**NZD** \$89.99  
**RRP:**  
**ISBN-13:** 9780749464714  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Hardback  
**Size (mm):** 234 X 156  
**Pages:** 272

# Metrics: How to Improve Key Business Results



**Author: Klubeck, Martin**

Metrics are a hot topic. Executive leadership, boards of directors, management, and customers are all asking for data-based decisions. As a result, many managers, professionals, and change agents are asked to develop metrics, but have no clear idea of how to produce meaningful ones. Wouldn't it be great to have a simple explanation of how to collect, analyze, report, and use measurements to improve your organization? Metrics provides that explanation and the tools you'll need to make your organization more effective. Not only does the book explain the "why" of metrics, but it walks you through a step-by-step process for creating a report card that provides a clear picture of organizational health and how well you satisfy customer needs. Metrics: How to Improve Key Business Results will help you to measure the right things, the right way - the first time. No wasted effort, no chasing data. The report card provides a simple tool for viewing the health of your organization, from the outside in. You will learn how to measure the key components of the report card and thereby improve real measures of business success, like repeat customers, customer loyalty, and word-of-mouth advertising.

**APRESS**

**AUD RRP:** \$37.95  
**NZD RRP:** \$49.99  
**ISBN-13:** 9781430237266  
**Due Date:** 02/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Size (mm):** 235 X 178  
**Pages:** 300

# Common Sense in the Workplace: How to Acquire It, Use It, and Teach It



**Author: Tanner, Ken**

"He may have an MBA, but he's got no common sense." Assessments like that by a boss can stop a career dead in its tracks. Unfortunately, many believe that common sense is a trait you are either born with or you are not. This book dispels that myth. Through the pages of Common Sense in the Workplace: How to Acquire It, Use It, and Teach It, readers will learn not only what common sense is, but how to acquire it and use it to enhance their careers, increase their confidence, and take better advantage of business opportunities. Common Sense in the Workplace explores the use - and non-use - of common sense in the workplace and the world around us. It shows how you can become a person of great wisdom and good judgment by simply learning about all the ways people stumble in the thought process. Best of all, Common Sense in the Workplace shows how to teach this trait to others, especially subordinates and co-workers who can and will do nonsensical things unless you help them learn to reason through their decisions and actions quickly and confidently. The payoff? Your staff will make you look good, greasing the way for greater responsibility and opportunity.

**APRESS**

**AUD RRP:** \$24.95  
**NZD RRP:** \$34.99  
**ISBN-13:** 9781430241522  
**Due Date:** 02/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Size (mm):** 235 X 178  
**Pages:** 150

# Effective Frontline Fundraising

A Guide For Nonprofits, Political Candidates, And Advocacy Groups



**Author: Stauch, Jeff**

Today, nearly every charitable nonprofit, advocacy group, professional group, and politician relies on the philanthropy of others. Whether it's a private college, a hospital or museum, a lobbying group, or a local, low-budget food shelf, operational and marketing costs and capital investments are often largely underwritten through the generous support of donors. Nonprofits need some people to write \$25 checks on a regular basis, and they need others to make six-figure pledges. The bad news: Since the economic collapse of 2008, getting people to part with precious dollars has become ever more difficult. The good news is that people are still inclined to be generous to organizations, causes, and candidates they believe in. Effective Frontline Fundraising provides the information you'll need to set up and manage an effective development team capable of consistently raising gifts, both large and small.

**APRESS**

**AUD RRP:** \$32.95  
**NZD RRP:** \$42.99  
**ISBN-13:** 9781430239000  
**Due Date:** 02/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Size (mm):** 1 X 1  
**Pages:** 265

## Apprenticeships

The Essential Guide for Students Parents and Job Seekers



**Author: Dawson, Catherine**

As unemployment becomes an issue on every graduate's and career changer's mind, apprenticeships are becoming the most legitimate and popular routes into work. But how do you choose the apprenticeship that's right for you? And for parents, how do you support and guide your child into the best possible career path? "Apprenticeships" uses friendly and jargon-free language to answer all of those questions and more. Based on real life experiences and insider knowledge it dispels common misconceptions, helps you assess all the alternatives, provides self assessment questionnaires and practical guidance on the application process. For both school leavers and adult learners, this is the only resource you'll need to make an informed decision. With information on funding, your rights, developing skills as well as information on key national and regional learning providers, "Apprenticeships" will give you the confidence and knowledge to pursue your chosen career and compete with other candidates.



**KOGAN PAGE**

**AUD RRP:** \$39.95  
**NZD RRP:** \$49.99  
**ISBN-13:** 9780749463335  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Pages:** 208

## Business Bio

### Alan Turing and His Contemporaries

Building the World's First Computers



**Author: Lavington, Simon**

Secret wartime projects in areas such as code-breaking, radar and ballistics produced a wealth of ideas and technologies that kick-started the development of digital computers. This is the story of the people and projects that flourished in the post-war period. Their influence is still discernable deep down within today's hardware and software.



**BCS - CHARTERED IT**

**AUD RRP:** \$22.95  
**NZD RRP:** \$29.99  
**ISBN-13:** 9781906124908  
**Due Date:** 03/2012  
**Discount:** VERY SHORT DISC B  
**Format:** Paperback  
**Size (mm):** 246 X 189  
**Pages:** 100  
**Illustrations:** B&W THROUGHOUT

## BUSINESS & MANAGEMENT

### Essential Time Management and Organisation

A Pocket Guide



**Author: Cook, Sarah**

Do you struggle to get everything done in the time you have available? Are you deluged with interruptions to your work flow? Do you find it difficult to prioritise your tasks and wish you were more organised? Today's working environment moves at a very fast pace and, at times, it can be difficult to keep up. Expectations are high, and there are so many things competing for our attention. On top of the workload, we're interrupted by the phone ringing, e-mails landing in the inbox, people dropping in the office and, before we know it, the day has passed and we've only achieved half of what we intended to do. If any of this sounds familiar, then this book is for you! Essential Time Management and Organisation will help you transform the way you work and regain control of your working day. This clear and concise guide offers tried and tested techniques for organising your time and achieving your goals. Drawing on current best practice and personal experience, Sarah Cook shows you how to: accomplish more in the working day reduce your stress levels by being more organised get things done efficiently and effectively enjoy a reputation as a highly-efficient member of the team.



**IT GOVERNANCE**

**AUD RRP:** \$18.95  
**NZD RRP:** \$24.99  
**ISBN-13:** 9781849283021  
**Due Date:** 11/2011  
**Discount:** SHORT DISC FIRM SALE  
**Format:** Paperback  
**Size (mm):** 165 X 95  
**Pages:** 54

## Behaviour Management Pocketbook



**Author: Hook, Peter**

How to manage their classes is not only every new teachers' first concern, it's an area about which even the most experienced teachers are never complacent. This new edition of the Teachers' Pocketbooks' top-selling title is a practical, authoritative guide to creating calm classes and focused, co-operative students. The book starts from the premise that teachers cannot control the behaviour of children; instead they must seek to influence it. Teachers are most effective in managing behaviour when they focus on antecedents and consequences. This means building relationships and using preventative strategies followed by consistent use of logical consequences.



**MANAGEMENT  
POCKETBKS**

**AUD RRP:** \$16.99

**RRP:**

**NZD RRP:** \$21.99

**RRP:**

**ISBN-13:** 9781906610432

**Due Date:** 10/2011

**Date:**

**Discount:** TRADE  
INTERNATIONAL

## Head of Department's Pocketbook



**Author: Best, Brin**

The position of head of department or subject leader is a key middle management role in schools. Described by the National College for School Leadership as 'the engine room of change' that can transform teaching and learning, department heads play a key part in raising standards and maximising student achievement. This revised new edition of the Head of Department's Pocketbook is about cultivating and maintaining a climate for effective teaching and learning, improving management and leadership skills and incorporating time to reflect, all of which contribute towards becoming a more effective head of department. For authors Brin Best and Will Thomas building and sharing a vision are essential components of success.



**MANAGEMENT  
POCKETBKS**

**AUD RRP:** \$16.99

**NZD RRP:** \$21.99

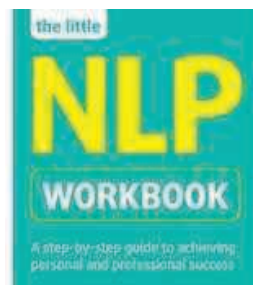
**ISBN-13:** 9781906610449

**Due Date:** 12/2011

**Discount:** TRADE  
INTERNATIONAL

**Format:** Paperback

## Little NLP Workbook, The



**Author: Lazarus, Jeremy**

NLP principles you can apply to your life today. The Little NLP Workbook is a practical, hands-on guide that is packed with neuro-linguistic programming exercises to help you take your life in the direction you want to take it. Each exercise is designed to be simple, yet thought-provoking, enabling you to master NLP quickly and easily and allowing you to use its concepts and tools in your everyday life. As an interactive introduction to NLP, The Little NLP Workbook explains what NLP is, what it involves and how you can use NLP to develop the mindset for success.



**CRIMSON PUBLISHING**

**AUD RRP:** \$19.95

**RRP:**

**NZD RRP:** \$29.99

**RRP:**

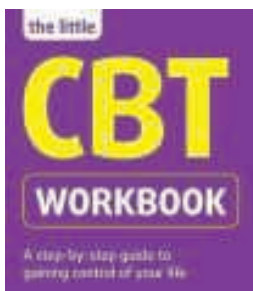
**ISBN-13:** 9781854585721

**Due Date:** 03/2012

**Discount:** TRADE  
INTERNATIONAL

**Format:** Paperback

## Little CBT Workbook, The



**Author: Sinclair, Michael**

Cognitive Behavioural Therapy made practical. The Little CBT Workbook is a portable workbook introducing essential CBT techniques you can use to improve your wellbeing today. Filled with exercises, checklists and learning points, The Little CBT Workbook enables you to explore key CBT principles and discover how to apply them to your day-to-day life. As an interactive introduction to CBT, The Little CBT Workbook is easy to understand and gives a complete overview of CBT, suitable for self-teaching or to supplement a course of counselling - or to provide a head start for those on CBT waiting lists.



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**AUD RRP:** \$19.95

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**NZD RRP:** \$29.99

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**Due Date:** 03/2012

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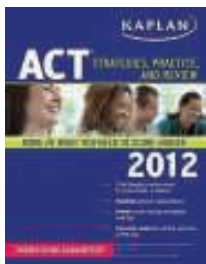
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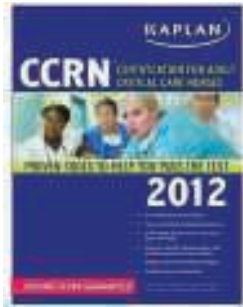
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CCRN :Certification for Adult Critical Care Nurses



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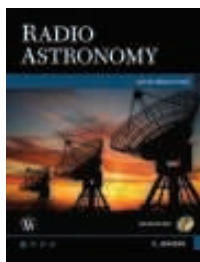
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**Radio Astronomy**

Joardar, Shubhendu  
9781936420353



9 781936 420353  
AU\$75.00  
NZ\$95.00  
**Mercury**

Designed for a course in radio astronomy or for use as a reference for practicing engineers and astronomers, this book provides a comprehensive overview of the topic. It begins with the history of radio astronomy then explains the fundamentals, polarization, designing radio telescopes, understanding radio arrays, interferometers, receiving systems, mapping techniques, image processing and propagation effects in relation to radio astronomy. A special chapter in the end presents the GMRT radio array as an example of the explained techniques. Two supplemental chapters have been added that describe the coordinate systems used in radio astronomy and minimum basics of antenna theory. The review questions at the end of each chapter contain direct hints for easy solutions.



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Wood, Naomi Langford  
9781854187468



9 781854 187468  
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**THOROGOOD**

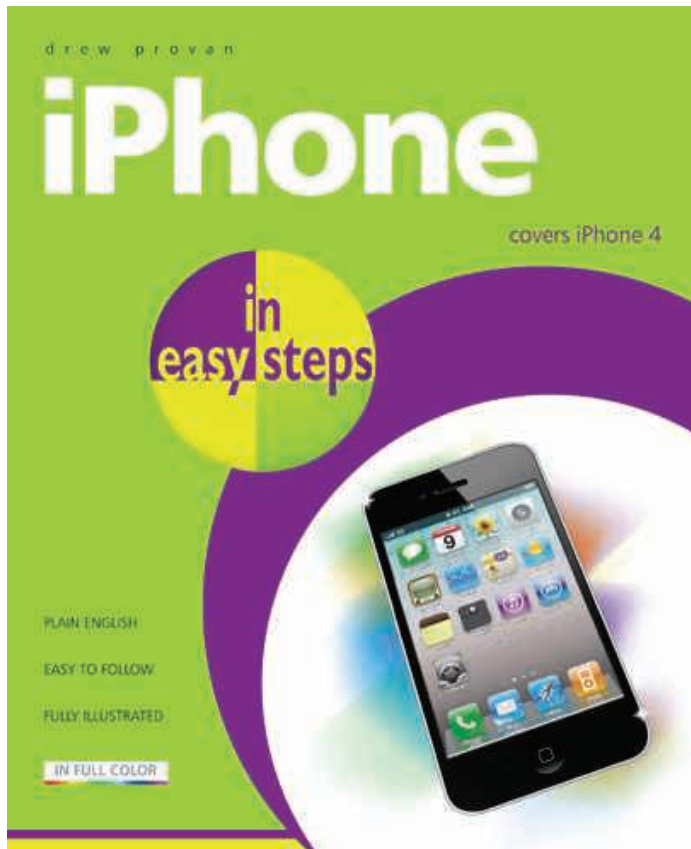
A report that includes several real life case studies of how easy it is to amend existing processes and attitudes to ones that promote the well-being of relationships with customers and therefore the profitability of the company.

# iPhone in Easy Steps - covers 4s



Author: Provan, Drew

## IN EASY STEPS



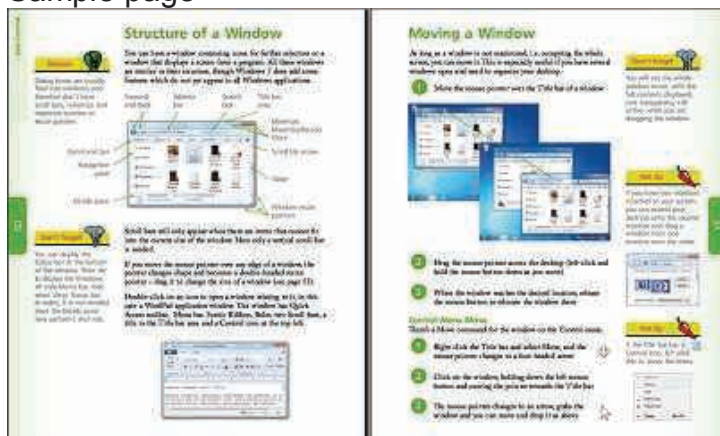
Apple's launch of the iPhone 4s has seen the greatest excitement for a new phone ever - with it's dual cameras, camera flash, and high resolution screen, it's not hard to see why.

**iPhone in easy steps** will take you through all the basic functions. You'll start making calls, taking pictures and browsing the web in no time.

But this phone does so much more. Of course, you can play around with settings, but more often than not, you'll make things unnecessarily difficult. Simply use this easy reference guide to make the most of your iPhone.

**AUD RRP:** \$24.95  
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**ISBN-13:** 9781840785296  
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**Format:** Paperback  
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**Pages:** 240

### Sample page



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2. The Phone Functions
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4. Audio & Video
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6. The Standard Apps
7. Accessing the Internet
8. Using Email
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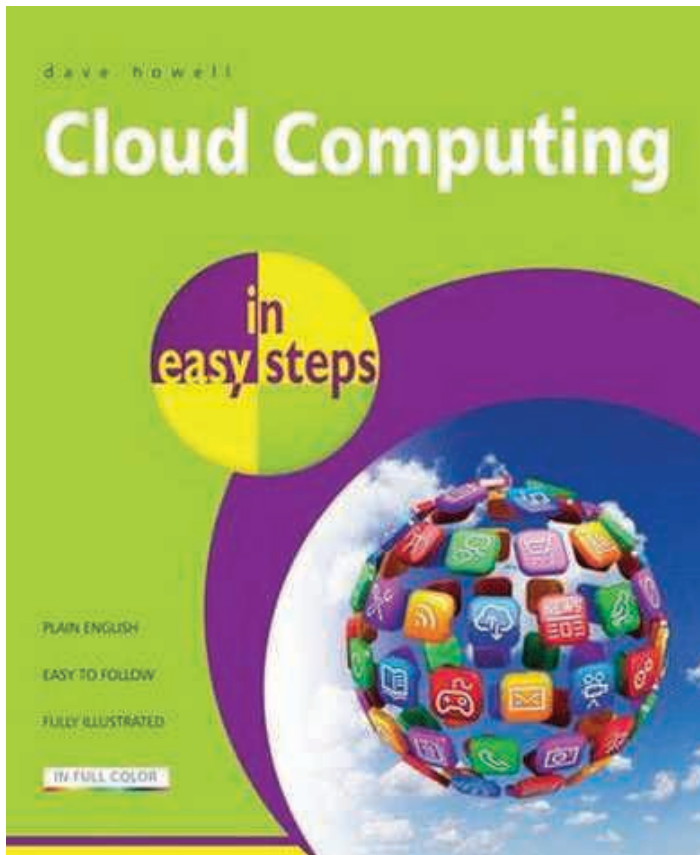


# Cloud Computing in Easy Steps



Author: Howell, David

## IN EASY STEPS



The *cloud* is everywhere. Corporations, small businesses and individuals are all embracing **cloud computing** that looks set to revolutionise how we create, store and share data. From Gmail to Amazon's cloud-based services moving from a centralised computing platform to one that can be mobile, scalable and always available is now a reality.

In this book you will see how to harness **cloud computing** in your everyday life. You may already be using cloud services yet didn't realise it! You'll learn how these new platforms can help you work and play more efficiently and more importantly, at any location you choose. The cloud liberates its users from the desktop and allows them to embrace the webtop.

Whether you are a small business looking to reduce costs and increase efficiency, or an individual that wants to use more cloud based services but isn't too sure where to start, this is the book for you. Each of the key concepts about **cloud computing** are covered in plain English, and many of the most popular cloud services explained. Areas covered include:

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The cloud is here to stay. This book is your guide to these new services.

**AUD RRP:** \$24.95

**NZD RRP:** \$29.99

**ISBN-13:** 9781840785326

**Due Date:** 03/2012

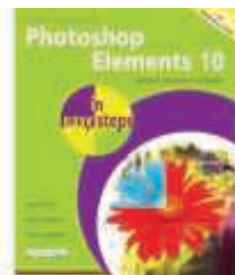
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## Photoshop Elements 10 in Easy Steps



**Author: Vandome, Nick**

The No.1 consumer selling image editing software goes from strength to strength and **Photoshop Elements 10 in easy steps** covers its impressively enhanced range of tools and functions to edit, display and share images in some truly stunning and original ways.

This book covers all of the standard image editing techniques and also looks at the new features of *Elements 10*, such as improved special effects and a new range of Guided Edits to make producing stunning images even easier. It also shows how text can be used to flow along any chosen path, to give your images that extra wow factor. *Elements 10* also fully embraces social networking and the book shows how to get the most out of your images on Facebook and YouTube.

**Photoshop Elements 10 in easy steps** demonstrates both the fun and the functionality of image editing, that puts *Elements 10* into a league of its own.

*This book covers versions for both PC and Mac users, making Elements 10 the perfect image editing program for any photography*

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**Pre Ed** 9781840784350  
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**Author: Norman, Ben**

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**Author: Gilert, Gillian**

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Use this guide to manage your stock, keep track of debtors, creditors and bills. Also, learn about those all important month end procedures, and the invaluable Sage reports.

A definitive companion for anyone using Sage 50 Accounts, Accounts Plus, Accounts Professional and the Instant Accounts range.

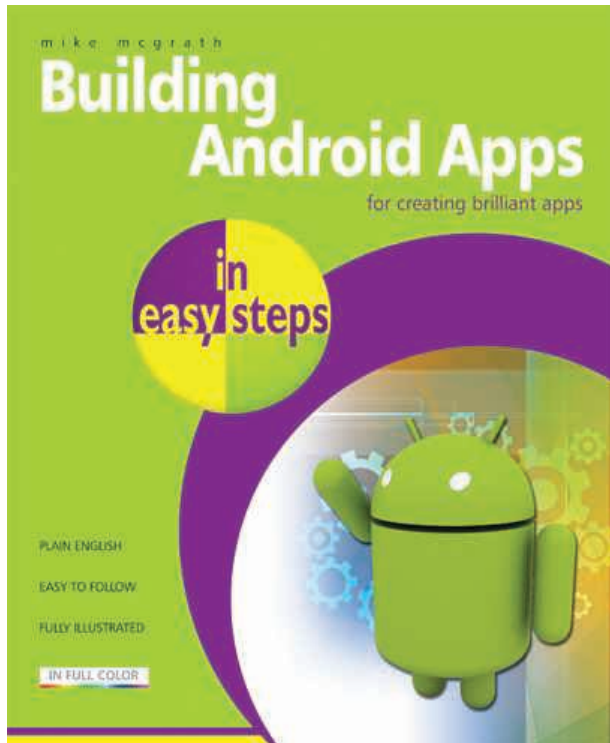
### IN EASY STEPS

**AUD RRP:** \$24.95  
**NZD RRP:** \$29.99  
**ISBN-13:** 9781840785302  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Size (mm):** 227 X 186  
**Pages:** 216

# Building Android Apps In Easy Steps



Author: Mike McGrath



## IN EASY STEPS

Android has become the dominant operating system for smartphones and a host of connected devices. And, **Building Android Apps in easy steps** will help you develop your own brilliant Android App using the popular Android App Inventor. Your App idea can now become a reality!

It'll carefully guide you through all the stages to complete your app: from installing Java and the App Inventor to achieving your final Android App.

Areas covered include: creating a development environment on your own computer in which to develop and test your Android apps; graphical interface components; application properties; programming blocks; building and deploying a complete Android application; creating interactive apps that incorporate multimedia, utilise device functionality, and integrate with the web.

Each chapter builds your knowledge so by the end of the book you'll have gained a sound understanding of application development for the Android platform.

*Have you ever wondered how to create an app on Smartphones? Here's your chance to find out!*

*For anyone seeking to discover the easiest way to create apps for the Android phone, this book holds all of your answers!*

This title will cover the Android App Inventor development environment that will be announced by MIT.

**AUD RRP:** \$24.95  
**NZD RRP:** \$29.99  
**ISBN-13:** 9781840785289  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Size (mm):** 227 X 186  
**Pages:** 129

*Assuming no prior knowledge of any programming language, **Building Android Apps in easy steps** is ideal for newcomers wanting to easily create apps for the Android phone, as well as programmers and web developers looking to quickly expand their skillset.*

## Android Apps Security



**Author:** Gunasekera, Sheran

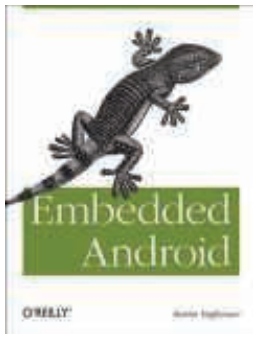
Android Apps Security provides guiding principles for how to best design and develop Android apps with security in mind. The book explores the security features of Google's Android operating system and how developers can use and incorporate these core security features into their apps. The goal is to design useful, high-performing, and secure apps that expose end-users to as little risk as possible.

**APRESS**

**AUD RRP:** \$55  
**NZD RRP:** \$69.99  
**ISBN-13:** 9781430240624  
**Due Date:** 02/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Pages:** 350



## Embedded Android: Porting, Extending, and Customizing



**Author:** Yaghmour, Karim

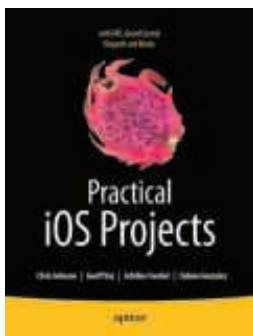
Embedded Android is for Developers wanting to create embedded systems based on Android and for those wanting to port Android to new hardware, or creating a custom development environment. Hackers and moders will also find this an indispensable guide to how Android works.

**OREILLY**

**AUD RRP:** \$44.95  
**NZD RRP:** \$65.99  
**ISBN-13:** 9781449308292  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Pages:** 200



## Practical iOS 5 Projects



**Author:** Johnson, Chris

*Practical iOS5 Projects* is a hands' on course in iOS development. You'll master techniques that work on iPhone, iPad, and iPod touch. We start with the tools you'll need, and examples of how to create your first application. Next you'll learn to integrate all the interface elements iOS users have come to know and love, such as buttons, switches, pickers, toolbars, and sliders all using the new iOS5 platform.

**APRESS**

**AUD RRP:** \$47.95  
**NZD RRP:** \$59.99  
**ISBN-13:** 9781430241225  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Pages:** 400



## Enterprise OSGi in Action: With examples using Apache Aries



**Author:** Cummins et al

Nearly all Java EE Application Servers now use OSGi in their runtimes, greatly improving efficiency, fault tolerance, and security. The new OSGi Enterprise Specification and projects such as Apache Aries and Geronimo, that provide pluggable OSGi components, make it easier than ever to use OSGi's powerful, elegant, and mature modularity system in enterprise applications.

*Enterprise OSGi in Action* is a hands-on guide for developers using OSGi to build the next generation of enterprise Java applications. By presenting relevant examples and case studies, it guides readers through the maze of new standards and projects, arming them with the knowledge to build and deploy enterprise OSGi applications, use automatic dependency provisioning, provide enterprise qualities of service to their business logic, and make use of the Java EE technologies they know and love.

**MANNING**

**AUD RRP:** \$79.95  
**NZD RRP:** \$89.99  
**ISBN-13:** 9781617290138  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Size (mm):** 235 X 178  
**Illustrations :** FIGURES/DIAGRAM S



# Beginners Guide to Digital Painting in Photoshop Vol 1



Author: Aleksander, Nykolai et al

## 3D TOTAL PUBLISHING



Beginner's Guide to Digital Painting in Photoshop: Volume 1 is a new series dedicated to providing a comprehensive guide to the basics of digital painting in this versatile program. Whether you're new to this artistic medium or simply looking to improve existing skills, this book offers up a wealth of suggestions and advice to get you started, improve workflows, perfect techniques, and produce stunning images. The step-by-step tutorials within this book don't just describe techniques, but actively demonstrate how these techniques can be applied to an artwork. Industry veterans including Nykolai Aleksander and Richard Tilbury share the benefits of their years of experience in a clear and methodical fashion. They examine the various basic Photoshop tools on offer, shedding light on these features and establishing ways of successfully integrating them into an artistic workflow. Fundamental art theory is also covered, including classic topics such as composition, storytelling, portraying emotion, lighting, and color, leading to a thorough understanding of the components that make up a successful image.

**AUD RRP:** \$69.99  
**NZD RRP:** \$85.00  
**ISBN-13:** 9780955153075  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Pages:** 240  
**Illustrations:** COLOUR THROUGHOUT

Digital Paining Techniques Vol 2  
 ISBN: 9780955153013 | Pages 288  
 AU\$69.95 NZ\$85.00



## Windows Internals 6/ed

Tools for Better Concurrency, Abstraction, and Agility



**Author: Russinovich, Mark E.**

Get the architectural perspectives and insider insights needed to understand the Windows kernel. Written by noted internals experts, this popular guide is now fully revised to cover Windows 7 and Windows Server 2008 R2.



**MICROSOFT PRESS**

**AUD RRP:** \$89.95  
**NZD RRP:** \$110.00  
**ISBN-13:** 9780735648739  
**Pre ISBN:** 9780735625303  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Size (mm):** 229 X 187  
**Pages:** 1344

## Windows Phone 7 In Action



**Author: Binkley-Jones**

Windows Phone 7 is a major shift in the way Microsoft developers design, develop, and sell mobile apps. By leveraging a trio of established technologies, Silverlight, XNA, and C#, developers can blend what they already know about Windows development with the new opportunities and challenges presented by a mobile platform. And with exciting new Windows Phone devices rolling out now, the demand for WP7 apps is just starting to build.

*Windows Phone 7 in Action* is a hands-on guide to building mobile applications for WP7. Written for developers who already know Visual Studio, it zips through the basics and moves on to the nuts and bolts of building great phone apps. By working through the numerous examples and tutorials, readers will master the APIs used to work with a phone's sensors and hardware and tackle web services and applications that use location and push notification services.



**MANNING**

**AUD RRP:** \$44.95  
**NZD RRP:** \$55.00  
**ISBN-13:** 9781617290091  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Size (mm):** 235 X 178  
**Illustrations:** FIGURES/DIAGRAMS

## Beginning Windows Phone App Development



**Author: Lee, Henry**

Microsoft's Windows Phone 7 handsets have injected a new vibrancy into the smartphone marketplace and provided bold new opportunities for the Microsoft development community. Take advantage of these opportunities with *Beginning Windows Phone App Development*, written specifically to help you learn the skills you'll need to develop rich, functional apps for the Windows Phone 7 platform. Authors Henry Lee and Eugene Chuvyrov cover the very latest developments in the field - including the extended APIs offered in the new Mango platform update - so you'll have timely, accurate information at your fingertips. *Beginning Windows Phone App Development* starts with the basics, walking you through the process of downloading and setting up the right development tools, including Visual Studio, Expression Blend, Silverlight SDK, and Windows Phone SDK. It then takes you step-by-step through the development process as you build and deploy a working application, complete with a sophisticated user interface. Finally, you'll receive step-by-step instructions on packaging and selling your applications through the Windows Phone Marketplace.



**APRESS**

**AUD RRP:** \$47.95  
**NZD RRP:** \$59.99  
**ISBN-13:** 9781430241348  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Size (mm):** 235 X 178  
**Pages:** 500

## MCTS 70-662 Rapid Review

Configuring Microsoft Exchange Server 2010



**Author: McLean, Ian**

Assess your readiness for MCTS Exam 70-662 - and quickly identify where you need to focus and practice. This practical, streamlined guide provides objective overviews, exam tips, "need-to-know" checklists, review questions, and a list of valuable resources - all designed to help evaluate and reinforce your preparation.

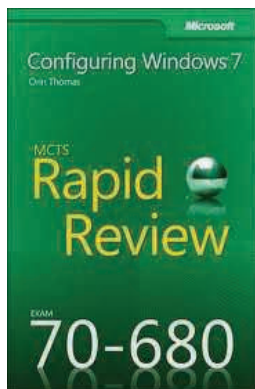


**MICROSOFT PRESS**

**AUD RRP:** \$39.95  
**NZD RRP:** \$49.99  
**ISBN-13:** 9780735658103  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Size (mm):** 229 X 152  
**Pages:** 304

## MCTS 70-680 Rapid Review: Configuring Windows 7

Configuring Windows 7



**Author: Thomas, Orin**

Assess your readiness for MCTS Exam 70-680 - and quickly identify where you need to focus and practice. This practical, streamlined guide provides objective overviews, exam tips, "need-to-know" checklists, review questions, and a list of valuable resources - all designed to help evaluate and reinforce your preparation.



**MICROSOFT PRESS**

**AUD RRP:** \$39.95  
**NZD RRP:** \$49.99  
**ISBN-13:** 9780735657298  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Size (mm):** 229 X 152  
**Pages:** 320

## PMP Study Kit



**Author: Williams, Rocket**

Maximize your performance on the 2011 PMP Exam with this Study Kit from Microsoft Press(R). This 2-in-1 kit includes a comprehensive study guide for 42 processes and nine knowledge areas in the PMBOK(R) Guide.



**MICROSOFT PRESS**

**AUD RRP:** \$89.95  
**NZD RRP:** \$110.00  
**ISBN-13:** 9780735657809  
**Due Date:** 03/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Size (mm):** 229 X 187  
**Pages:** 600

## Beginning SQL Server 2011 Administration



**Author: Walters, Robert**

*Beginning SQL Server 2011 Administration* provides the essential skills and knowledge needed to begin a successful career as an SQL Server database administrator. It's an ideal book for those new to database administration, as well for those moving to SQL Server from other database brands such as Oracle and IBM DB2.

SQL Server is more than just a database. It's situated within a larger context that includes solutions for reporting, for integrating data from other systems, for business intelligence and analysis, and more.

*Beginning SQL Server 2011 Administration* paints the big picture to help you understand SQL Server's place in the grand scheme. Then you'll move into the nuts and bolts of installing the product, learning the management tools at your disposal, creating your first database, and maintaining that database in an ongoing state of readiness.

**APRESS**

**AUD RRP:** \$59.95

**NZD RRP:** \$75.00

**ISBN-13:** 9781430239819

**Due Date:** 03/2012

**Discount:** TRADE INTERNATIONAL

**Format:** Paperback

**Size (mm):** 235 X 178

**Pages:** 400

## Pro SQL Server 2011 Administration



**Author: Simmons, Ken**

*Pro SQL Server 2011 Administration* is a one-stop source for all the knowledge you'll need to professionally manage a database under Microsoft SQL Server 2011. SQL Server administration is a complex field requiring an unusually broad and well-rounded skill set. A good database administrator must be part system administrator, part database design expert, and part SQL tuning optimization guru. Above all, he or she must be capable of restoring a damaged database at any time. Database administration requires excellent people skills for dealing with management and clients, and solid technical skills for dealing with the hardware and the software.

*Pro SQL Server 2011 Administration* addresses all aspects of database administration, regardless of the size of the implementation. Install SQL Server 2011 and create new database environments. Develop a sound backup strategy for your database. Perform recovery as needed, which many consider to be job #1. Authors **Ken Simmons** and **Sylvester Carstarphen** also help you automate your work through PowerShell scripting and the use of policy-based management. Performance optimization gets good coverage, so that you can render assistance when developers need help with problem queries.

**APRESS**

**AUD RRP:** \$59.95

**NZD RRP:** \$75.00

**ISBN-13:** 9781430239154

**Due Date:** 03/2012

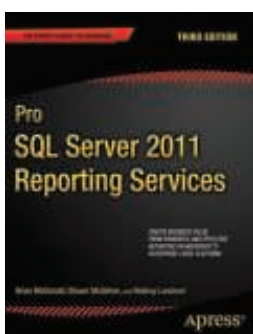
**Discount:** TRADE INTERNATIONAL

**Format:** Paperback

**Size (mm):** 235 X 178

**Pages:** 650

## Pro SQL Server 2011 Reporting Services



**Author: McDonald, Brian**

Take full advantage of everything SQL Server 2011 Reporting Services has to offer and deliver customizable, web-enabled reports across your business at a reasonable cost. Learn best-practices from professionals who use SQL Server Reporting Services daily to deliver solutions to paying clients and gain the competitive edge on using Microsoft's enterprise-level reporting platform.

- Provides best-practices for using Reporting Services
- Written by practicing professionals with paying clients
- Your key to delivering business intelligence across the enterprise

**APRESS**

**AUD RRP:** \$59.95

**NZD RRP:** \$75.00

**ISBN-13:** 9781430238102

**Due Date:** 03/2012

**Discount:** TRADE INTERNATIONAL

**Format:** Paperback

**Size (mm):** 235 X 178

**Pages:** 450

## Pro SQL Server 2011 Integrations Services



**Author: Rodrigues, Francis**

Pro SQL Server 2011 Integration Services teaches how to take advantage of the powerful extract, transform, and load (ETL) platform included with Microsoft SQL Server 2011. You'll learn to build scalable, robust, performance-driven enterprise ETL solutions that save time and make money for your company. You'll learn to avoid common ETL development pitfalls and how to extend the power of your ETL solutions to include virtually any possible transformation on data from any conceivable source. SQL Server Integration Services (SSIS) facilitates an unprecedented ability to load data from anywhere, perform any type of manipulation on it, and store it to any source. Whether you are populating databases, retrieving data from the Web, or performing complex calculations on large data sets, SSIS gives you the tools to get the job done. And this book gives you the knowledge to take advantage of everything SSIS offers.

**APRESS**

**AUD RRP:** \$59.95  
**NZD RRP:** \$75.00  
**ISBN-13:** 9781430236924  
**Due Date:** 02/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Size (mm):** 235 X 178  
**Pages:** 700

## Expert Performance Indexing for SQL Server 2011



**Author: Strate, Jason**

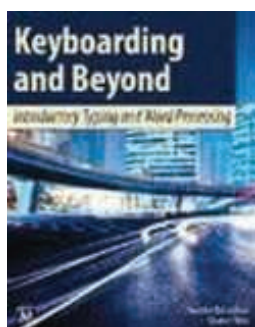
Expert Performance Indexing for SQL Server 2011 is a deep dive into perhaps the single-most important facet of good performance: indices, and how to best use them. The book begins in the shallow waters with explanations of the types of indices and how they are stored in databases. Moving deeper into the topic, and further into the book, you will look at the statistics that are accumulated both by indices and on indices. All of this will help you progress towards properly achieving your database performance goals. What you'll learn from Expert Performance Indexing for SQL Server 2011 will help you understand what indices are doing in the database and what can be done to mitigate and improve their effects on performance. The final destination is a guided tour through a number of real-world scenarios and approaches that can be taken to investigate, mitigate, and improve the performance of your database.

**APRESS**

**AUD RRP:** \$59.95  
**NZD RRP:** \$75.00  
**ISBN-13:** 9781430237419  
**Due Date:** 02/2012  
**Discount:** TRADE INTERNATIONAL  
**Format:** Paperback  
**Size (mm):** 235 X 178  
**Pages:** 325

## Keyboarding and Beyond

Introductory Typing and Word Processing



**Author: Richardson, Theodor**

This text explores the concepts of introductory keyboarding and word processing in the computing environment. Covering both the Windows and Mac OS, the strategy for this text is to introduce proper typing positioning through the key addition method. The book includes drill lessons to support each chapter and companion software to track speed and accuracy of typing. Web browser-based software enables access to practice drills and tutorials. Completing the text will provide the student with skills in typing on the full computer keyboard as well as an understanding of common software applications including word processing and data entry. This title contains visual instructions for proper keyboard hand positions and key additions. It shows complete details on how to enter text in word processing and spreadsheet applications (on both Windows and Macintosh operating system platforms). It includes hands-on activities and guided instruction that allow you to practice as you learn and demonstrate mastery of keyboarding. It provides companion DVD with Web browser-based software to enable easy access to practice drills and tutorials.

**MERCURY LEARNING**

**AUD RRP:** \$99.95  
**NZD RRP:** \$130.00  
**ISBN-13:** 9781936420360  
**Due Date:** 03/2012  
**Discount:** ACADEMIC  
**Format:** Mixed media product  
**Size (mm):** 80 X 110  
**Pages:** 300



**Head First C**

Griffiths, David  
9781449399917



AU\$65.00

NZ\$95.00

**O'Reilly**

Head First C provides a complete learning experience for C and structured imperative programming. With a unique method that not only goes beyond syntax and how-to manuals, this guide not only teaches you the language, it helps you understand how to be a great programmer.



**Developer's Code**

Cheung, Ka Wai  
9781934356791



AU\$39.95

NZ\$49.99

**PRAGMATIC**

Dive into the software development profession from nearly every angle. You'll learn about the power of code generation as well as the benefits and dangers of design patterns. Go far beyond just writing code and tackle the emotional, psychological, and social aspects of software development as well. In dozens of nuggets of wisdom, you'll discover:



**New Programmer's Survival Manual**

Carter, Joshua D.  
9781934356814



AU\$39.95

NZ\$49.99

**PRAGMATIC**

It's your first day on the job. You've got the programming chops, you're up on the latest tech, you're sitting at your workstation... now what? Give your career the jolt it needs to get going: essential industry skills to help you apply your raw programming talent and make a name for yourself.



**Practical SharePoint 2010 for Small Businesses**

The Sun Valley Group Inc  
9781430241287



AU\$42.95

NZ\$54.99

**APRESS**

Small businesses often lack the time, experience, or funding to make the most of the technology that their larger enterprise brethren take for granted. But enterprise-grade collaboration software like SharePoint 2010 has a place in even the smallest business. From keeping documents open and accessible, to tracking important information, to automating work cycles, small shops can gain a competitive advantage by using SharePoint 2010 to streamline their business. That's where this book comes in. Practical SharePoint 2010 for Small Businesses provides step-by-step instructions, with screenshots and clear guidance, for building eight custom, state-of-the-art solutions using little more than the freely available SharePoint Foundation 2010 software. Author Jonathan Hassell walks you through setting up SharePoint Foundation 2010 to:



**Pro SharePoint 2010 Governance**

Wright, Steve  
9781430240778



AU\$59.95

NZ\$75.00

**APRESS**

Pro SharePoint 2010 Governance is the first book on the market focusing exclusively on the essential guidance necessary for leveraging SharePoint 2010 within your organization's intranet, extranet or Internet environment for maximum business value. Effective governance allows your organization to promote the adoption of SharePoint's productivity-enhancing features while maintaining security and control over your organization's most vital information. Pro SharePoint 2010 Governance presents comprehensive guidance, from the basics of "What is governance?" to the detailed considerations of IT, information and application management. Using the conceptual framework promoted by Microsoft and augmented with detailed discussions, recommendations and checklists, you will have all the information you need to streamline the governance of your SharePoint sites



**Pro SharePoint with jQuery**

Duffy, Phill  
9781430240983



AU\$47.95

NZ\$59.99

**APRESS**

Pro SharePoint with jQuery is all about how to work seamlessly with the two popular technologies to create rich and interactive web parts, application pages, and more. In this book, author Phill Duffy provides complete, meaningful and realistic examples to really help you understand the key concepts and their integration points. Inside, you'll find all the tools and resources you need to use jQuery to provide the next level of SharePoint functionality. Learn what it takes to get ready to use jQuery, how to create rich, responsive, and highly functional user interfaces, how to call the SharePoint Web Services and work with HTML elements, and much more with Pro SharePoint with jQuery.



**Beginning Kinect Programming with the Microsoft Kinect SDK**

Webb, Jarrett  
9781430241041

  
9 781430 241041  
AU\$47.95  
NZ\$59.99  
**APRESS**

Beginning Kinect Programming with the Microsoft SDK gets you up and running developing Kinect applications for your PC using Microsoft tools and the official SDK. You will have a working Kinect program by the end of the first chapter! The following chapters will open up the secrets of three-dimensional vision, skeleton tracking, audio through the Kinect, and more. Examples illustrate the concepts in the form of simple games that react to your body movements. The result is a fun read that helps you learn one of the hottest technologies out there today. Beginning Kinect Programming with the Microsoft SDK also provides building blocks and ideas for mashing up the Kinect with other technologies to create art, interactive games, 3D models and enhanced office automation.



**Physics for Game Developers**

Bourg, David  
9781449392512

  
9 781449 392512  
AU\$44.95  
NZ\$54.99  
**O'Reilly**

Game physics has been at the heart of mainstream computer games for years, but recently it's reached a new level with the emergence of Nintendo Wii, PlayStation Move, Microsoft's Kinect, and various mobile devices. This updated bestseller not only provides important knowledge behind bread-and-butter game physics, but helps you leverage exciting interaction gadgets such as accelerometers, touch screens, GPS receivers, pressure sensors, and optical tracking devices.

You'll find new chapters on deformable and soft bodies, fluids, and the physics of sound for incorporating realistic effects, including 3D sound. For game developers working alone or as part of a team, this expanded second edition is indispensable.

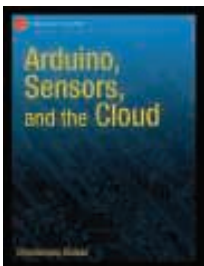


**Making Things See**

Borenstein, Greg  
9781449307073

  
9 781449 307073  
AU\$49.95  
NZ\$65.00  
**O'Reilly**

Welcome to the Vision Revolution. With Microsoft's Kinect leading the way, you can now use 3D computer vision technology to build digital 3D models of people and objects that you can manipulate with gestures and spoken commands. This hands-on guide provides all the technical and conceptual information you need to build cool applications for Kinect, using the Processing programming language and the Arduino microcontroller. Whether you're a student, hobbyist, maker, gamer, or hardware hacker, Making Things See gets you running with several Kinect projects, and gives you the skills and experience you need to build your own fun and creative projects with this magical 3D computer vision technology. Unlock your ability to build interactive applications with Kinect.



**Arduino, Sensors, and the Cloud**

Doukas, Charalampos  
9781430241256

  
9 781430 241256  
AU\$47.95  
NZ\$59.99  
**APRESS**

Make your Arduino talk to the world! So what is the Internet of Things? It's a global network infrastructure, linking physical and virtual objects using cloud computing, data capture, and network communications. It allows devices to communicate with each other, access information on the Internet, store and retrieve data, and interact with users, creating smart, pervasive and always-connected environments. Despite the Internet of Things being a relatively new concept, there are already a few open platforms available that enable remote and seamless management and visualization of sensor data: Pachube, Google Apps, Nimbits data logger, and ThingSpeak are just a few examples. And Arduino works with all of them.



**Beginning Web Applications: With HTML5, CSS3, and JavaScript**

Diana, Robert  
9781430240808

  
9 781430 240808  
AU\$47.95  
NZ\$59.99  
**APRESS**

Beginning Web Applications With HTML5, CSS3, and JavaScript shows how to use the new web standards to create rich applications that go beyond what previous technologies allowed. By following the examples in the book, you will learn how to use these new standards in real-world applications, instead of just reading a dry reference manual. These real-life uses of the new HTML tags, WebSockets, and Canvas give you the foundation you'll need to build larger applications of your own. Learning how to apply the new standards will prepare you for the future of web development, regardless of what platform your users are on - desktop, tablet, or even smartphone. \* Follow examples using the new semantic structure, form validation, WebSockets, and client-side storage.



**Java 7 Recipes: A Problem-Solution Approach**

Juneau, Josh  
9781430240563

  
9 781430 240563  
AU\$59.95  
NZ\$75.00  
**APRESS**

Java 7 Recipes offers solutions to common programming problems encountered every day while developing Java-based applications. Fully updated with the newest features and techniques available, Java 7 Recipes provides code examples involving Servlets, Java FX 2.0, XML, Java Swing, and much more. Content is presented in the popular problem-solution format: Look up the programming problem that you want to solve. Read the solution. Apply the solution directly in your own code. Problem solved! The problem-solution approach sets Java 7 Recipes apart from other books on the topic. Java 7 Recipes is focused less on the language itself and more on what you can do with it that is useful. The book respects your time by always focusing on a task that you might want to perform using the language. Solutions come first. Explanations come later. You are free to crib from the book and apply the code examples directly to your own projects.



**User Experience Innovation: User Centered Design That Works**

Kraft, Christian  
9781430241492



AU\$47.95  
NZ\$59.99  
**APRESS**

User Experience Innovation is a book about creating novel and engaging user experiences for new products and systems. User experience is what makes devices such as Apple's iPhone and systems such as Amazon.com so successful. iPhone customers don't buy just a phone; they buy into an experience enabled by the device. Similarly, Amazon.com customers enter a world of book reviews, interesting recommendations, instant downloads to their Kindle, and one-click purchasing. Products today are focal points, and it is the experience surrounding the product that matters the most. User Experience Innovation helps you create the right sort of experience around your products in order to be successful in the marketplace. The approach in User Experience Innovation is backed by 18 years of experience from an author holding more than 100 patents relating to user experience. This is a book written by a practitioner for other practitioners.



**Six Layers of Design: Crafting Beautiful, Usable Websites**

Johnson  
9781617290442



AU\$55.00  
NZ\$69.99  
**MANNING**

The Six Layers of Design is the answer to what experienced designers are seeking. This book covers sometimes-ancient design principles that have been proven effective throughout the history of human creativity. It discusses advanced design concepts and thoroughly examines and dissects the principles behind them. After reading this book, seasoned designers will understand how to take their work to a higher level and create beautiful, inspiring websites.



**Inside Cyber Warfare 3 ed**

Carr, Jeffrey  
9781449310042



AU\$49.95  
NZ\$65.00  
**O'Reilly**

Pre ISBN 9780596802158

Inside Cyber Warfare provides fascinating and disturbing details on how nations, groups, and individuals throughout the world use the Internet as an attack platform to gain military, political, and economic advantages over their adversaries.



**Taming Text: How to Find, Organize, and Manipulate It**

Ingersoll et al  
9781933988382



AU\$49.99  
NZ\$65.00  
**MANNING**

It is no secret that the world is drowning in text and data. This causes real problems for everyday users who need to make sense of all the information available, and for software engineers who want to make their text-based applications more useful and user-friendly. Whether building a search engine for a corporate website, automatically organizing email, or extracting important nuggets of information from the news, dealing with unstructured text can be daunting.

*Taming Text* is a hands-on, example-driven guide to working with unstructured text in the context of real-world applications. It explores how to automatically organize text, using approaches such as full-text search, proper name recognition, clustering, tagging, information extraction, and summarization. This book gives examples illustrating each of these topics, as well as the foundations upon which they are built.



**Mobile HTML5**

Weyl, Estelle  
9781449311414



AU\$49.95  
NZ\$65.00  
**O'Reilly**

If you're a web developer looking to move into the mobile space, or a mobile developer seeking ways to build apps that work on several mobile platforms, this book shows you how HTML5 can provide the solution you need. With Mobile HTML5, you'll quickly become familiar with HTML5's many new APIs, and understand how they work in the mobile environment. Though it seems counterintuitive, HTML5 is easier to use in mobile development than it is for desktop browsers. Learn how to use audio, video, and graphics within the bandwidth and screen constraints of mobile devices, and discover how HTML5 interacts with JavaScript and CSS3. Whether you're building mobile apps or developing sites that target mobile browsers, HTML5 helps you take full advantage of this rapidly expanding environment. This book shows you how.



**Quick & Easy HTML**

Crowther  
9781935182894



AU\$39.99  
NZ\$49.99  
**MANNING**

HTML and CSS are the foundation of the web, and HTML5 and CSS3 are the latest standards. Anyone who builds web pages, mobile apps, or does any type of development at all, must master these languages.



**Silverlight 5 in Action**

Brown, P  
9781617290312



9 781617 290312  
AU\$65.00  
NZ\$75.00  
**MANNING**

Microsoft's Silverlight is the only development platform that combines the performance, security, and flexibility of a desktop application with cross-platform deployment. The latest version, Silverlight 5, offers tons of new features including improved video, audio, and text rendering, enhanced MVVM support, XNA-based 3D and sound APIs, and under-the-hood performance upgrades.

*Silverlight 5 in Action* is a thorough revision of the bestselling *Silverlight 4 in Action*. This comprehensive guide teaches Silverlight from the ground up, covering all the new v. 5 features in depth



**Pro JQuery**

Freeman, Adam  
9781430240952



9 781430 240952  
AU\$47.95  
NZ\$59.99  
**APRESS**

jQuery is one of the most popular and powerful JavaScript libraries available today. It's widely used to create rich user experiences and to simplify website and application development. It is the tool of choice for web developers everywhere and sets the standard for simplicity, flexibility and extensibility. In *Pro jQuery*, seasoned author Adam Freeman explains how to get the most from jQuery by focusing on the features you need for your project. He starts with the nuts and bolts and shows you everything through to advanced features, going in depth to give you the knowledge you need. Getting the most from jQuery is essential to truly mastering web development.



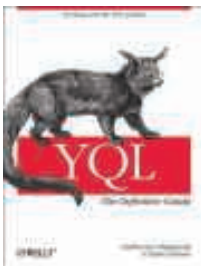
**Pro Spring 3**

Ho, Clarence  
9781430241072



9 781430 241072  
AU\$59.95  
NZ\$75.00  
**APRESS**

The agile, lightweight, open-source Spring Framework continues to be the de facto leading enterprise Java application development framework for today's Java programmers and developers. It works with other leading open-source, agile and lightweight Java technologies like Hibernate, Groovy/Grails, iBATIS, and more. Spring now also works with Java EE and JPA 2 as well. *Pro Spring 3* updates the bestselling *Pro Spring* with the latest that the Spring Framework has to offer: version 3.1. At over 800 pages, this is by far the most comprehensive Spring book available, thoroughly exploring the power of Spring. With *Pro Spring 3*, you'll learn Spring basics and core topics, and gain access to the authors' insights and real world experiences with remoting, Hibernate, and EJB. Beyond the basics, you'll learn how to leverage the Spring Framework to build various tiers or parts of an enterprise Java application like transactions, the web and presentations tiers, deployment, and much more. After reading this definitive book, you'll be armed with the power of Spring to build complex Spring applications, top to bottom.



**YQL: the Definitive Guide**

Chapiewski, Guilherme  
9781449395575



9 781449 395575  
AU\$49.95  
NZ\$65.00  
**O'Reilly**

With the Yahoo Query Language (YQL), you can easily query web services, filter the results, and join data from several services into your application. This book demonstrates every aspect of YQL usage, from setting up queries to adding new services. You'll learn how to access information through the YQL Console, a clear and consistent interface that works across many web services. It's an ideal guide for programmers seeking data either for mashups or for populating their site.



**Activiti in Action: Executable business processes BPMN 2.0**

Rademakers et al  
9781617290121



9 781617 290121  
AU\$54.99  
NZ\$64.99  
**MANNING**

*Activiti in Action* is a comprehensive tutorial designed to introduce developers to the world of business process modeling using Activiti. This book presents a solid introduction to BPMN 2.0 and quickly moves to real-world examples that show how to implement BPMN processes with Activiti. Key topics are explored, including workflow, ESB usage, process monitoring, event handling, business rule engines, and document management integration.



**Programming Interactivity 2/Ed**

Noble, Joshua  
9781449311445



9 781449 311445  
AU\$65.00  
NZ\$95.00  
**O'Reilly**

Want to create rich interactive experiences with your artwork, designs, or prototypes, using electronics and programming? This is the place to start. *Programming Interactivity* helps you explore common themes in interactive art and design, including 2D and 3D graphics, sound, physical interaction, computer vision, geolocation, and more. No programming experience is required to get started. Learn the basics of programming and electronics with this book, and get working code samples you can use right away. You'll also find the background and technical information you need to design, program, build, and troubleshoot your own projects. The second edition brings you up-to-date on the latest versions of these three freely available tools created specifically for artists and designers:



Woodslane, Unit 7/5 Vuko Place, Warriewood, NSW 2102, Australia  
P O Box 935, Mona Vale, NSW 2103

P: (02) 9970 5111  
F: (02) 9970 5002  
Email: [info@woodslane.com.au](mailto:info@woodslane.com.au)  
[www.woodslane.com.au](http://www.woodslane.com.au)