

Elsevier
June - August 2008
Trade Releases

eMarketing eXcellence 3e

Dave Chaffey & P R Smith



eMarketing eXcellence, third edition, has been completely revised and updated to help you create effective and up-to-date customer-centric e-marketing plans. A hugely successful practical guide to creating and executing e-marketing plans, it combines established approaches to marketing planning with the creative use of new e-models and e-tools.

Written by two highly experienced e-marketing experts, the book shows you how to:

- Draw up an outline e-marketing plan;
- Evaluate and apply e-marketing principles and models;
- Integrate online and offline communications;
- Implement customer-driven e-marketing;
- Reduce costly trial and error;
- Measure and enhance your e-marketing;
- Drive your e-business forward

Jun-08
 ISBN: 9780750689458
 Paperback
 528pp
 Butterworth-Heinemann
 RRP A\$54.00 • RRP NZ\$64.00



Strategic Marketing 3e

Graeme Drummond, John Ensor & Ruth Ashford



Fully revised and updated, the third edition of *Strategic Marketing: Planning and Control* covers contemporary issues by exploring current developments in marketing theory and practice. The text maintains the concise yet comprehensive and accessible approach made popular by the hugely successful previous editions. It provides a synthesis of key strategic marketing concepts, and is tightly written to accommodate the reading time pressures on students.

The material is highly exam focused and has been class tested and refined. Completely revised and updated, the third edition of *Strategic Marketing: Planning and Control* features new chapters on customer relationship management, business ethics and problem-based learning (PBL).

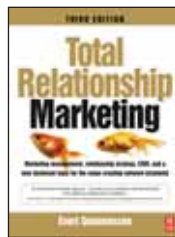
The final chapter, featuring mini case studies, has been thoroughly revised with new and up-to-date case material. Recommended by the CIM for the Professional Diploma in Marketing level of qualifications.

Jun-08
 ISBN: 9780750682718
 Paperback
 352pp
 Butterworth-Heinemann
 RRP A\$39.95 • RRP NZ\$47.00



Total Relationship Marketing 3e

Evert Gummesson



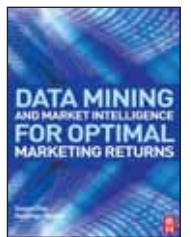
A powerful and in-depth analysis of modern relationship marketing, this 3rd edition of Gummesson's seminal title consolidates its major contribution to marketing thought internationally and represents what is still a unique perspective. Highly informative, practical in style, and packed with updated examples and cases from real companies, it is an essential resource for both undergraduate and postgraduate students.

The 3rd edition benefits from improved features to help students, including questions for discussion and end-of-chapter summaries.

Jul-08
 ISBN: 9780750686334
 Paperback
 392pp
 Butterworth-Heinemann
 RRP A\$62.00 • RRP NZ\$73.00

Data Mining and Market Intelligence for Optimal Marketing Returns

Susan Chiu & Domingo Tavella



Authors Susan Chiu and Domingo Tavella take an approach that will resonate among today's marketing executives who are struggling to position marketing as a revenue booster and sales enabler. In addition, marketing executives can leverage the strategic framework illustrated in the book to build convincing stories on marketing investment. They provide detailed and comprehensive discussions, including some 20 data mining techniques, and a wide range of industry examples.

Further, online marketing measurements and metrics are introduced along with practical guidance in the creation of executive summary reports and dashboards, and a larger market intelligence infrastructure within a corporation.

Jul-08
 ISBN: 9780750682343
 Hardback
 296pp
 Butterworth-Heinemann
 RRP A\$70.00 • RRP NZ\$82.00

Introduction to Sport Marketing

Aaron C T Smith



Sport Marketing is the first book to take the beginner student through the sometimes baffling world of sports marketing. Written in a very accessible manner specifically for students at the very start of their careers, this book explains the basic principles and practices of strategic marketing in the sports industry.

Packed with cases, questions, exercises, illustrations and with supporting online materials, *Sport Marketing* should be the first stop on any beginner sports management and marketing student's reading list.

Jul-08
ISBN: 9780750686853
Paperback
352pp
Butterworth-Heinemann
RRP A\$49.95 • RRP NZ\$59.00



The Economics of Sports



Paul Downward, Alistair Dawson & Trudo Dejonghe

The Economics of Sports provides a highly accessible introduction to the main theoretical, empirical and policy issues that emanate from the economic analysis of sport.

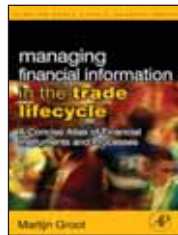
Written in a style that makes economics accessible to sports management and policy students, this is a lively and reader-friendly examination of the crucial areas that make up the sports economy. It embraces the full scope of the sports economy, covering the three main arenas in which sport takes place - mass participation, professional sports and sports events.

The key elements of the economic representation of these three markets is examined, together with the main policy issues, as well as the underlying demand for and supply of these sports. Truly international in scope, it focuses on specific comparisons among the US, the UK and mainland Europe. The breadth of discussion and international emphasis is brought to life by a thorough pedagogy that is developed throughout the book, including case studies to illustrate the key themes discussed. Ideal for both lecturer and student.

Sep-08
ISBN: 9780750683548
Paperback
332pp
Butterworth-Heinemann
RRP A\$60.00 • RRP NZ\$71.00

Managing Financial Information in the Trade Lifecycle

Martijn Groot



Information is the oxygen supply of the financial markets. Financial information, or data, is so important that companies such as Barclays and Citigroup now have executive positions of Chief Data Officer or Head of Data Acquisition.

This book, written by a long-time industry insider at one of the leading data management vendors, discusses the present and future of financial data management by focusing on the lifecycle of the financial instruments (stocks, bonds, options, derivatives) that generate and require data to keep the markets moving. This book is a concise reference manual of the financial information supply chain and how to maximize effectiveness and minimize cost.

Jun-08
ISBN: 9780123742896
Hardback
288pp
Academic Press
RRP A\$82.00 • RRP NZ\$96.00

Aligning Human Resources and Business Strategy 2e

Linda Holbeche



Holbeche provides a set of tools and case studies that show how HR strategists have utilized their skills to deliver a variety of key business objectives, commonly within their current job role. The relationship between an effective people strategy and business success is hard to quantify in financial terms, but Holbeche provides persuasive examples to add to the growing body of evidence.

Case studies include mergers and acquisitions policies, organizational design, retaining high flyers in an international environment, and core competency approaches.

Sep-08
ISBN: 9780750680172
Paperback
496pp
Butterworth-Heinemann
RRP A\$42.00 • RRP NZ\$49.00

Managing and Delivering Performance



Bernard Marr

Performance management is on the top of agendas in most government and public organizations, as well as many not-for-profit organizations.

Based on his successful book, *Strategic Performance Management*, the author focuses on the unique challenges of how public sector organizations can tackle the issues of strategic performance management. For senior executives in the public sector and government, and for faculty and students in the field this will be the authoritative strategic level treatment of this ever growing area.

Sep-08
ISBN: 9780750687102
Paperback
256pp
Butterworth-Heinemann
RRP A\$60.00 • RRP NZ\$71.00



Key Title

Project Management for Business Engineering and Technology 3e



John M Nicholas & Herman Steyn

This book encompasses the full range of project management – everything from origins, philosophy, and methodology to actual applications. Nicholas and Steyn describe the concepts and techniques such as project initiation and proposals, scope and task definition, scheduling, budgeting, risk analysis, control, project organization, and the often overlooked “people” side – project leadership, team building, conflict, and stress management.

The Systems Development Cycle is used as a framework to discuss project management in a variety of situations, making this book useful for managing virtually any kind of project, program, or task force. The book views a project as a goal-oriented system of interrelated components—tasks and stakeholders—functioning in a larger environment; the purpose of project management is to unify or integrate the components—the interests, resources, work efforts of many stakeholders, as well as schedules, budgets, and plans—to accomplish the project goal.

Jun-08
ISBN: 9780750683999
Paperback
752pp
Butterworth-Heinemann
RRP A\$64.00 • RRP NZ\$75.00

Managing Project Delivery



Dr Trish Melton & Peter Iles-Smith

Successful projects are the basis for the business many successful organisations, but many professionals lack the basic skills required to manage projects successfully.

This book shows how to maximise the outcomes of projects and to ensure that the benefits arising from projects — large or small — are fully realized by the business. This key outcome can be easily overlooked or sidelined by the need to keep projects on track.

This book provides simple yet powerful tools to ensure that projects deliver on their goals in a controlled and accountable manner, with a hands-on practical approach, highly illustrated with real-world examples, and supported throughout by tools and techniques that will be a great value to career project managers and those only temporarily involved with projects alike.

Jul-08
ISBN: 9780750685153
Paperback
224pp
Butterworth-Heinemann
RRP A\$59.95 • RRP NZ\$71.00

Global Information Systems



Dorothy E Leidner & Tim Kayworth

Information technology has had a major impact on individuals, organizations and society over the past 50 years. There are few organizations that can afford to ignore IT and few individuals who would prefer to be without it. As managerial tasks become more complex, so the nature of the required information systems (IS) changes - from structured, routine support to ad hoc, complex enquiries at the highest levels of management.

Global Information Systems aims to present the many complex and inter-related issues associated with culture in the management of information systems. The editors have selected a wide range of contemporary articles from leading experts in North America and Europe that represent a wide variety of different national and cultural environments. They offer valid explanations for, rather than simply pointing out cultural differences in articles that cover a variety of national cultures, including: China, Egypt, Finland, Hong Kong, Hungary, India, Jamaica, Peru, South Korea, Kuwait, Mexico, Singapore, Sweden, the United Arab Emirate, the UK, and the US.

Aug-08
ISBN: 9780750686488
Paperback
504pp
Butterworth-Heinemann
RRP A\$65.00 • RRP NZ\$76.00

Handbook of Hospitality Marketing Management

Haemoon Oh



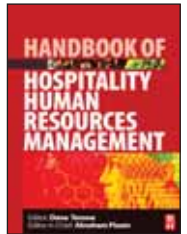
This handbook consists of 19 chapters that critically review mainstream hospitality marketing research topics and set directions for future research efforts. Internationally recognized leading researchers provide thorough reviews and discussions, reviewing hospitality marketing research by topic, as well as illustrating how theories and concepts can be applied in the hospitality industry. The depth and coverage of each topic is unprecedented.

A must-read for hospitality researchers and educators, students and industry practitioners.

Jun-08
ISBN: 9780080450803
Hardback
576pp
Butterworth-Heinemann
RRP A\$115.00 • RRP NZ\$135.00

Handbook of Hospitality Human Resources Management

Dana Tesone



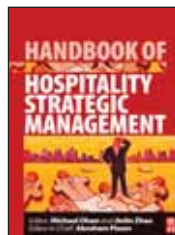
This handbook consists of 21 chapters which critically review mainstream hospitality human resources management (HRM) research topics and set directions for future research efforts. Internationally recognized leading researchers provide thorough reviews and discussions, reviewing hospitality HRM research by topic, as well as illustrating how theories and concepts can be applied in the hospitality industry. The depth and coverage of each topic is unprecedented.

A must-read for hospitality researchers and educators, students and industry practitioners.

Jun-08
ISBN: 9780080450810
Hardback
560pp
Butterworth-Heinemann
RRP A\$120.00 • RRP NZ\$141.00

Handbook of Hospitality Strategic Management

Michael Olsen & Jinlin Zhao



This Handbook consists of 25 chapters that critically review mainstream *Hospitality Strategic Management* research topics and set directions for future research efforts. Internationally recognized leading researchers provide thorough reviews and discussions, reviewing strategic management research by topic, as well as illustrating how theories and concepts can be applied in the hospitality industry. The depth and coverage of each topic is unprecedented.

A must-read for hospitality researchers and educators, students and industry practitioners

Aug-08
ISBN: 9780080450797
Hardback
504pp
Butterworth-Heinemann
RRP A\$110.00 • RRP NZ\$129.00

Marketing Research for Non-Profit Community and Creative Organizations

Bonita Kolb



This book has two purposes. First, to educate readers on how research can be used to help their organization more effectively reach its goals. Second, it will educate the reader on how to conduct different methods of research and use the findings to improve products, find customers and develop effective promotions.

Textbooks on nonprofit marketing do teach students marketing theory and practice; however, these books typically only have a chapter, or less, on marketing research. As a result of this approach, even if the students gain an understanding of product development, segmentation approaches and promotion methods, they do not know how to conduct the research that would provide the information necessary for making any marketing decision. This book will be useful for managers of small nonprofit, creative, and community organizations as many do not have business experience.

Aug-08
ISBN: 9780750687607
Paperback
290pp
Butterworth-Heinemann
RRP A\$51.95 • RRP NZ\$61.00

A Behavioral Approach to Asset Pricing 2e

Hersch Shefrin

Behavioral finance is the study of how psychology affects financial decision making and financial markets.

It is increasingly becoming the common way of understanding investor behavior and stock market activity. Incorporating the latest research and theory, Shefrin offers both a strong theory and efficient empirical tools that address derivatives, fixed income securities, mean-variance efficient portfolios, and the market portfolio. The book provides a series of examples to illustrate the theory.

A companion website contains these examples worked out as Excel spreadsheets so that readers can input their own data to test the results.

Jun-08
ISBN: 9780123743565
Hardback
618pp
Academic Press
RRP A\$106.00 • RRP NZ\$125.00



Handbook of Financial Intermediation and Banking

Anjan V Thakor & Arnoud W A Boot

The growth of financial intermediation research has yielded a host of questions that have pushed "design" issues to the fore even as the boundary between financial intermediation and corporate finance has blurred.

This volume presents review articles on six major topics that are connected by information-theoretic tools and characterized by valuable perspectives and important questions for future research. Touching upon a wide range of issues pertaining to the designs of securities, institutions, trading mechanisms and markets, industry structure, and regulation, this volume will encourage bold new efforts to shape financial intermediaries in the future.

Jul-08
ISBN: 9780444515582
Hardback
608pp
Elsevier Science
RRP A\$180.00 • RRP NZ\$212.00



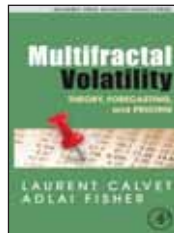
Multifractal Volatility Theory, Forecasting and Pricing

Laurent Calvet & Adlai Fisher

Forecasting volatility is one of the major challenges in the field of finance. Calvet and Fisher present a powerful, new technique for volatility modeling. Drawing on insights from the use of multifractals in the natural sciences and mathematics, they show how to construct regime-switching models that contain multiple durations, are easy to estimate, and outperform some of the best traditional forecasting models such as GARCH. Their preliminary work has been well-received in the top academic journals and this is the first time they present their research in a comprehensive way.

The book is suitable for a PhD courses in Economics/ Finance, or a short course for practitioners on volatility modeling.

Aug-08
ISBN: 9780121500139
Hardback
246pp
Academic Press
RRP A\$89.95 • RRP NZ\$106.00



Joe Celko's Thinking in Sets Auxiliary, Temporal and Virtual Tables in SQL



Joe Celko

Joe Celko has looked deep into the code of novice SQL programmers and found a consistent and troubling pattern. These programmers have not changed their approach from writing code for a procedural language, like C, to a declarative language, like SQL. Thinking in sets reveals the conceptual shift these programmers need to make.

Through detailed examples and clear explanations, Joe enables readers to conceptualize database problems as rooted in sets and solvable through declarative programming techniques. The book focuses on three table-based SQL techniques that not only demonstrate this set characteristic of SQL, but also dramatically simplify application development. For each table type — auxiliary, temporal and virtual — Joe teaches not only the new kind of thinking required to use them effectively but also how to choose the right table technique to apply and why.

Jun-08
ISBN: 9780123741370
Paperback
384pp
Morgan Kaufmann
RRP A\$36.95 • RRP NZ\$43.00

The Best Damn Windows Server 2008 Book Period 2e

SYNGRESS®

Anthony Piltzecker

The second edition of *The Best Damn Windows Server Book Period* is completely revised and updated to Windows Server 2008. This book will show you how to increase the reliability and flexibility of your server infrastructure with built-in Web and virtualization technologies; have more control over your servers and websites using new tools like IIS7, Windows Server Manager, and Windows PowerShell; and secure your network with Network Access Protection and the Read-Only Domain Controller.

Bonus coverage includes securing IIS, Exchange Server and SQL Server. Access to a free downloadable version of the book is included.

Jun-08
ISBN: 9781597492737
Paperback
824pp
Syngress
RRP A\$74.95 • RRP NZ\$88.00

Integrating ISA Server 2006 with Microsoft Exchange 2007

SYNGRESS®

Fergus Strachan

When IT professionals run Microsoft Exchange behind the beefy ISA server, they can protect email, remote users, and web applications from spyware, hackers and viruses. This book teaches readers how to integrate the latest Microsoft releases, ISA Server 2006 and Exchange Server 2007 SP1, with as little muss and fuss as possible. It helps IT professionals get the integration job done right, the first time.

Written in a clear style, this resource features tips and tricks to help sys admins avoid pitfalls and easily solve common problems.

Jul-08
ISBN: 9781597492751
Paperback
376pp
Syngress
RRP A\$59.95 • RRP NZ\$71.00

Design Storage for Microsoft Exchange 2007 SP1



Pierre Bijaoui & Juergen Hasslauer

This book will help you understand the new choices and possibilities available in designing your storage environment for Microsoft Exchange Server 2007 SP1. The move of Microsoft Exchange Server from a 32-bit application to the 64-bit world reduced the I/O footprint on the storage subsystem. This allows users to consider shared storage deployments or go the opposite way and focus on direct attached storage.

Supporting large mailboxes is now possible, but how do you back up and recover the increased amount of data? Exchange Server 2007 Continuous Replication and new features in Windows Server 2008 Failover Clustering provides interesting possibilities for geographically dispersed deployments. This book explains these new built-in features of Exchange Server 2007 and compares them with application independent data replication solutions provided by high-end storage subsystems. It is critical to understand these key technologies to make the right decision which storage solution best fits your business needs. The authors share their experience from large scale deployments and depict configurations used during their projects.

Aug-08
ISBN: 9781555583088
Paperback
560pp
Syngress
RRP A\$59.95 • RRP NZ\$71.00

SAP Security Configuration and Deployment

SYNGRESS®

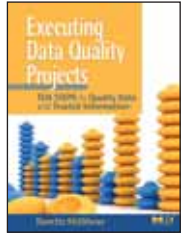
Joey Hirao

SAP is the world's largest enterprise software company and the world's third largest independent software supplier overall. Throughout the world, high-profile large organizations (aerospace and defense, automotive, banking, chemicals, financial service providers, healthcare, high tech, insurance, oil and gas, pharmaceuticals, retail, telecommunications, and utilities) and governments are using SAP software to process its most mission-critical, highly sensitive data. Despite this widespread use, there have been very few books written on SAP implementation and security, despite a great deal of interest.

This book is designed for these network and systems administrators who deal with the complexity of having to make judgmental decisions regarding enormously complicated and technical data in the SAP landscape, as well as pay attention to new compliance rules and security regulations.

Aug-08
ISBN: 9781597492843
Paperback
800pp
Syngress
RRP A\$84.95 • RRP NZ\$100.00

Executing Data Quality Projects Ten Steps to Quality Data and Trusted Information



Danette McGilvray

Information is currency. In today's world of instant global communication and rapidly changing trends, up-to-date and reliable information is essential to effective competition. Recent studies show that data quality problems are costing businesses billions of dollars each year, with poor data linked to waste and inefficiency, damaged credibility among customers and suppliers, and an organizational inability to make sound decisions.

In *Executing Data Quality Projects: Ten Steps to Quality Data and Trusted Information*, Danette McGilvray presents a systematic, proven approach to improving and creating data and information quality within the enterprise. She describes a methodology that combines a conceptual framework for understanding information quality with the tools, techniques, and instructions for improving and creating information quality. Her trademarked "Ten Steps" approach applies to all types of data and to all types of organizations.

Aug-08
ISBN: 9780123743695
Paperback
310pp
Morgan Kaufmann
RRP A\$59.95 • RRP NZ\$71.00

Programming Lego Mindstorms NXT

SYNGRESS®

Owen Bishop

Teach your robot new tricks! With this projects-based approach you can program your Mindstorms NXT robot to solve a maze, build a house, run an obstacle course, and many other activities. Along the way you will learn the basics of programming structures and techniques using NXT-G and Microsoft VPL.

Includes a DVD w/ e-text, programming code, and a link to the accompanying website. For hobbyists and students working on robot projects, Bishop provides the background and tools to program your robot for tasks that go beyond the simple routines provided with the robot kit. The programs range in complexity from simple contact avoidance and path following to programs generating some degree of artificial intelligence.

Aug-08
ISBN: 9781597492782
Paperback
200pp
Syngress
RRP A\$47.95 • RRP NZ\$56.00

Securing Citrix Presentation Server in the Enterprise

SYNGRESS®

Tariq Azad

Citrix Presentation Server allows remote users to work off a network server as if they weren't remote. That means incredibly fast access to data and applications for users, no third-party VPN connection, and no latency issues. All of these features make Citrix Presentation Server a great tool for increasing access and productivity for remote users.

Unfortunately, these same features make Citrix just as dangerous to the network it's running on. By definition, Citrix is granting remote users direct access to corporate servers...achieving this type of access is also the holy grail for malicious hackers, hence the demand for this book.

Aug-08
ISBN: 9781597492812
Paperback
528pp
Syngress
RRP A\$69.95 • RRP NZ\$82.00

Next Generation SSH2 Implementation

SYNGRESS®

Justin Peltier

New security risks, continuously evolving regulation and increasing security standards have created new and growing needs for secure internal information transfers, which SSH (Secure Shell) provides.

This book offers the most up-to-date information on SSH version 2 (which replaced the previous version in 2006) in a practical, hands-on, tutorial-style reference that goes well beyond UNIX implementation. It incorporates the latest information and is accompanied by a companion website that contains useful scripts and utilities, providing administrators with the newest ways to incorporate this most useful utility into their network tool box.

Aug-08
ISBN: 9781597492836
Paperback
300pp
Syngress
RRP A\$54.95 • RRP NZ\$65.00

Securing Windows Server 2008

SYNGRESS®

Aaron Tiensivu

Microsoft hails the latest version of its flagship server operating system, Windows Server 2008, as "the most secure Windows Server ever." However, to fully achieve this lofty status, system administrators and security professionals must install, configure, monitor, log, and troubleshoot a dizzying array of new features and tools designed to keep the bad guys out and maintain the integrity of their network servers. This is no small task considering the market saturation of Windows Server and the rate at which it is attacked by malicious hackers.

According to IDC, Windows Server runs 38% of all network servers. This market prominence also places Windows Server at the top of the SANS top 20 Security Attack Targets. The first five attack targets listed in the SANS top 20 for operating systems are related to Windows Server. This doesn't mean that Windows is inherently less secure than other operating systems; it's simply a numbers game. More machines running Windows Server. More targets for attackers to hack.

Aug-08
ISBN: 9781597492805
Paperback
656pp
Syngress
RRP A\$71.95 • RRP NZ\$85.00



Scene of the Cybercrime 2e

SYNGRESS®

Debra Littlejohn Shinder & Michael Cross

When it comes to computer crimes, the criminals got a big head start. But the law enforcement and IT security communities are now working diligently to develop the knowledge, skills, and tools to successfully investigate and prosecute cybercrime cases.

When the first edition of *Scene of the Cybercrime* published in 2002, it was one of the first books that educated IT security professionals and law enforcement how to fight cybercrime. Over the past 5 years, a great deal has changed in how computer crimes are perpetrated and subsequently investigated. Also, the IT security and law enforcement communities have dramatically improved their ability to deal with cybercrime, largely as a result of increased spending and training.

Jul-08
ISBN: 9781597492768
Paperback
744pp
Syngress
RRP A\$74.95 • RRP NZ\$88.00

UNIX Forensic Analysis DVD Toolkit

SYNGRESS®

Chris Pogue

This book addresses topics in the area of forensic analysis of systems running on variants of the UNIX operating system, which is the choice of hackers for their attack platforms. According to a 2007 IDC report, UNIX servers account for the second-largest segment of spending (behind Windows) in the worldwide server market with \$4.2 billion in 2Q07, representing 31.7% of corporate server spending. UNIX systems have not been analyzed to any significant depth largely due to a lack of understanding on the part of the investigator, an understanding and knowledge base that has been achieved by the attacker.

The companion DVD provides a simulated or "live" UNIX environment where readers can test the skills they've learned in the book and use custom tools developed by the authors.

Aug-08
ISBN: 9781597492690
Paperback
248pp
Syngress
RRP A\$72.00 • RRP NZ\$85.00

Techno Security's Guide to Securing SCADA

SYNGRESS®

Jack Wiles

Around the world, SCADA (supervisory control and data acquisition) systems run mission-critical infrastructure – everything from the power grid to water treatment, chemical manufacturing to transportation.

These networks are at increasing risk due to the move from proprietary systems to more standard platforms and protocols and the interconnection to other networks. Because there has been limited attention paid to security, these systems are seen as largely unsecured and very vulnerable to attack. This book addresses currently undocumented security issues affecting SCADA systems and overall critical infrastructure protection.

Headline-making threats and countermeasures like malware, sidejacking, biometric applications, emergency communications, security awareness planning, personnel & workplace preparedness and bomb threat planning will be addressed in detail in this one-of-a-kind book-of-books dealing with the threats to critical infrastructure protection.

Aug-08
ISBN: 9781597492829
Paperback
448pp
Syngress
RRP A\$84.95 • RRP NZ\$100.00

The Art of Game Design

Morgan Kaufmann

Jesse Schell

Game design is the act of deciding what a game should be. Decisions about rules, look and feel, timing, pacing, risk-taking, rewards, punishments, and everything else the player experiences are the responsibility of the game designer.

Jesse Schell has gathered together the best principles and rules of game design for new game designers to study, make use of, and see how others have used them. He refers to these principles as lenses, because each one is a different way of viewing a design.

Higher-level companion title to Focal Press book - *Game Design Workshop, 2e* by Tracy Fullerton (ISBN: 9780240809748)

Aug-08
ISBN: 9780123694966
Paperback
512pp
Morgan Kaufmann
RRP A\$71.95 • RRP NZ\$85.00

Game Usability Practical Techniques from the Experts

Katherine Isbister & Noah Schaffer



Usability is the ease with which people can employ a particular tool to achieve a particular goal. Usability refers to a computer program's efficiency or elegance.

The topic is of growing interest to game developers, but until now, no comprehensive survey of the range of issues and tactics has been available.

Game developers and publishers are extremely busy people, and do not have time to sort through general usability material and figure out what is applicable to what they are doing. This book offers them a comprehensive introduction to usability targeted to their needs and interests, with useful reference lists in each chapter for digging more deeply. The book teaches methods, and is also a useful tool for evangelizing usability within game studios and publishing houses.

Aug-08
ISBN: 9780123744470
Paperback
374pp
Morgan Kaufmann
RRP A\$54.95 • RRP NZ\$65.00

3d Max Modeling for Games

Andrew Gahan



Master the latest 3D modeling techniques for games that will help put your characters and vehicles into action quickly. Andy Gahan prepares you for a career in the game business with this essential guide for aspiring game artists.

This Official Autodesk Techniques book contains countless examples of quality professional work and step-by-step tutorials on designing game characters, environments, assets, and vehicles. The DVD contains files that you can edit to help jumpstart your imagination.

Aug-08
ISBN: 9780240810614
Paperback
304pp
Syngress
RRP A\$59.95 • RRP NZ\$71.00



ELSEVIER

How to Cheat in 3ds Max 2009

Michele Bousquet



3ds Max is a full-featured 3D graphics application developed by Autodesk Media and Entertainment with a base of over 200,000 users.

How to Cheat in 3ds Max includes a host of time-saving techniques and little-known tools for the intermediate to advanced 3ds Max user presented in full color. Each trick is broken down into easy-to-follow, clearly illustrated, step-by-step instructions.

The CD includes scene files and bitmaps to illustrate the cheats.

Jun-08

ISBN: 9780240810324

Paperback

232pp

Focal Press

RRP A\$49.95 • RRP NZ\$59.00

Computing

Unireps June - August 2008 Trade Releases

Canon EOS Digital Rebel XSi/450D

Christopher Grey

The Canon EOS Digital Rebel XSi/450D is the world's best-selling DSLR, selling about 5 million units worldwide annually. Current guides for this camera are not hitting the needs of the users. They want a bright, colorful modern design, inspiration as well as instruction, tips from the Pros and good and bad images side by side to illustrate camera settings.

This highly illustrated guide meets those needs and takes readers on a complete guided tour of their Rebel XSi/450D, as seen through the eyes of an experienced professional photographer. Packed with tips and advice from a seasoned expert, this is both a highly illustrated camera guide, and an extremely practical photography guide.

A must-have for anyone shooting with this highly popular and versatile camera, in an attractive package at a very competitive price.

Aug-08
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Nikon D60

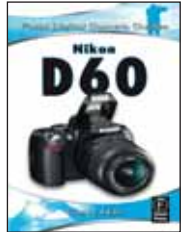
Corey Hilz

The DSLR market has exploded in recent years, and Nikon became a major player in the field with the release of their hugely popular D-series cameras.

These cameras are priced for the amateur enthusiast and marketed towards people with no experience shooting with a DSLR, so they need clear, concise (but complete) information to show them how to use their new cameras. What they also need is inspirational images to show them just how great their shots can be with a little practice.

This book gives them all of the above and will have the new Nikon D60 shooter creating amazing photos in no time.

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Sony A200

Shawn Barnett

The Sony A200 is an extremely popular and versatile camera. Packed with state-of-the-art features, it is capable of producing incredible photographs...if it is used properly. That's where this guide comes in, taking readers on a complete guided tour of their camera.

Highly illustrated and extremely practical, it gets straight to the point and focuses on answering the specific needs of Sony users looking for great results. Combining a bright, colorful modern design, inspiration as well as instruction, tips from an experienced photographer and camera reviewer, and hundreds of inspiring images, this is a must-have for all photographers shooting with this great camera.

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Studio Photography Essential Skills 4e

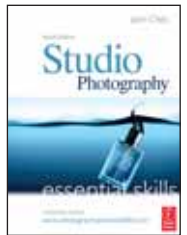
John Child

Studio photography is the most common career path for aspiring photographers but the professional and commercial nature of the field makes it a challenging area to break into.

Whilst other introductory books on the subject are often bogged down with too much technical detail or too many 'show-off' shots, *Studio Photography: Essential Skills* offers a practical and accessible guide to the fundamental techniques for successful studio photography.

Whether photographing a person or a product, the book takes a commercial and creative approach and considers the important elements of lighting, exposure, capture, art direction and the studio setting to ensure a successful shoot. With a clearly structured learning approach and a wide variety of engaging activities and assignments, this is an informative and stimulating guide to the basics and a perfect tool for photographers looking to broaden their skills and increase their earning potential.

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Digital Photo Management

David Riecks

Photographers at any level take hundreds, sometimes thousands of photographs - leaving themselves with a deluge of content that they must now organize. *Digital Photo Management* provides the information needed to set up an organized filing system that allows both professional and amateur photographers use metadata to store, protect and find their images.

Packed with professional tips, example workflows and screenshots, this is the only up-to-date guide to managing your images that covers all of the latest digital imaging software, from Photoshop and Lightroom to Aperture and Bridge.

As part of the highly successful Digital Workflow Series, this guide helps photographers and digital image makers work faster, work smarter and create great images, with a focus on what the working photographer and digital image maker need to know to get the job done.

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Apple Aperture 2 A Workflow Guide for Digital Photographers

Ken McMahon & Nik Rawlinson

Apple's Aperture software is a post-production tool designed to allow digital photographers to import, manage and enhance photographs in one simple, integrated workflow. Aperture 2, the recently updated version of the software, includes more than 100 new features for photo management and image processing, and this much-needed guide takes readers through the tools and knowledge necessary to get up-and-running fast.

Unlike other software books on the market, *Apple Aperture 2* looks at this powerful application in the context of the overall digital photography workflow, helping the reader to use time efficiently and enhance creativity.

The book includes clear explanations and step-by-step guidance on how to import, sort and navigate thousands of raw files like a pro; how to view and compare images to make selections quickly; how to turn good photos into beautiful images with adjustment tools; and how to export, showcase and print work with high-quality results.

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Digital Art Masters Volume 3

3D Total.Com

For CG artists by CG artists. *Digital Arts Masters* is a compilation from 50+ of the best digital artists working today and includes 900 examples of their work.

A coffee table style gallery book of the stunning finished art would be inspiring to CG artists, but *Digital Arts Masters* offers even more. With insight and behind-the-scenes imagery showing the artists' thought processes and favorite tips and tricks this is like sitting down with them and getting tips and tricks from the "horse's mouth."

Compiled by the team at 3dtotal.com, which has 50,000 visitors a day and is a barometer of current trends in CG.

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Digital Video and DSP

Keith Jack

Digital video is everywhere! The engineers creating HDTV, mp3 players, and smart phones and their components are in need of essential information at a moment's notice.

The Instant Access Series provides all the critical content that a digital video engineer needs in his or her daily work. This book provides an introduction to video as well as succinct overviews of analogue and digital interfaces along with signal processing.

This book is filled with images, figures, tables, and easy-to-find tips and tricks for the engineer that needs material fast to complete projects to deadline.

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Film Directing Fundamentals

Nicholas Proferes

Film Directing Fundamentals gives the novice director an organic methodology for realizing on the screen the full dramatic possibility of a screenplay.

Unique among directing books, this book provides clear-cut ways to translate a script to the screen. Using the script as a blueprint, the reader is led through specific techniques to analyze and translate its components into a visual story.

A sample screenplay is included that explicates the techniques. The book assumes no knowledge and thus introduces basic concepts and terminology.

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Key Title

Web Music Marketing and Promotion

Tom Hutchison

With the explosion of social networking sites today and the growing importance these sites have in promoting, selling and distributing music online, it is essential for today's musician to have great Internet presence.

Looking at how the web has developed, providing instruction on how to set up a website as well as how to use the web to promote to the widest audience the book includes key information on maximizing a website to increase traffic as well online grassroots marketing tactics as well as social networking sites such as MySpace.

The accompanying website will keep this title up-to-date as well as include online resources for web support.

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Audio Engineering Know It All

Ian Sinclair, Douglas Self, Julian Nathan, Ben Duncan & Chas Miller

The Newnes Know It All Series takes the best of what our authors have written to create hard-working desk references that will be an engineer's first port of call for key information, design techniques and rules of thumb. Guaranteed not to gather dust on a shelf!

Audio engineers need to master a wide area of topics in order to excel. The *Audio Engineering Know It All* covers every angle, including digital signal processing, power supply design, microphone and loudspeaker technology as well as audio compression.

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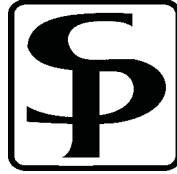
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Triumphs in Early Autism Treatment

Ennio Cipani



Autism is among the most prevalent developmental disorders, affecting approximately one in every 160 children.

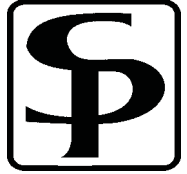
The diagnosis of autism has increased tenfold over the past decade, prompting the Centers for Disease Control and Prevention to label it a national public health crisis. There is no known cure for autism either, but evidence suggests that behavioural interventions, used at an early age, can have significant effects on autistic children.

The strongest evidence base for behavioural interventions is applied behaviour analysis (ABA). ABA involves the application of basic behavioural practices (positive reinforcement, repetition, and prompting) and the use systematic tracking of outcomes to facilitate the development of language and social learning. It also reduces problems like self-injurious behaviour, tantrums related to transition and communication problems, and self-stimulatory behaviour that impedes the learning process.

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Helping Victims of Violent Crime

Diane L Green



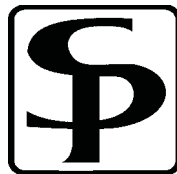
Helping Victims of Violent Crime grounds victim assistance treatments in a victim-centred and strengths perspective. The book explores victim assistance through systems theory: the holistic notion of examining the client in his/her environment and a key theoretical underpinning of social work practice.

The basic assumption of systems theory is homeostasis. A crime event causes a change in homeostasis and often results in disequilibrium. The victim's focus at this point is to regain equilibrium. Under the systems metatheory, coping, crisis and attribution theories provide a good framework for victim-centred intervention. Stress and coping theories posit that three factors determine the state of balance: perception of the event, available situational support, and coping mechanisms.

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Intimate Partner and Family Abuse

John Hamel



Family violence is a complex phenomenon. It is often reciprocal between the adult partners, and sometimes initiated by the children upon their parents and each another. Males and females, and parents and children can be perpetrators or victims in varying degrees.

Over the past decade, many domestic violence experts have acknowledged the usefulness of couples and family therapy as an effective way to assess and treat family violence, while still ensuring the safety and accountability of all family members.

This casebook showcases a wide variety of couples and families who have encountered violence, and the different therapeutic approaches used to treat them. The families discussed in these cases vary in their composition, geographic location, ethnic and socioeconomic status, and mental health issues. The case authors come from a wide range of fields, including social work, marriage and family therapy, psychology, and psychiatry. The approaches they use include cognitive-behavioural, family systems, feminist, problem-solving, and many others.

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Healing the Heart of Trauma and Dissociation with EMDR and Ego State Therapy

Carol Forgash & Margaret Copeley

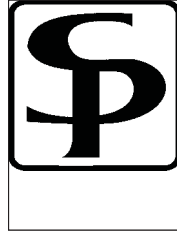


By integrating EMDR with ego state therapy techniques, the editors present a novel approach to successfully treating clients with the most severe trauma-related disorders. This interdisciplinary model provides a comprehensive guide that can safely promise EMDR treatment to a broader range of challenging clients who would not otherwise be candidates for it.

Jun-2008
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384pp
Springer Publishing
RRP A\$57.95 • RRP NZ\$68.00



EMDR and the Art of Psychotherapy with Children



Robbie Adler-Tapia & Carolyn Settle

For almost twenty years, Dr Francine Shapiro's EMDR therapy has been successful in treating adult victims of PTSD, and droves of literature have been written testifying to that fact. But when it comes to children, it's a different story. There is scant documentation of treating children and adolescents with EMDR therapy, and much of what has been written refers to some variant of Shapiro's eight-phase protocol. *EMDR and the Art of Psychotherapy with Children* is the first major step in remedying that problem.

Treatment manual also available

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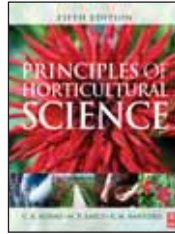
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Principles of Horticultural Science 4e

C R Adams, M P Early & K M Bamford



Principles of Horticulture is an excellent introduction to the study of all aspects of the subject.

Written in an accessible and readable style, it has helped thousands of students to succeed in their examinations for more than 25 years.

Readers ranging from first time students at the beginning of their careers in horticulture to seasoned gardeners with many years of practical experience will find it essential reading.

For the first time the book appears in full colour, making study easier and clearer.

Aug-08

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