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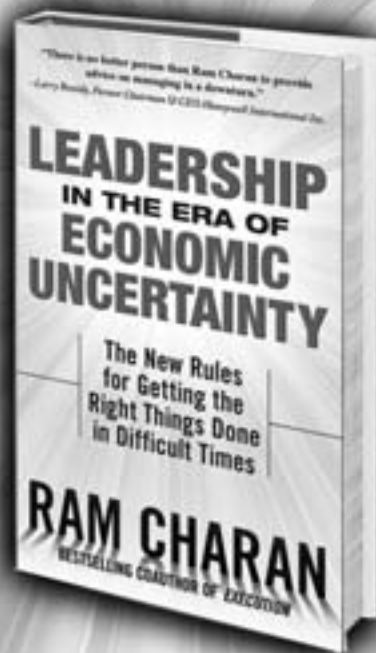
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BUSINESS

TOYOTA KATA

How Toyota Manages People to Achieve Superior Results

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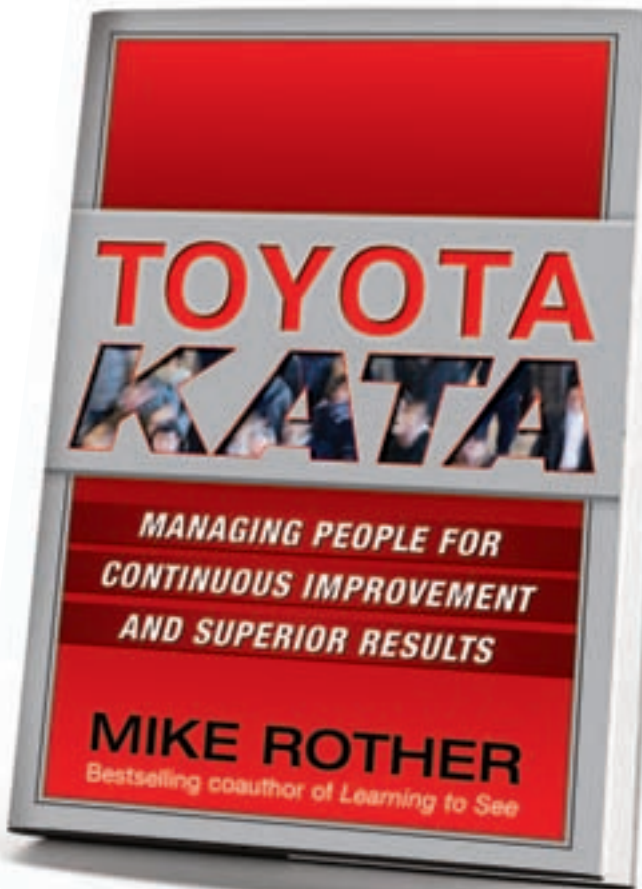
Based on six years of research, *Toyota Kata* brings to light, for the first time, the auto company's secrets to managing employees. It reveals the two main routines of thinking and acting (called *kata*) that Toyota instills in its workers, which in turn generate continuous improvement, adaptation, and remarkable results.

Inside, Mike Rother provides the tools readers need to model their management system after that of Toyota. Anyone seeking better ways to lead, manage, and develop people will find everything they need in *Toyota Kata*.

- This is the first book to explain how Toyota manages its people on a day-to-day basis to achieve superior results
- 400,000 copies have sold of Rother's first Toyota book, *Learning to See*
- Rother is world-famous as an expert on Toyota; he is invited to speak at national conferences and training seminars at least once a month
- This is the perfect complement to just about any other Toyota process book

Kata: Toyota's secret weapon—organizational routines that give people a means, a pattern, for achieving ambitious goals in the face of unpredictable conditions

How the #1 Automaker Created a World-Class Workforce



Mike Rother (Ann Arbor, MI, and Cologne, Germany) co-authored two groundbreaking LEI workbooks: *Learning to See* and *Creating Continuous Flow*, both of which won the prestigious Shingo Prize. He is an independent scholar and guest researcher at the University of Dortmund in Germany.

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WHY ICELAND?

The Rise and Fall of a Small Country With Big Ambitions

Ásgeir Jónsson



The reasons behind Iceland's decline—and what it now means for the rest of the world

How did a nation of 300,000 build an international banking empire of assets equaling 12 times its GDP—and then lose it all overnight?

Ásgeir Jónsson, head of research and chief economist for Iceland's biggest bank, was in the midst of it all. Here, he explains the whole story of how Iceland grew into a banking empire and then collapsed, including the theory that Iceland's fall was the result of a speculative attack by hedge funds on the nation's banking system. He examines the roles played by the United States and United Kingdom, and predicts how the collapse will, in turn, affect them.

- This is the most detailed account to date of one of the global economic meltdown's most fascinating and momentous events
- A true insider, Jónsson is among the most suited economists to provide an accurate assessment of Iceland's collapse
- The book holds international appeal: Iceland's situation will affect everyone

Ásgeir Jónsson (Iceland) is head of research and chief economist at Kaupthing Bank, which used to be Iceland's biggest bank. He has written several books and articles about Icelandic economy and history.

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RECESSION PROOF YOUR FINANCIAL LIFE

Nancy Dunnan

A bestselling personal-finance author's plan for staying afloat in a sinking economy

As the recession hits with full force, readers are looking for simple explanations and actionable advice for shoring up their finances.

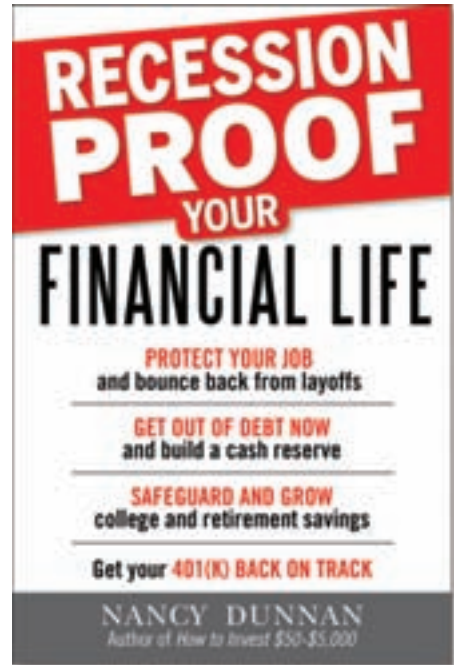
Recession Proof Your Financial Life covers everything from short-term goals (taking inventory of assets, assessing debt, creating a budget, what to do if you're laid off) to long-term aims (saving for college, avoiding foreclosure). Dunnan's proven track record of tapping into readers' specific concerns and providing clear solutions ensures that *Recession Proof Your Financial Life* will appeal to a large audience—at a time when such books are most needed.

- Helps readers both survive the recession now and build a solid financial base for the future
- The author has written a number of bestselling personal-finance books, attesting to her keen insight into readers' concerns
- Sidebars and worksheets will appeal to the audience's desire to take quick, hands-on action

Nancy Dunnan (New York, NY) is the author or coauthor of more than 30 books. Among her bestselling titles are *How to Invest \$50-\$5,000*, *Dunnan's Guide to Your Investments*, and *Dun and Bradstreet's Guide to Your Investments*. She writes regular columns for a number of online and print publications and frequently appears as a guest on CBS Radio News, Business News Network, and other radio stations.

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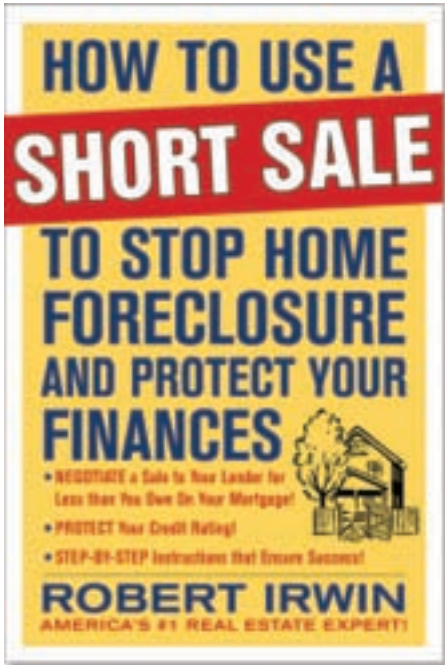
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HOW TO SELL YOUR HOME WITH A SHORT SALE

Robert Irwin



The guide millions of “underwater” homeowners have been waiting for

The perfect primer for new and experienced home sellers, *How to Sell Your Home With a Short Sale* is a step-by-step guide for successfully negotiating the tricky but useful process of short selling a home.

The housing industry is only getting worse, and it is estimated that 7.5 million properties are worth less than what their owners owe. One of the nation’s top real-estate gurus explains in clear terms how property owners can get a lender to accept a “short payoff”—i.e., a price that is less than the outstanding balance on the mortgage—which serves the dual purpose of dumping devalued property while protecting credit.

- 18% of mortgage owners owe more than the value of their home; making a short sale is their best option
- Contains required paperwork for executing a short sale
- Provides case studies illustrating precisely how to conduct this type of sale

Robert Irwin (Westlake Village, CA) is one of America’s most respected experts in all areas of real estate. He has written more than 20 books on the subject, including many bestsellers in McGraw-Hill’s Tips and Traps series.

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JUST ASK LEADERSHIP

Why Great Managers Always Ask the Right Questions

Gary B. Cohen

Foreword by Harry Beckwith, bestselling author of *Selling the Invisible*

How to strategically “question” an organization to greatness

The only way to find the right answer is to ask the right questions. *Just Ask Leadership* helps anyone from department heads to CEOs direct, empower, and motivate their people by asking high-quality, open-ended questions.

The author unveils three dynamic processes that great leaders must build into their organization: gaining perspective, evaluating performance, and conducting energy. This fosters the positive communication necessary for directing, empowering, and motivating people.

- Based on extensive interviews with 50 CEOs, this book reveals how the most effective ones use questions to inform their strategic decisions
- Motivation is a hot topic as evidenced by the growth of training programs focusing on the subject and the sales of books in this sector

Gary B. Cohen (Minneapolis, MN) is president and co-founder of ACI Telecentrics, Inc., and partner and co-founder of CO2 Partners, LCC. He has been written about in European and Asian editions of *The Wall Street Journal*, *Financial Daily News*, *USA Today*, *The Washington Post*, *BusinessWeek*, *Wall Street Reporter*, *Venture* magazine, *Paul Pioneer Press*, and *Profits Journal*.

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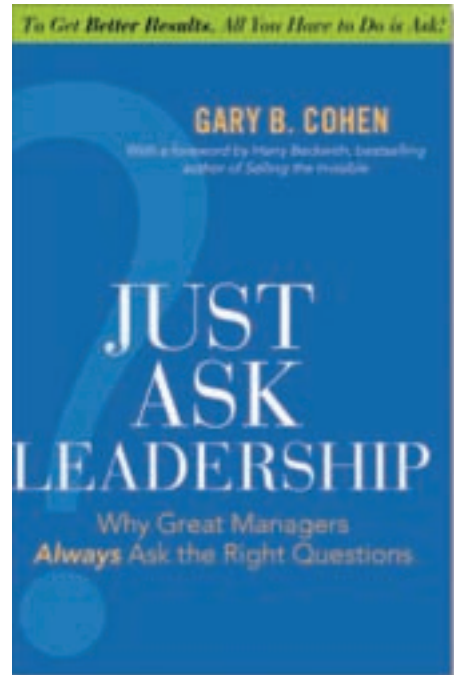
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BUSINESS JOURNEY TO THE EAST

An East-West Perspective on Global-Is-Asian

Chow-Hou Wee and Fred Combe



A detailed strategy for corporations that move their operations east

It's one of the business world's biggest trends, but moving a company to the East does not mean automatic profitability. In fact, most businesses that move to Asia eventually fail. This book provides the guidance corporate leaders need to make the trip worth their while.

Business Journey to the East explains why both eastern and western managers fail to acclimate to the corporate cultures of their counterparts. It then describes how to gain enormous competitive advantage by creating culturally diverse transition teams, understanding subtle but important cultural differences, and managing key contradictions that hinder global market success.

- Provides an overall approach for succeeding through corporate relocation—the difficulty of which is hugely underestimated
- The authors have extensive hands-on and academic experience regarding this subject

Chow-Hou Wee (Singapore) heads the Division of Strategy Management and Organization at the Nanyang Business School. He is a member of several editorial boards of international journals.

Fred Combe (Singapore) is founder and managing director of NATUS Pte Lt., a Singapore-based corporate management consultancy that helps clients optimize business results in Asia.

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Dr. Stephen J. Bistriz and Nicholas A.C. Read

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Stephen J. Bistriz, Ed.D., (Atlanta, GA) is president of his own sales training and consulting firm.

Nicholas A.C. Read (Australia) is president of SalesLabs and former executive director of the revenue and growth risk services practice of Ernst & Young.

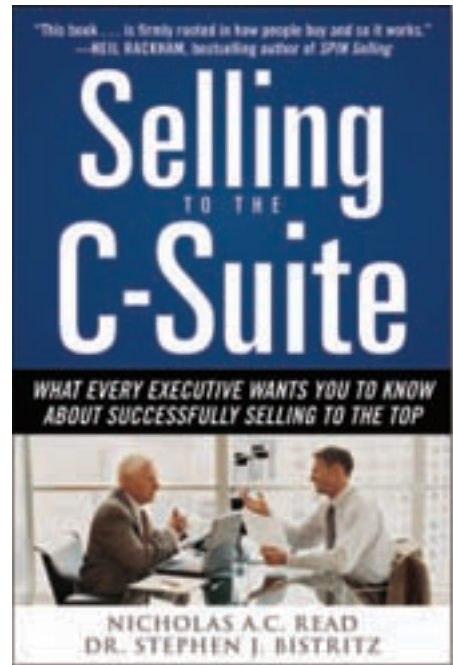
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SUPER TRADER

Making Consistent Profits in Good and Bad Times



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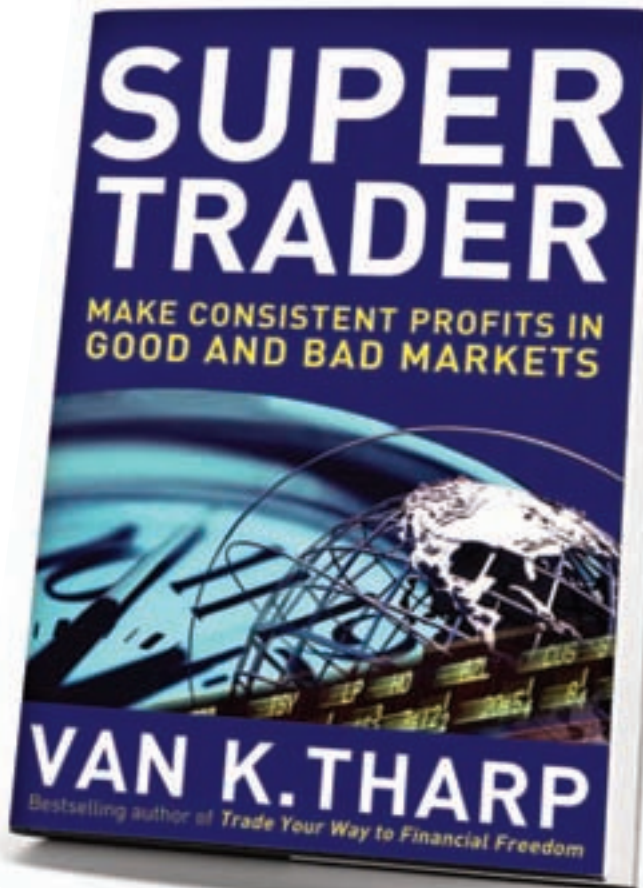
Written in his trademark avuncular style that has drawn legions of readers to Van Tharp, *Super Trader* combines keen insight into both trading practices and behavioral patterns to help readers achieve the best conditions for performing at peak levels.

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- The author enjoys extensive exposure the world over, through speaking engagements, seminars, newsletters, and business

Van K. Tharp

Bestselling investing author Van Tharp reveals his Super Trader secrets



Van K. Tharp, Ph.D., (Cary, NC) is the founder and president of Van Tharp Institute. He is the author of *Safe Strategies for Financial Freedom*, *Financial Freedom Through Electronic Day Trading*, and the *New York Times* bestselling *Trade Your Way to Financial Freedom*.

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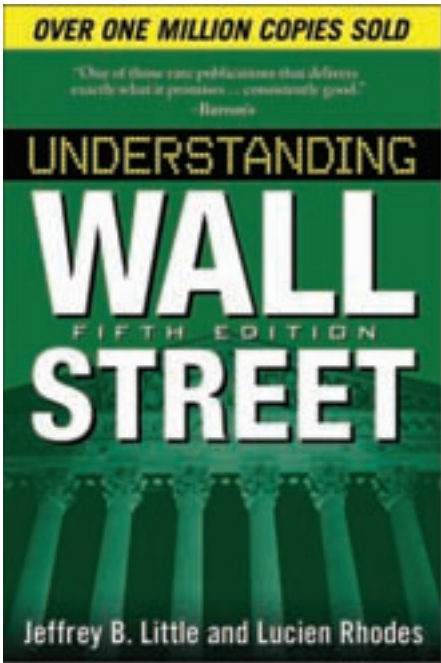
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Jeffrey B. Little (Deerfield Beach, FL) is a fully registered investment analyst with FINRA. He formerly served as senior analyst with Dean Witter (now Morgan Stanley) and vice president of T. Rowe Price Associates.

Lucien Rhodes (San Francisco, CA) is a financial journalist with several years experience as an analyst and portfolio manager in both commercial and investment banking.

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Marky Stein (San Jose, CA) is an author, career coach, and public speaker who has been actively involved in career counseling for two decades.

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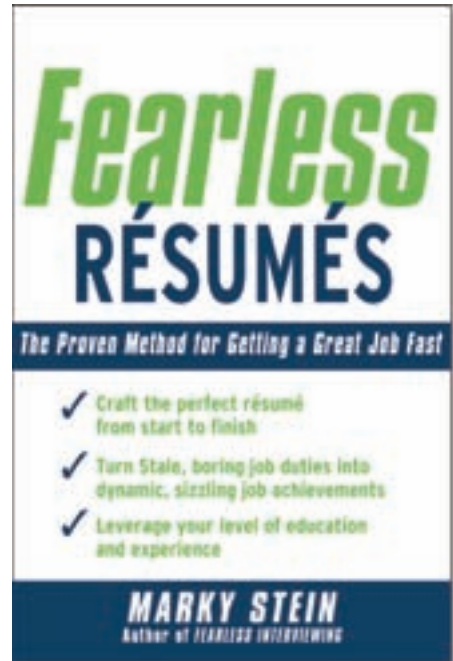
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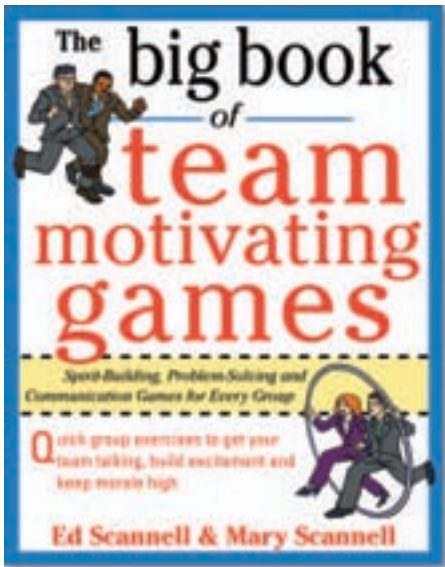
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Ed Scannell (Phoenix, AZ) is a speaker and trainer who has given thousands of presentations, seminars and workshops across the world.

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- Includes ready-made activities for training workshops and corporate retreats
- Author Ed Scannell's *Games Trainers Play* series has sold over a million copies
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Ed Scannell (Phoenix, AZ) is a speaker and trainer who has given thousands of presentations, seminars and workshops across the world.

Carol Burnett (Tempe, AZ) is a frequent speaker and trainer for human resource development organizations.

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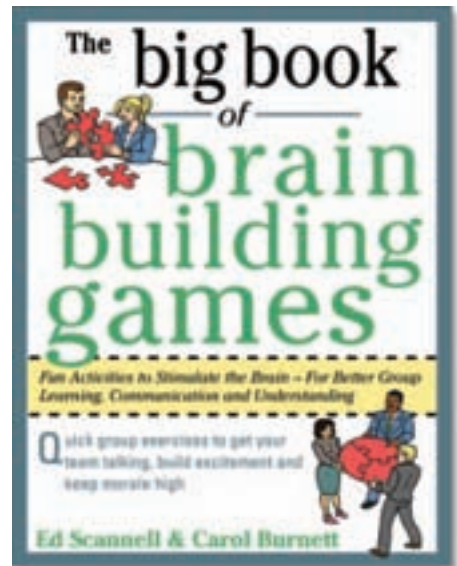
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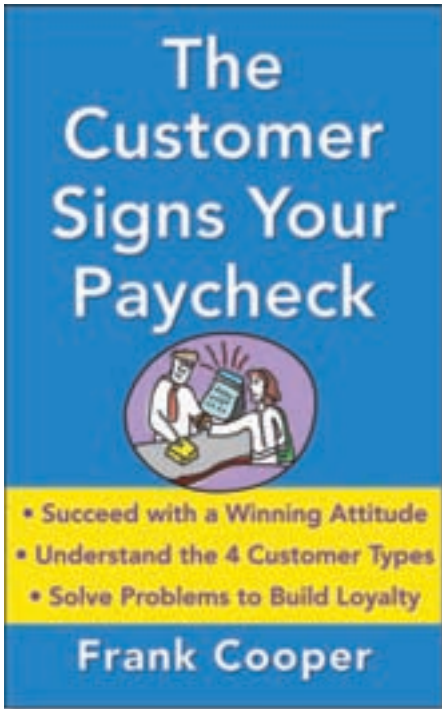
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- Contains in-depth information on customer behavior and selling techniques

Frank Cooper (Everett, WA) is the author of *How to Grow a Profitable Business*.

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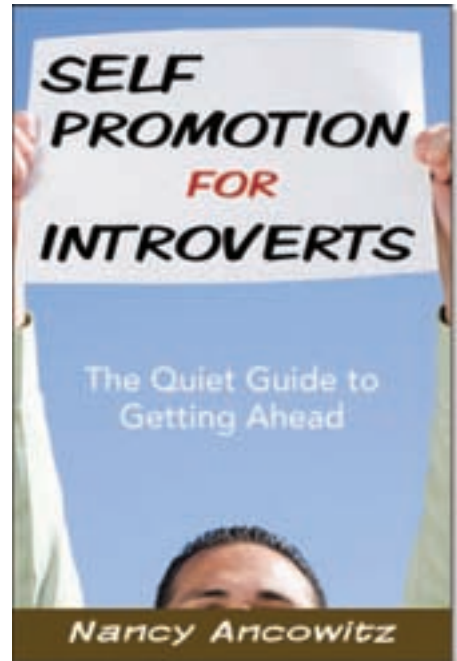
- Includes interviews on the subject with Bill Clinton, Warren Buffett, Seth Godin, and other high-profile figures
- Ancowitz will leverage her many press contacts and speaking engagements to promote the book
- Contains exercises, case studies, and quick tips to reinforce lessons learned

Nancy Ancowitz (New York, NY) is a business communications coach specializing in marketing and presentation skills. She is the creator of the popular Self-Promotion for Introverts workshop, which she teaches at New York University.

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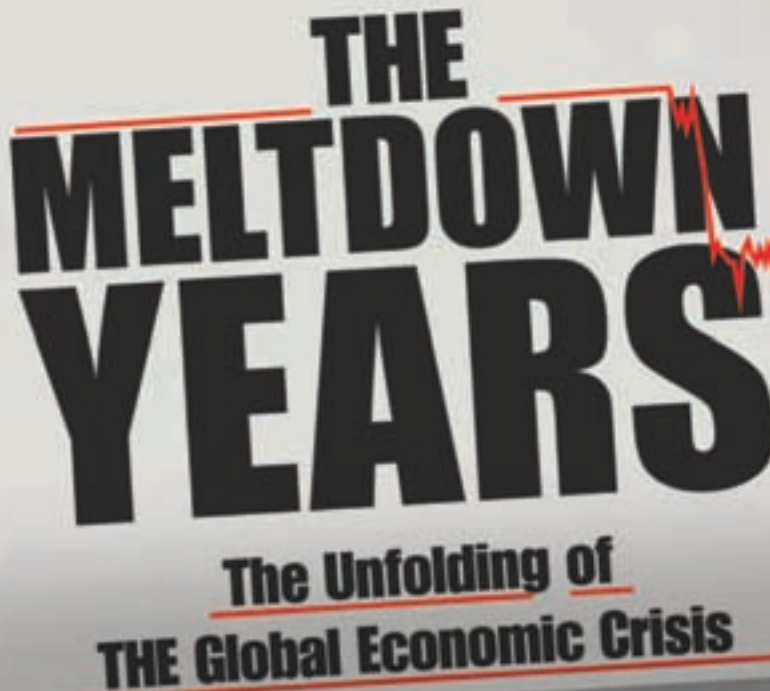
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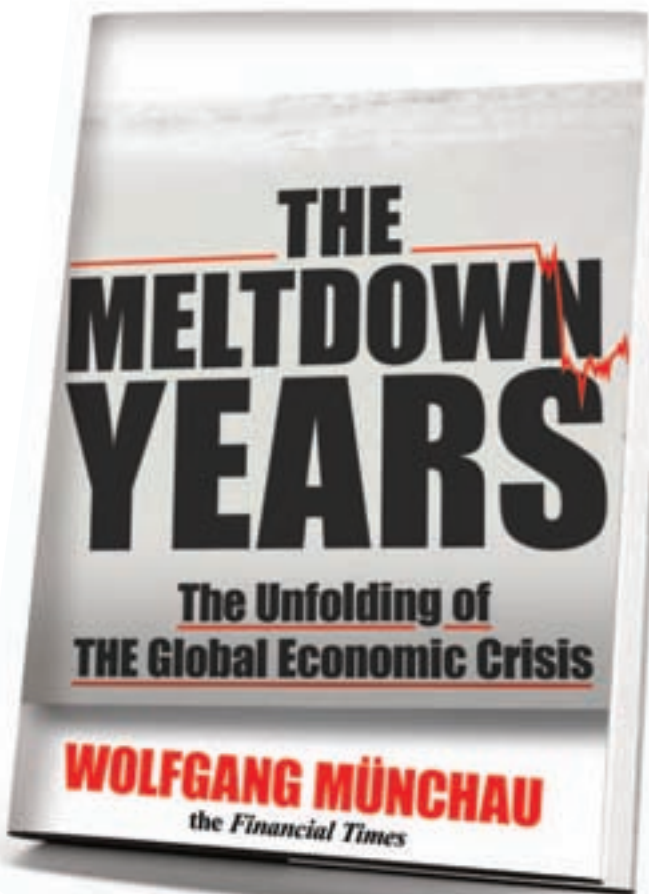
Münchau looks into the new economic reality the crisis has created and predicts how monetary policy will unfold as a result.

The author concludes that the economic crisis, however destructive, was also necessary, as it served as a much-needed passage to a new financial order.

- The author has a large online platform, writing a weekly column for the *Financial Times* and maintaining his own blog on the EvrolIntelligence website
- Münchau's book *Vorbeben* (which composes a large portion of *The Meltdown Years*) was a finalist for the getAbstract International Book Award at the Frankfurt Book Fair
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Wolfgang Münchau (Munich, Germany) is the associate director of the *Financial Times*. He is the recipient of the Wincott Young Financial Journalist of the Year Award.

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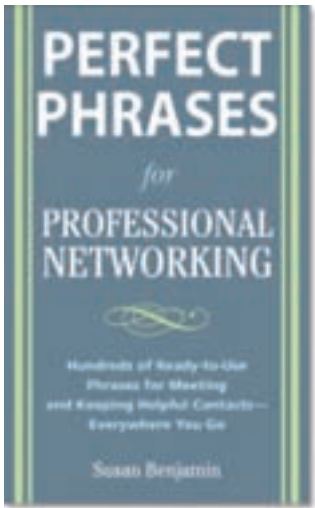
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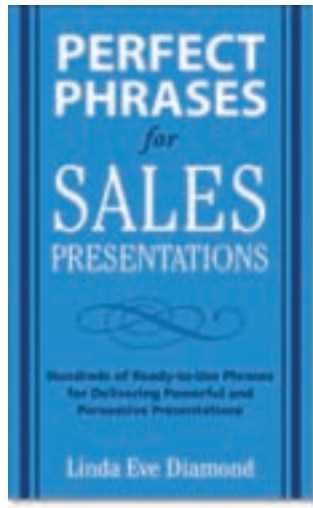
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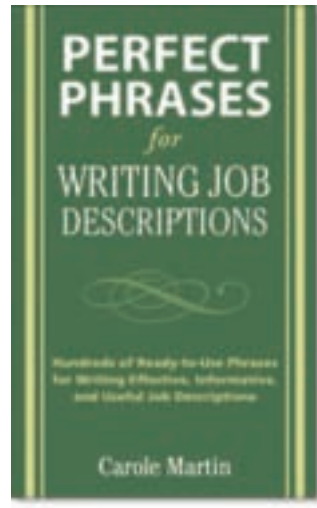
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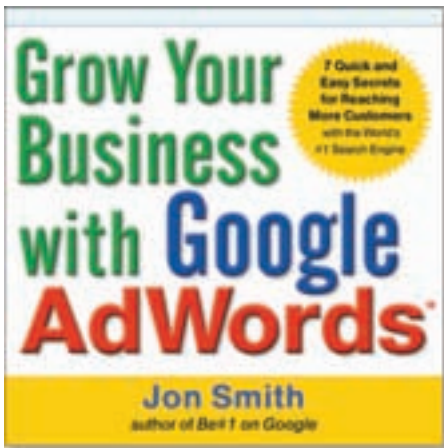
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Jon Smith (England) was a member of the startup team for Amazon.co.uk, Kitbag.com, and The Florist Exchange. The author of *Smarter Business Startups* and *Web Sites That Work*, he is the managing director of Espresso, Ltd, the UK's leading digital curriculum service.

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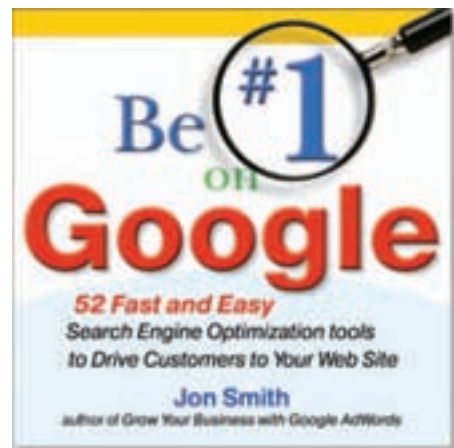
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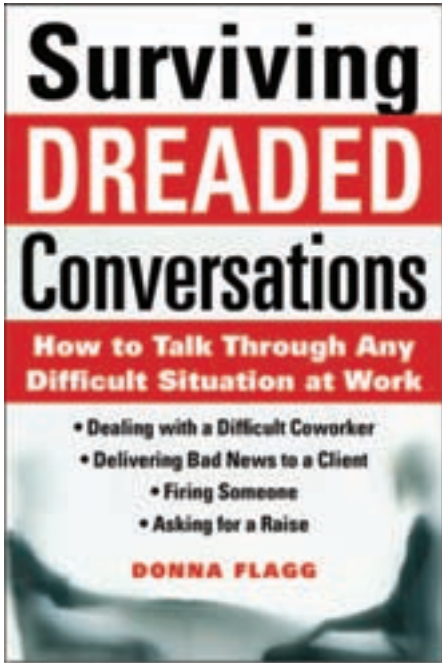
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- Author is founder of The Krysalis Group, a New York-based consulting firm, and has worked with Fortune 500 companies on how to deal with interpersonal issues
- Flagg is frequently quoted in *The New York Times* and appears on tv and radio as a communications expert

Donna Flagg (New York, NY) is a business consultant, and visiting instructor and speaker at NYU and speaks at various conferences conducted by The Business Leadership Network and The Conference Board. She is a blogger on ExpertBusinessSource.com for Reed Business Interactive and is frequently quoted in the press for her workplace expertise.

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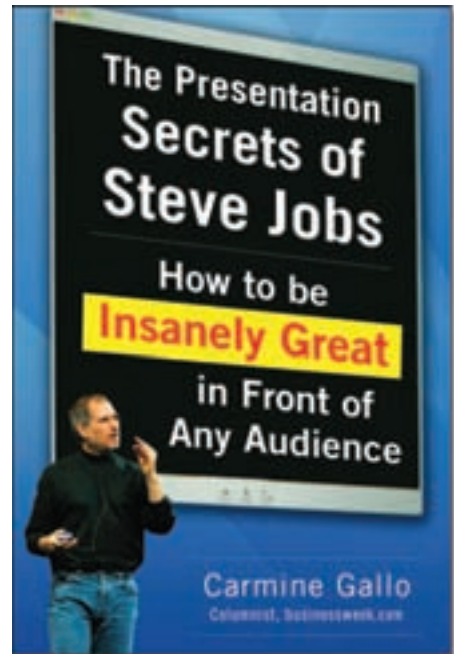
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Carmine Gallo (Pleasanton, CA) writes a bi-weekly column for *Businessweek.com* and has been a featured contributor to several other major websites including MSNBC, *Military.com*, *Always On*, AOL and Yahoo Finance. Gallo personally coaches leading executives for keynote speeches, media interviews, product launches, and book tours.

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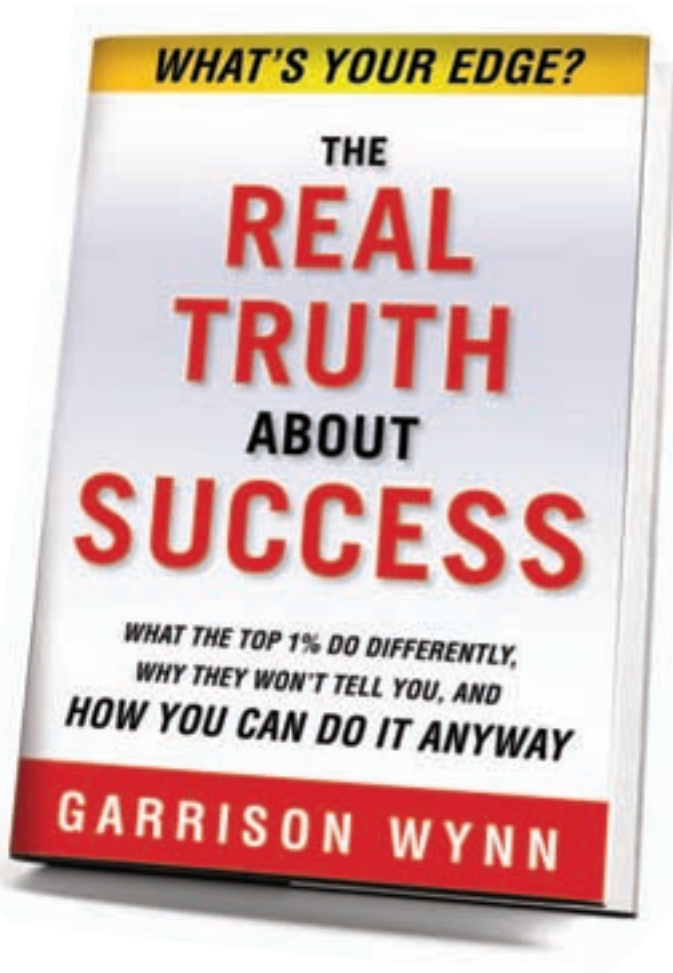
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Former standup comedian **Garrison Wynn** (Houston, TX) is the founder of Wynn Solutions, a firm that provides business strategies and influence techniques to audiences around the world.

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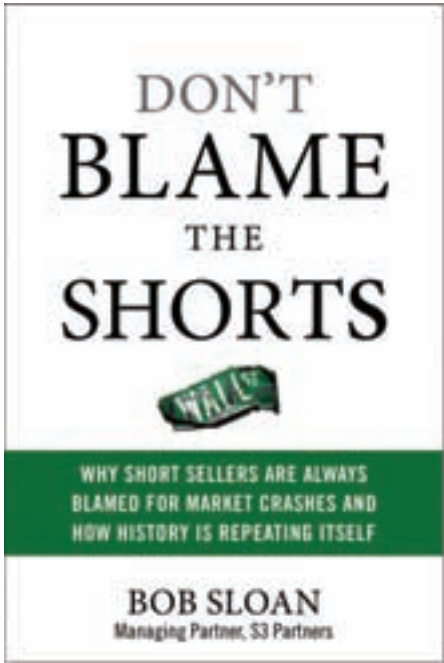
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Bob Sloan (New York, NY) is managing partner of S3 Partners, LLC, which he founded in 2003. He serves as an independent member of the board and compensation committee for MF Global Ltd.

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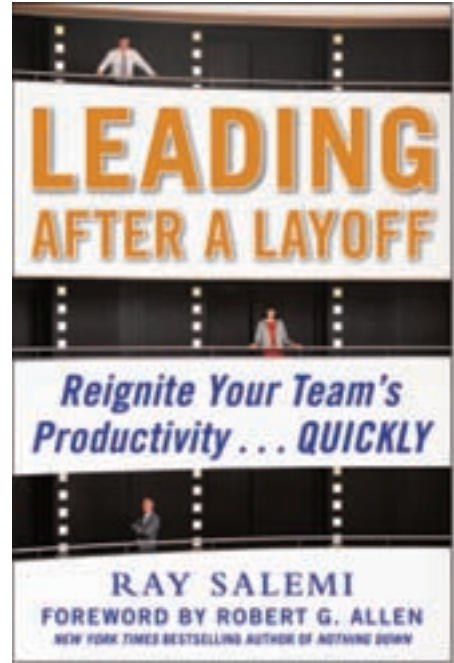
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Ray Salemi (Framingham, MA) is the founder of GreatManager Works, a company dedicated to helping first-level managers improve their skills. He has over 14 years experience as a manager leading teams in engineering, customer service, and sales. His writing has appeared in national newspapers and in *BusinessWeek* and *Fast Company*.

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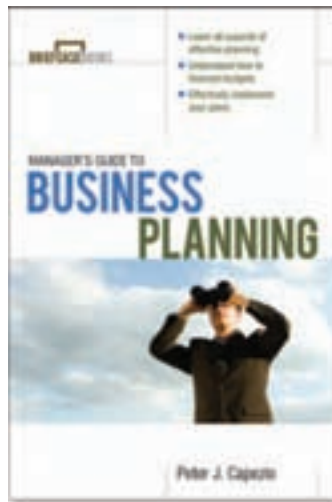
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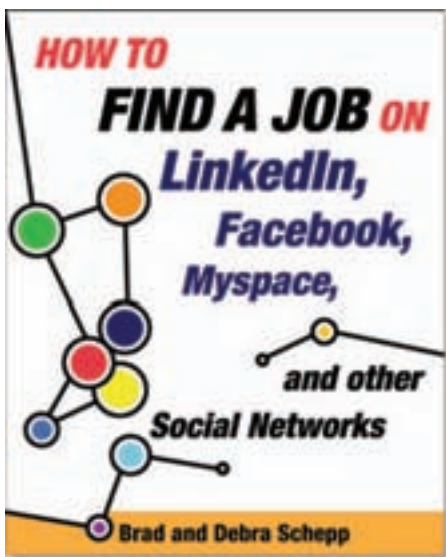
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Brad Schepp and **Debra Schepp** (Middletown, MD) are the authors of 16 books, including *eBay PowerSeller Secrets* and *How to Make Money With YouTube®*. Their work has been featured in *Newsweek*, *Life*, and the *Chicago Tribune*.

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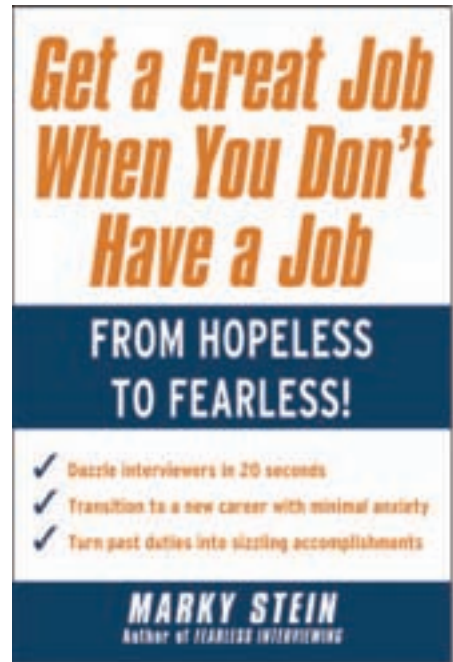
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Connect with Your Customers by Marketing with Meaning

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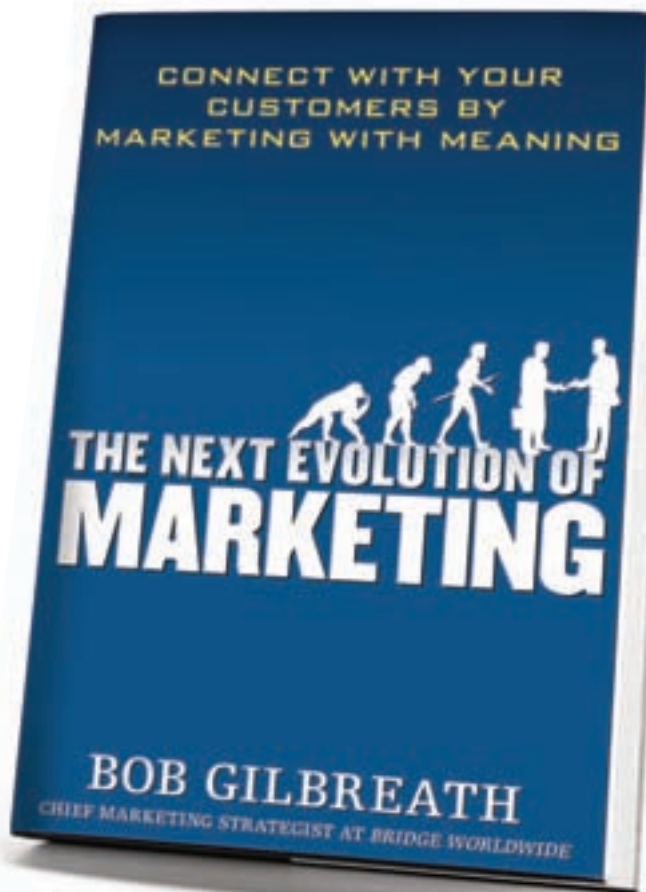
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- A real solution for marketers struggling to reach customers increasingly resistant to traditional marketing campaigns
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- Contains dozens of case studies and research results proving the effectiveness of meaningful marketing

How to drive sales and build customer loyalty through Meaningful Marketing



Bob Gilbreath (Cincinnati, OH) is chief marketing strategist at Bridge Worldwide, one of the nation's largest digital ad agencies. He maintains a busy speaking schedule, delivering keynote presentations at conferences, running training sessions at such companies as Procter & Gamble and Johnson & Johnson, and guest lecturing at NYU/Stern School of Business and Miami University.

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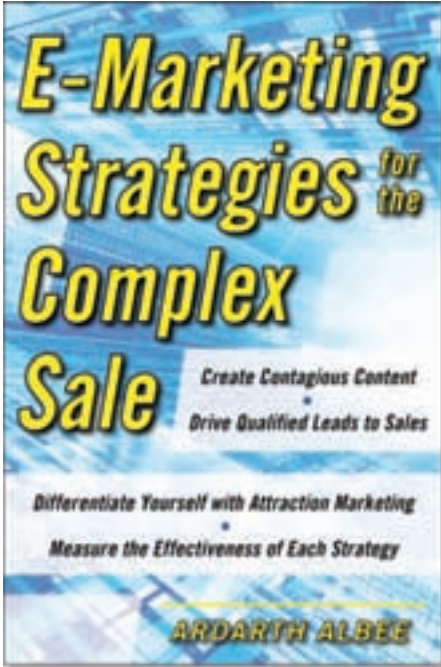
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Ardarth Albee (Palm Desert, CA) is CEO and business-to-business marketing strategist for her firm Marketing Interactions, Inc. Albee's articles have been published by *CRM Today*, *Selling Power*, *B2B Magazine*, *Rain Today's Special Reports*, and *Enterprise CRM News*.

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Jason Schwarz (Highland, UT) is the options strategist for Lone Peak Asset Management, where he is the principal author of the firm’s popular investment newsletter. Schwarz has made multiple appearances on Fox Business News Network and Canada’s Business News Network.

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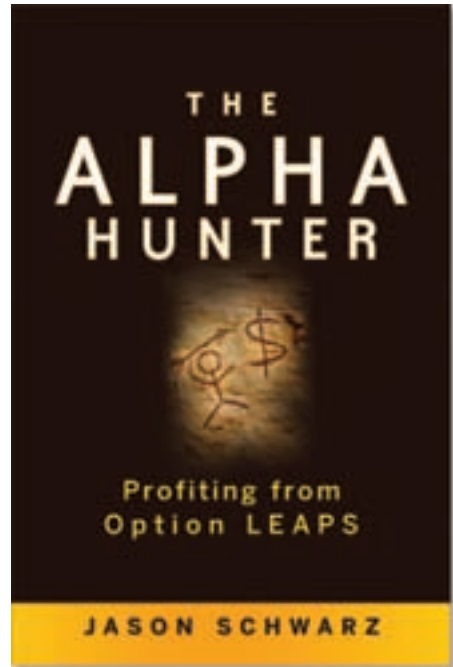
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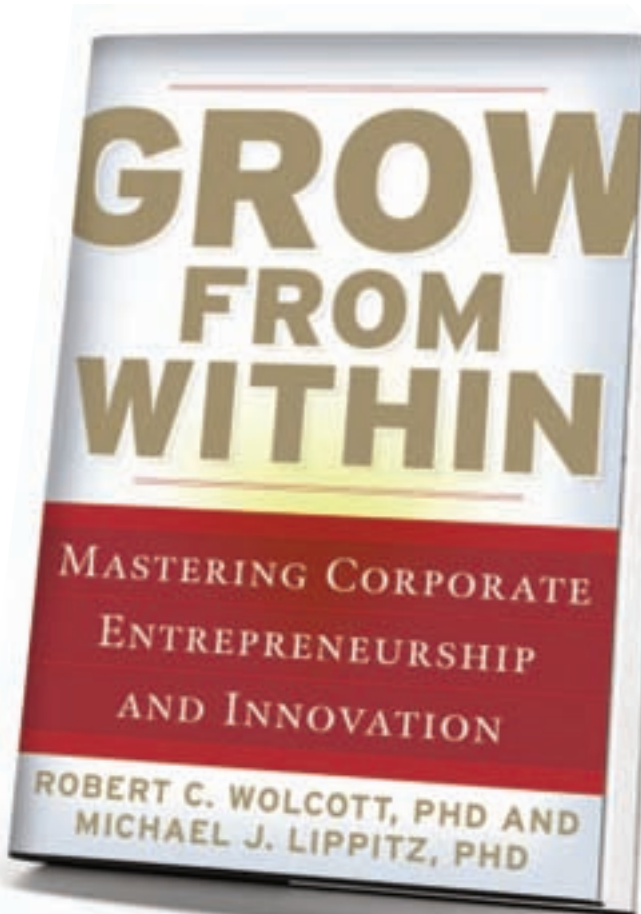
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Robert C. Wolcott, Ph.D.,

(Chicago, IL) is the cofounder and director of the Kellogg Innovation Network, an organization for executives at large companies dealing with the challenges of creating innovation-driven growth and performance. He teaches graduate courses on corporate innovation at multiple prestigious educational institutions.

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(Chicago, IL) is a senior fellow with the Center for Research in Technology & Innovation at the Kellogg School of Management and a senior policy analyst with the Science and Technology Policy Institute of the Institute for Defense Analyses.

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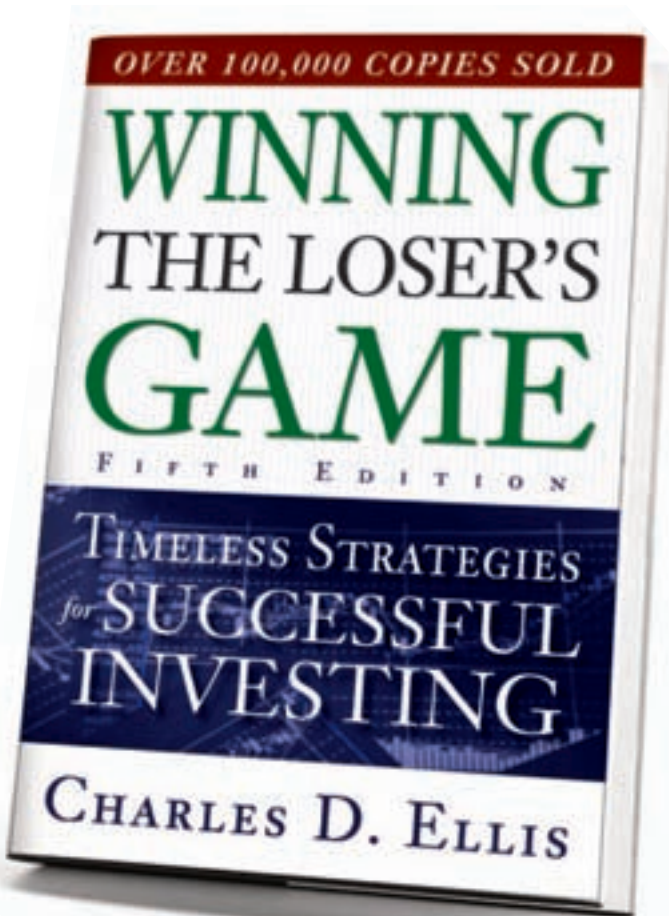
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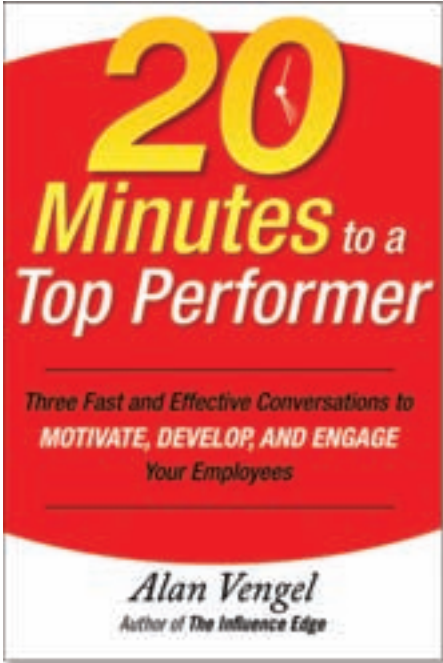
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Alan Vengel



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Alan Vengel (Danville, CA) is the founder of Vengel Consulting Group. The author of *The Influence Edge* and *Sprout!*, he has taught at McGill University, USC, and UCLA.

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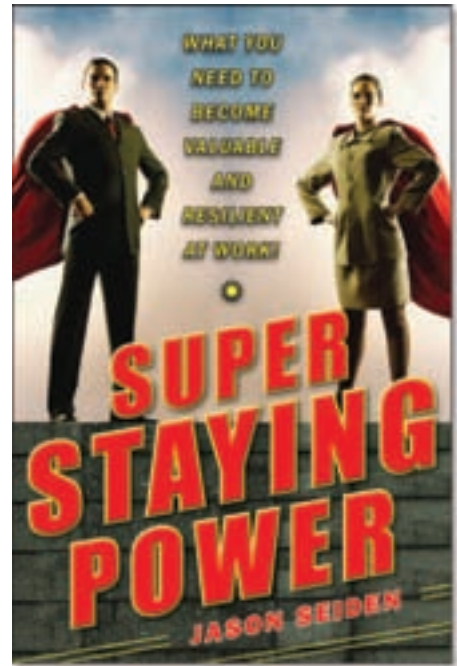
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- Author has appeared on CNN, CNBC, and Fox
- Book appeals to the millions of employees who have survived layoffs and the 11.2 million Americans who are currently unemployed
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Jason Seiden (Chicago, IL) offers courses on leadership and negotiations and has appeared on CNN, CNBC, and FOX TV. He also co-owns foundyourcareer.com, an online course for early-career job seekers.

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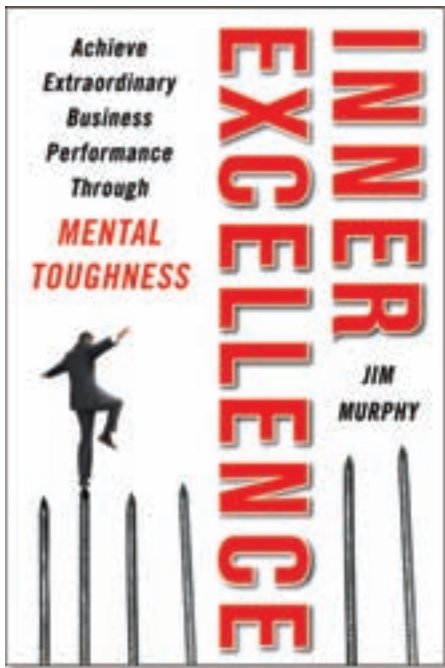
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Jim Murphy (Vancouver, Canada) is a performance coach to collegiate, professional, and Olympic athletes in multiple sports, as well as a motivational speaker. Murphy has also written articles for various newspapers including *The New York Daily News*, the *Province* and the *Tri-Cities Herald*.

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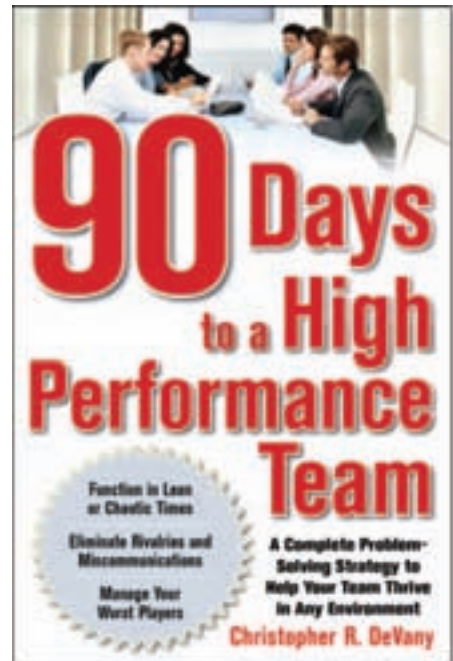
Expert consultant Chris DeVany helps teams thrive by using his collective problem-solving model, which minimizes conflict while improving transparency and goodwill. Following a simple three-month timeline, *90 Days to a High Performance Team* helps managers deal head-on with the problems they face regularly, including underperformers, budget cuts, rival departments. Managers will learn how to lead their teams to success in any environment, and manage intra-team issues, without sacrificing morale or productivity.

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Christopher DeVany (Wayland, MA) is founder and president of Pinnacle Performance Improvement Worldwide, a firm which focuses on management and organization development. DeVany has published numerous articles in the fields of management, sales, teambuilding, leadership, ethics, and diversity.

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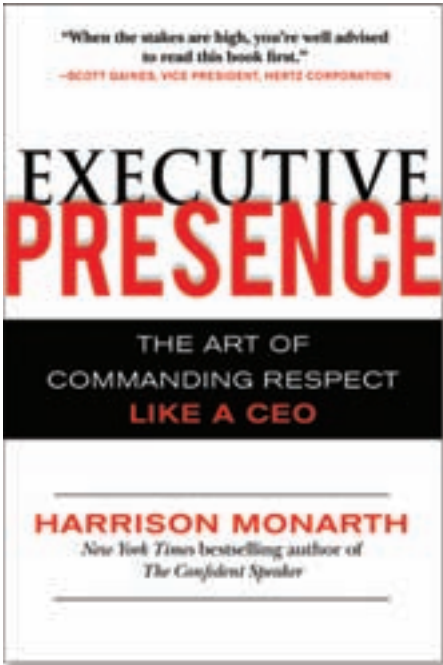
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Harrison Monarth (Denver, CO) is the founder and president of GuruMaker. He is the coauthor of *The Confident Speaker*.

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Jay Norris (Chicago, IL) is a senior marketing strategist and trading instructor for Brewer Futures Group.

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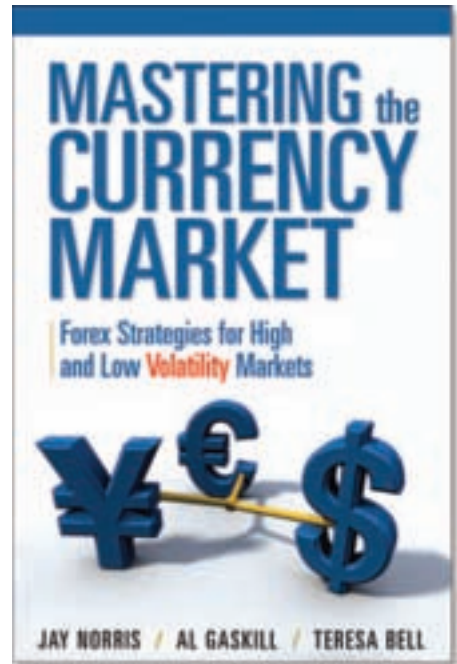
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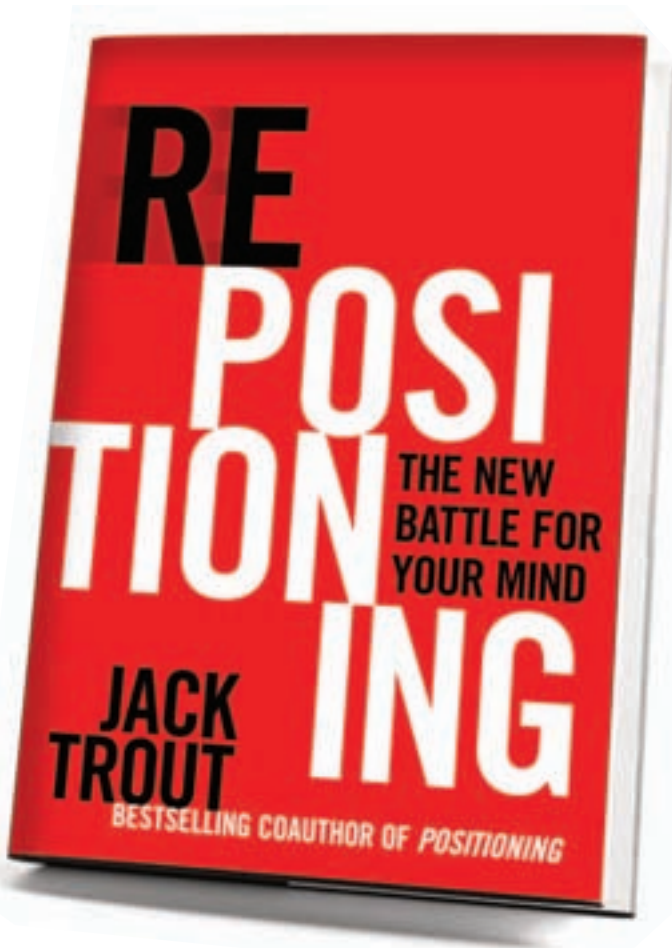
Competitiveness is at an all-time high and technology is driving change at exponentially faster and faster rates. Now is the time when marketers must revisit their positioning of products, brands, and organizations to meet the new demands of a transformed economy.

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Jack Trout (Old Greenwich, CT) is president of Trout & Partners, a marketing firm with offices in 13 countries, whose clients include AT&T, IBM, Burger King, Merrill Lynch, Xerox, and many other major corporations. He is the author or coauthor of numerous marketing classics, including *Positioning*, *Marketing Warfare*, *Bottom-Up Marketing*, *The 22 Immutable Laws of Marketing*, and *The New Positioning*.

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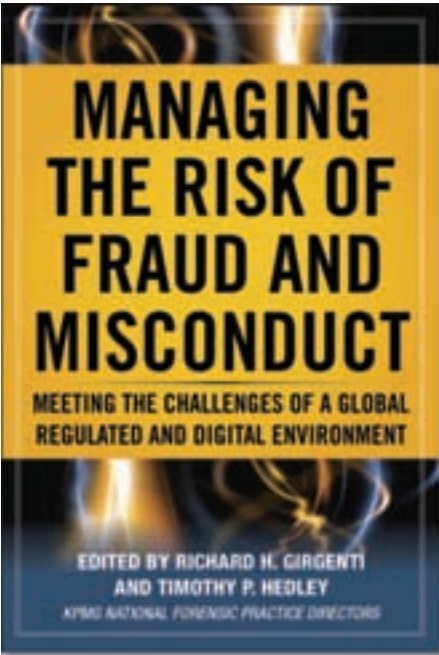
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MANAGING THE RISK OF FRAUD AND MISCONDUCT

Meeting the Challenges of a Global, Regulated, and Digital Environment

Richard H. Girgenti and Timothy P. Hedley



A strategy-based guide to protecting any organization from wrongdoers within

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Richard H. Girgenti (New York, NY) is a former New York City and State prosecutor specializing in business fraud. He is the National Practice Leader and the Americas Principal in Charge of Forensic Practice for KPMG LLP.

Timothy P. Hedley is a partner in KPMG's forensic practice where he serves as National Forensics Services Lead.

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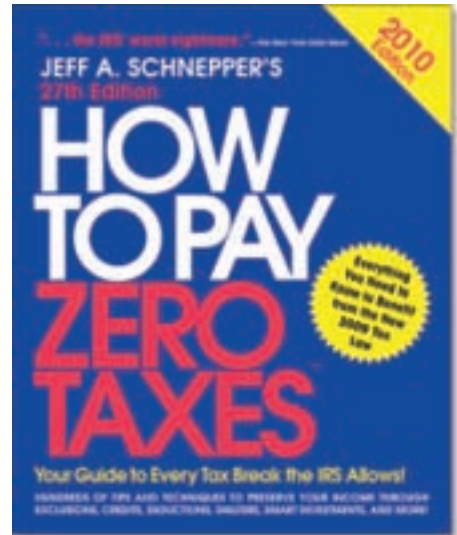
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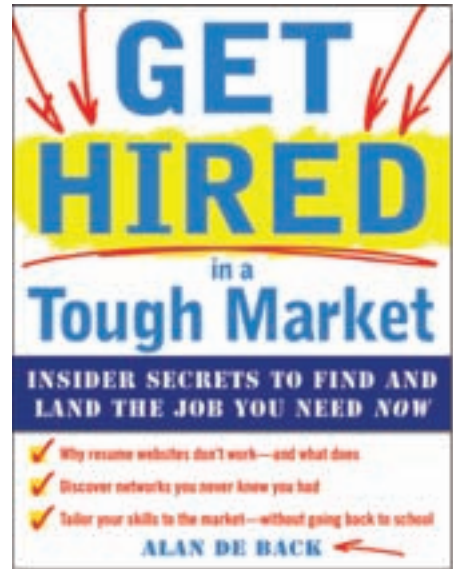
Alan De Back (Burke, VA) has over 20 years' experience as a career counselor and trainer in the corporate, academic, and government arenas. His clients include the American Management Association, the American Psychological Association, the Department of Defense and the Virginia Employment Commission.

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Aamir A. Rehman (Staten Island, NY) is the head of strategy for Fajr Capital, a principal investment firm focusing on opportunities in key markets in the Middle East and Asia. He previously served as director of strategy for HSBC. Rehman is the author of *Dubai & Co.*

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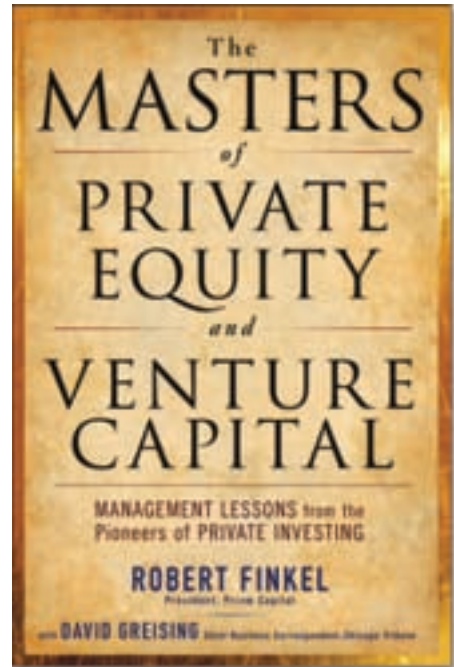
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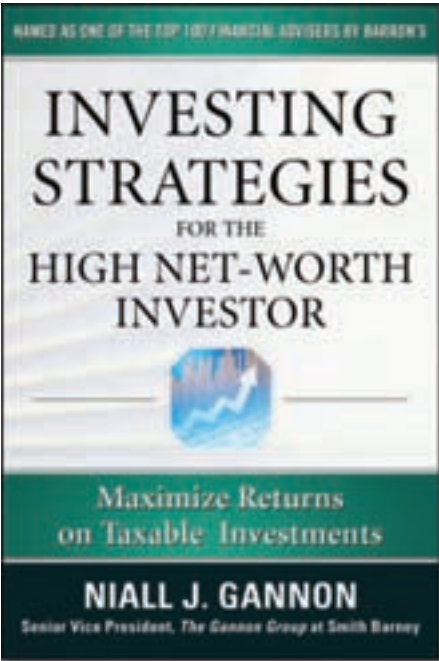
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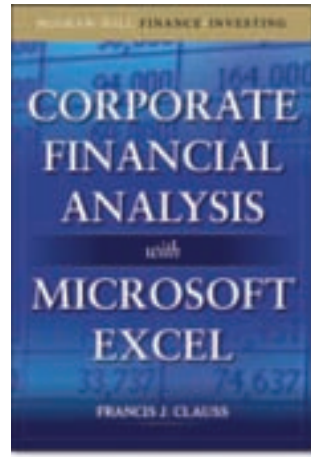
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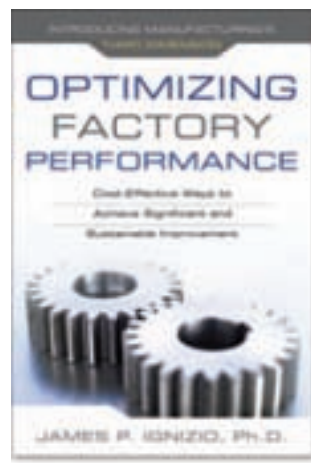
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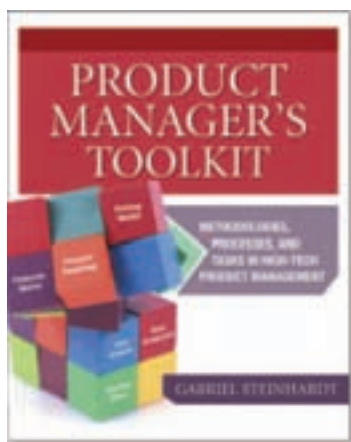
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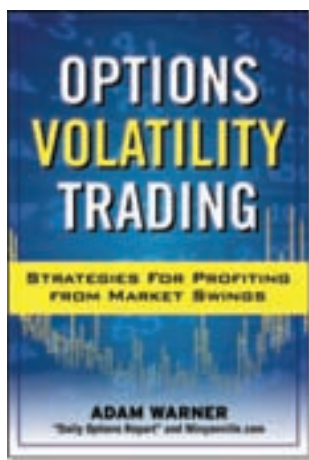
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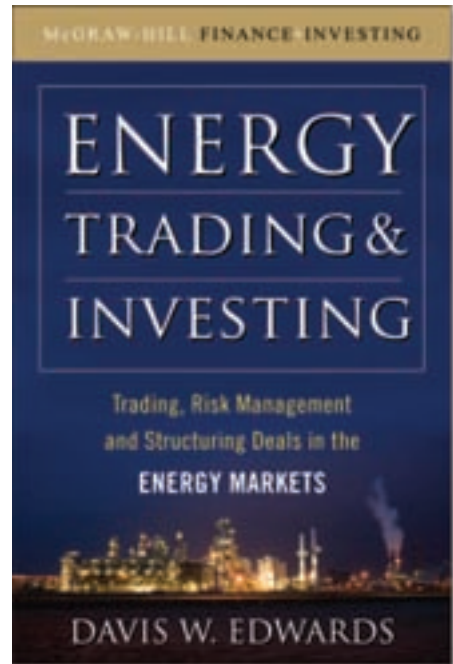
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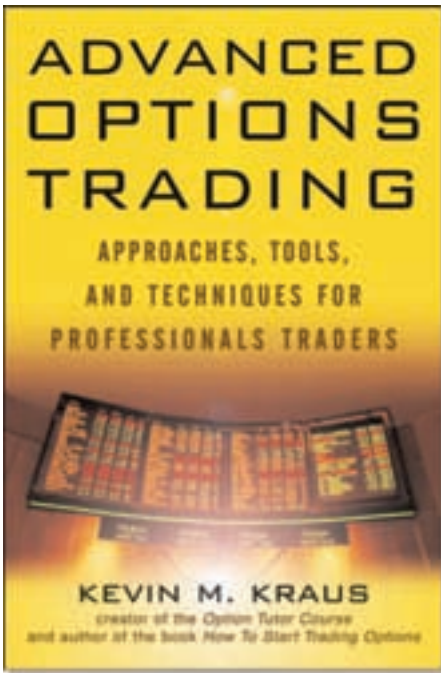
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GET CONNECTED

The Social Networking Toolkit for Business

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The business owner's shortcut to social networking success

With this enlightening guide to mastering MySpace.com, Facebook.com and other top social networking sites, entrepreneurs discover how to quickly connect with today's more social, more interactive consumers. Social media pros Starr Hall and Chadd Rosenberg give newbie networkers an in-depth look at the top 15 social networking sites, allowing them to cut through the clutter and immediately transition their business into the new media environment. Entrepreneurs uncover simple steps for establishing their online identity, proven techniques for engaging and attracting quality customers, and priceless tactics for building and managing their brand within the social consumer community—ultimately, boosting their customer base and their bottom line!

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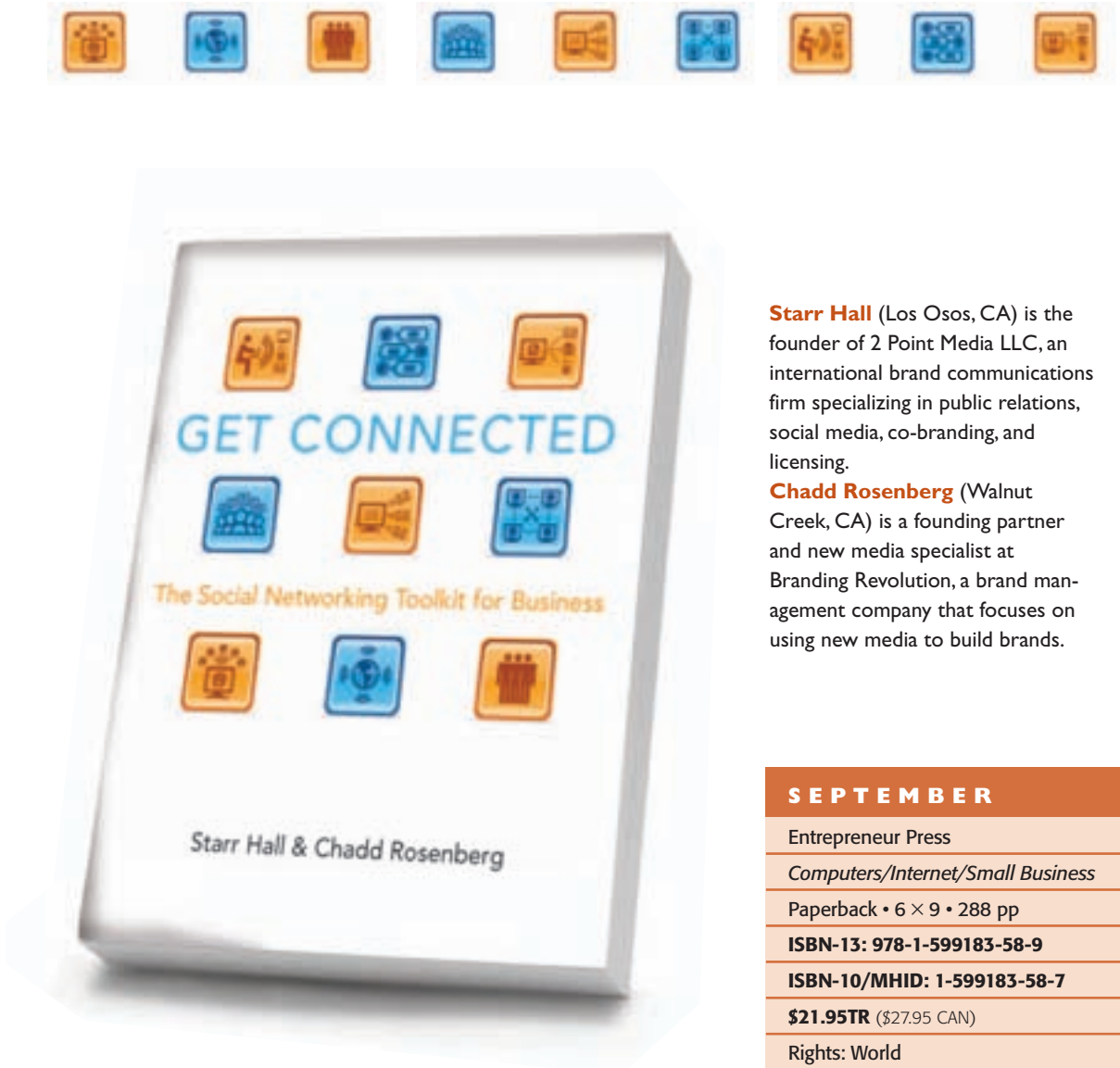


Provides quick-reference matrix of the top 15 social network sites and identifies essential information including:

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Starr Hall (Los Osos, CA) is the founder of 2 Point Media LLC, an international brand communications firm specializing in public relations, social media, co-branding, and licensing.

Chadd Rosenberg (Walnut Creek, CA) is a founding partner and new media specialist at Branding Revolution, a brand management company that focuses on using new media to build brands.

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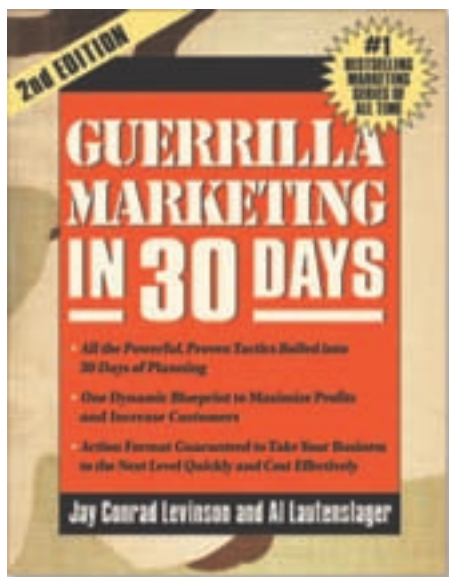
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Jay Conrad Levinson (Orlando, FL) is the father of Guerrilla Marketing, the bestselling marketing series in history, selling more than 14 million copies worldwide. He is the chairman of Guerrilla Marketing International.

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Glenn Croston, Ph.D., (San Diego, CA) is a scientist, green entrepreneur and author of 75 books. He is an expert in the green industry and has been featured in top print and online publications including *The New York Times*, *LA Times*, *Greenbiz.com*, *TheDailyGreen.com* and *FastCompany.com*.

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ISBN-13: 978-1-599183-49-7 • ISBN-10/MHID: 1-599183-49-8

Previous ISBNs: 2006 • 978-1-599180-45-8 • 1-599180-45-6

McGraw-Hill Fall 2009

CONSUMER

Brilliant, daily inspiration for joy and lasting fulfillment

EVEN HAPPIER

In his *New York Times* Bestseller *Happier*, Tal Ben-Shahar introduced readers to the science of positive psychology and a new way to bring happiness, joy and fulfillment to their lives. One of the best ways to do this is by developing gratitude for everything we have in our lives, good and bad, large and small.

Now, in *Even Happier*, Tal Ben-Shahar uses the “meditations” and “time ins” that made his first book a worldwide phenomenon and presents them in a week-by-week journal of gratitude—one of the key ingredients of happiness. Each week, readers reflect on what they are grateful for each week, and take action with 50 new

*A Gratitude
Journal for Daily
Joy and Lasting
Fulfillment*

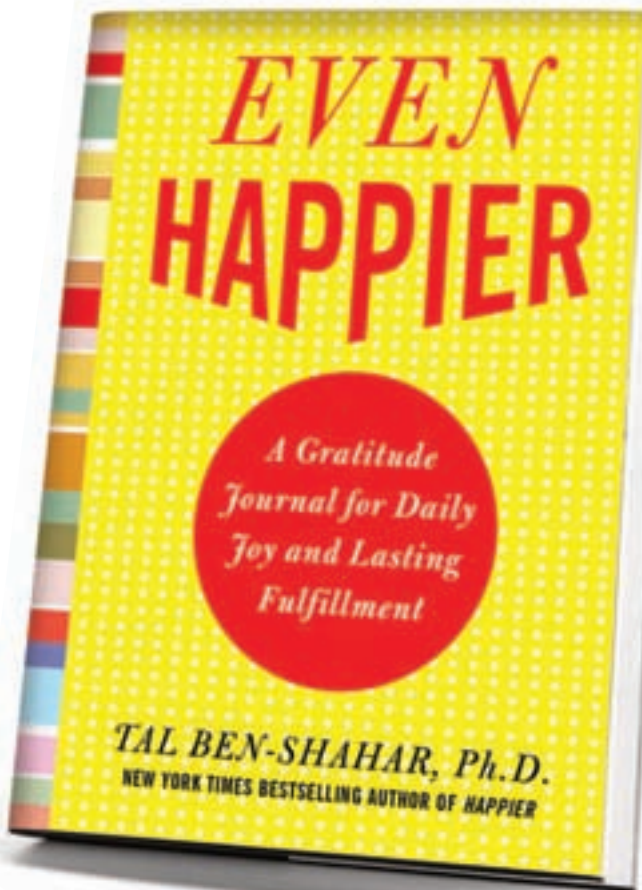
“time-ins” and learn from over 50 new meditations on happiness and fulfillment—taking lessons from *Happier* and *The Pursuit of Perfect* and becoming *Even Happier* than before.

• Bestselling author speaks regularly on the topic of happiness and gratitude in the U.S., Canada, U.K., Israel, Singapore and Australia

- 100,000 people bought *Happier*
- *Even Happier* will publish in September 2009, in time for the holiday season, and Tal Ben-Shahar’s national PBS Pledge Drive
- There is a strong market for journals which guide readers to greater happiness and joy

*Tal Ben-Shahar, Author of The Pursuit of Perfect and
New York Times Bestseller Happier*

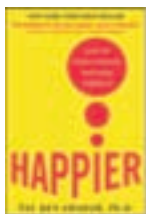
Gratitude journal makes being grateful easier and finding joy possible



Tal Ben-Shahar, Ph.D.

(Cambridge, MA and Tel Aviv Israel) has received worldwide attention for his now-famous Harvard course in “Positive Psychology,” one of the most popular class in the university’s history. He consults and lectures on subjects including happiness, self-esteem, mindfulness, and leadership to executives in multi-national corporations, the general public, and at-risk populations. He obtained his Ph.D. in organizational behavior and B.A. in philosophy and psychology from Harvard University.

Other titles by Tal Ben-Shahar:



The Pursuit of Perfect
Hardcover • \$22.95TR
978-0-07-160882-4
0-07-160882-6

Happier
Hardcover • \$21.95TR
978-0-07-149239-3
0-07-149239-9

SEPTEMBER

McGraw-Hill • *Self-Help*

Paperback • 5 × 7 • 240 pp

ISBN-13: 978-0-07-163803-6

ISBN-10/MHID: 978-0-07-163803-2

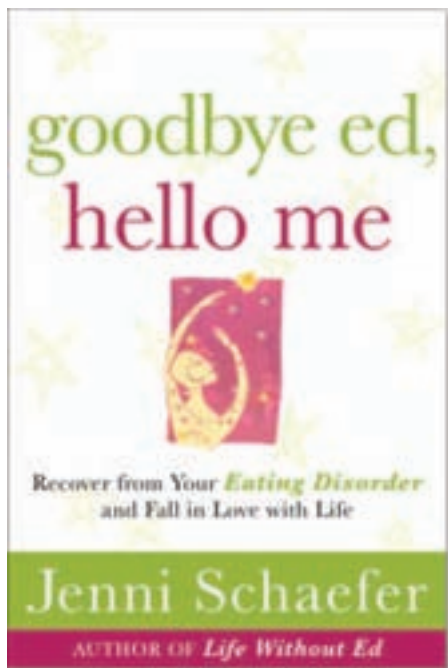
\$16.95TR (\$20.95 CAN)

Rights: World

GOODBYE ED, HELLO ME

Recover from Your Eating Disorder and Fall in Love with Life

Jenni Schaefer, Foreword by Carolyn Costin, LMFT, MA, M.Ed.



The author of *Life Without Ed* reveals how you can fully recover from an eating disorder

Renowned author Jenni Schaefer offers inspiring and creative tools that show readers how they too can fully recover from—and not just live with—an eating disorder. Eating disorders have deeper underlying issues and in *Goodbye Ed, Hello Me*, Jenni shares her own triumphant story, and guides readers through these issues toward a more positive body image, healthier self-esteem, and renewed interest in life.

Unlike other books in the field, *Goodbye Ed, Hello Me* stresses the importance of hope and faith in recovery and touches upon the significance of spirituality. Filled with personal anecdotes, unfailing encouragement, and concrete practical tools that readers can apply to their own lives, *Goodbye Ed, Hello Me* helps readers become whole again—making peace with their bodies and learning to love themselves.

- Eating disorders are on the rise for both men and women
- *Life Without Ed* sold more than 35,000 copies and is featured in treatment centers nationwide
- Author is speaking at the NEDA Conference held in September, as well as other Eating Disorder Conferences across the country
- Author has been featured on Dr. Phil, Entertainment Tonight, *Chicago Tribune*, *Cosmopolitan* magazine, *The Washington Post*, and *Woman's World*.

Jenni Schaefer (Nashville, TN) brings awareness about eating disorders and recovery through eating disorder recovery publications nationwide. She was recently featured on the Dr. Phil Show and speaks around the country about eating disorder awareness.

Also from Jenni Schaefer

Life Without Ed
Paperback • \$16.95TR
978-0-07-142298-7 • 0-07-142298-6

SEPTEMBER

McGraw-Hill • Health/Psychology

Paperback • 5½ × 8¼ • 224 pp

ISBN-13: 978-0-07-160887-9

ISBN-10/MHID: 0-07-160887-7

\$16.95TR (\$20.95 CAN)

Rights: World

PROMOTIONAL CAMPAIGN

- National Print, TV, and Radio Publicity Campaign
- Online Publicity Campaign
- Tie-in w/Author Speaking Appearances

SECOND EDITION

WHEAT-FREE, GLUTEN-FREE COOKBOOK FOR KIDS AND BUSY ADULTS

Connie Sarros

Easy-to-make recipes for kids with Celiac Disease that satisfy the most finicky eaters

Fully revised, *Wheat-Free, Gluten-Free Cookbook for Kids and Busy Adults* includes casein-free options, a big plus for parents of autistic children who turn to dietary changes to manage their child's condition.

Recipes are kid-friendly and are sure to please. From simple to hearty meals, parents are assured their children are getting the nutrition they need without risking their health.

- Approximately two million Americans and 20 million people worldwide have celiac disease (One out of every three Americans)
- The number of children diagnosed with autism increases at a rate of 20% per year
- Casein is a protein found in dairy foods
- First edition sold more than 30,000 copies

Connie Sarros (Fairlawn, OH) has been preparing wheat-free, gluten-free recipes for over 15 years, since her father was diagnosed with celiac disease. She lectures regularly at celiac conferences, health-food stores, and hospitals and her work has been featured in *First* magazine and *Cooking Light*.

Also from Connie Sarros

The Wheat-Free, Gluten-Free Reduced Calorie Cookbook

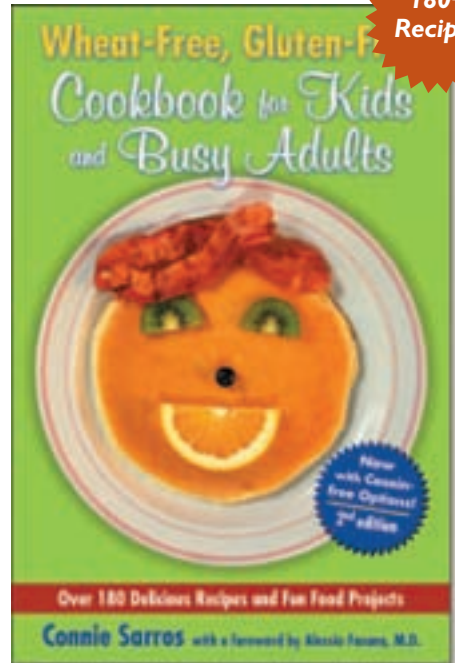
Paperback • \$16.95TR

978-0-07-142375-5 • 0-07-142375-3

The Wheat-Free, Gluten-Free Dessert Cookbook

Paperback • \$16.95TR

978-0-07-142372-4 • 0-07-142372-9



OCTOBER

McGraw-Hill • *Cooking/Health*

Paperback • 6 × 9 • 224 pp

ISBN-13: 978-0-07-162747-4

ISBN-10/MHID: 0-07-162747-2

\$16.95TR (\$20.95 CAN)

Previous Edition ISBN: 2003

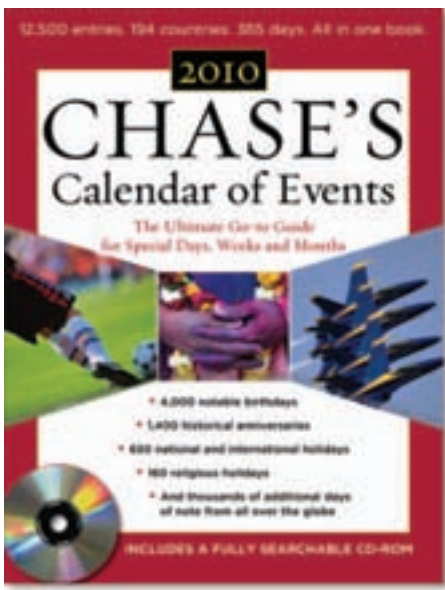
978-0-07-142374-8 • 0-07-142374-5

Rights: World

CHASE'S CALENDAR OF EVENTS 2010

The Ultimate Go-To Guide for Special Days, Weeks and Months

The Editors of Chase's



The world's datebook for more than 50 years

Chase's *Calendar of Events 2010* is the authoritative guide to special occurrences, holidays, anniversaries, celebrity birthdates, religious observances, sporting events, and more from around the world. Librarians, marketers, journalists, and other professionals have come to rely on it to find out what's going on that day, in a week, or even a year ahead.

Chase's answers questions such as when La Tomatina, the world's largest food fight, will be (August 25), where celebrations of the Boy Scouts of America centennial will happen; and when the 2010 Olympic Winter Games start (February 12). All this and more are found in *Chase's Calendar of Events*.

- 12,500 listings for events all over the world
- Used by media professionals, marketing professionals, and on-air personalities
- CD-ROM allows customized searches by attendance, subject, location, and many other ways!
- Chase's is a combination of events reference, almanac, and anniversary book—no other reference combines all these elements

2010 Events

- 2010 Olympic Winter Games
- 2010 FIFA World Cup South Africa

Interesting Events

- Polar Bear swims
- Polo World Cup on Snow
- Australia Day Cockroach Races

OCTOBER

McGraw-Hill • *General Reference*

Paperback • 8½ × 11 • 752 pp

ISBN-13: 978-0-07-162741-2

ISBN-10/MHID: 0-07-162741-3

\$74.95SR (\$93.95 CAN)

Previous ISBNs: 2009

978-0-07-159954-2 • 0-07-159954-1

One CD-ROM (PC only)

Rights: World

I SEE RUDE PEOPLE

One Woman's Outrageous Battle to Beat Some Manners into Impolite Society
 Amy Alkon, *The Advice Goddess*

Rude people beware! *The Advice Goddess* is taking "manners" into her own hands

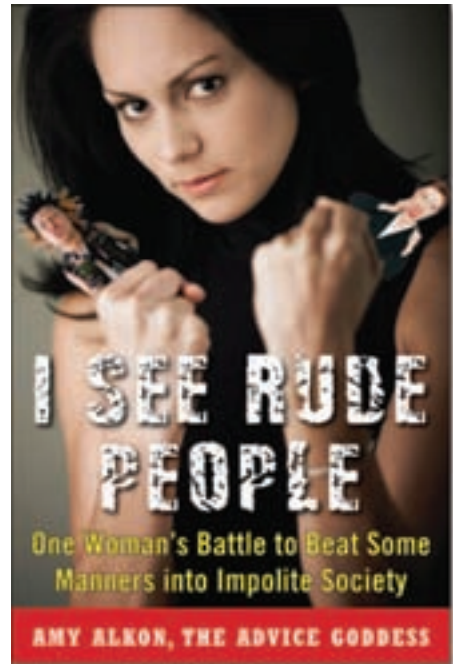
Had it with inconsiderate cell-phone users on the elevator? Hate those intrusive tele-marketers? So does Amy Alkon, a popular blogger whose syndicated column appears in more than 100 papers around the country. In *I See Rude People*, she goes to extreme lengths to force ill-behaved people to improve their manners, and inspires readers to do the same. Instead of stewing in anger, Amy shows her readers by example, how to confront rude people head-on by calling them out on their impolite ways. With play-by-play accounts of her inspiring and humorous confrontations, Amy outlines the reasons for this misbehavior, provides solid arguments for convincing abusers to change their ways, and exhorts all of us to become better members of society.

- Author has a syndicated column that appears in more than 100 papers and a blog that gets more than 300,000 hits a month
- Practical advice set within funny and real-life examples based on the author's experiences
- This guide will be sure to attract the attention of the 79% of Americans who see rudeness as a major problem

Amy Alkon (Los Angeles, CA) writes the nationally syndicated advice column, *The Advice Goddess* which appears in papers across the U.S. and Canada. Amy also appears frequently on radio and television and has been featured in *Glamour* and *In Touch*, *Wall Street Journal* and *The New York Times*. She is the co-author of *Free Advice*.

Related McGraw-Hill Title:

Brinkman: *Dealing With People You Can't Stand*
 Paperback • \$16.95TR
 978-0-07-137944-1 • 0-07-137944-4



NOVEMBER

McGraw-Hill • Reference

Paperback • 5½ × 8¼ • 256 pp

ISBN-13: 978-0-07-160021-7

ISBN-10/MHID: 0-07-160021-3

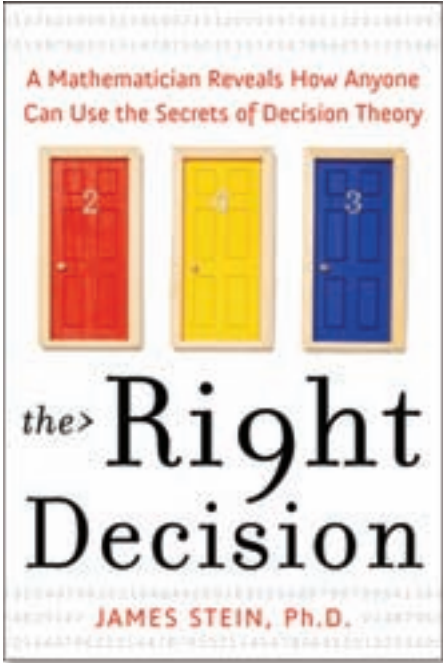
\$16.95TR (\$20.95 CAN)

Rights: World

THE RIGHT DECISION

A Mathematician Reveals How Anyone Can Use the Secrets of Decision Theory

James Stein, Ph.D.



When it comes to making the right decision, don't leave it up to chance

Professor and mathematician James Stein demystifies Decision Theory and shows readers how they can apply the principles of this exciting new field of mathematics to help them make the right decisions in all areas of their lives. *The Right Decision* is peppered with intriguing 'Decision Exercises' to make complicated ideas seem simple, revolutionizing the way readers think and make choices.

Stay in a predictable job with little advancement or take a riskier one with more money? Have surgery or wait? Remain in a current relationship or take a chance on another person? Author James Stein argues that there is a right decision to these and all other questions and he gives the readers the tools they need to make the right one no matter what.

- Author is an expert in decision theory, a combination of probability, game theory, statistics, economics, and philosophy
- An easy-to-follow guide to methods already used by business leaders, politicians, and legal experts
- In these unstable economic times, people seek new ways to make better decisions in their changing fields

James Stein, Ph.D. (Redondo Beach, CA) is a Yale graduate and currently a Professor of Mathematics at California State University. He is the author of *How Math Explains the World*.

Related McGraw-Hill Title:

Ben-Shahar: Happier
Hardcover • \$21.95TR
978-0-07-149239-3 • 0-07-149239-9

NOVEMBER

McGraw-Hill • Psychology/Self-Help

Hardcover • 5½ × 8¼ • 256 pp

ISBN-13: 978-0-07-161419-1

ISBN-10/MHID: 0-07-161419-2

\$24.95TR (\$30.95 CAN)

Rights: World

PROMOTIONAL CAMPAIGN

- National Print Publicity Campaign
- Online Publicity Campaign

THE 200 SUPERFOODS THAT WILL SAVE YOUR LIFE

A Complete Program to Live Younger, Longer
Deborah A. Klein, MS, RD

Over 150
Quick and
Tasty
Recipes

A total program to improve health and increase longevity—complete with over 150 meal plans, recipes and tips

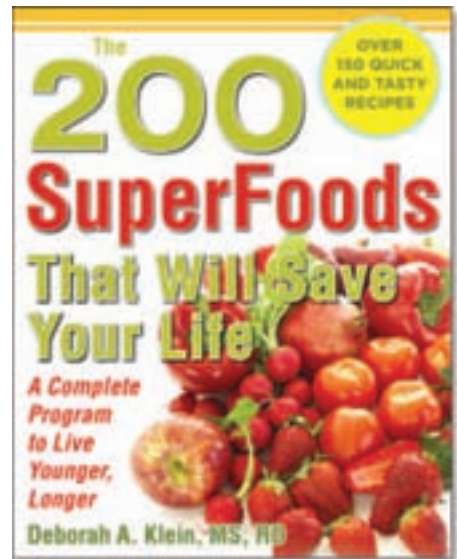
Forget what you can't eat. *The 200 SuperFoods That Will Save Your Life* gives readers the healthy news about foods they should eat and enjoy, including sweet, yet healthy indulgences like tomatoes, guacamole, and semi-sweet chocolate chips. More than just a list of foods, this encyclopedic guide contains recipes, dietary advice and meal plans to get readers to their healthiest level ever. Author Deborah Klein provides a comprehensive tour of the world's healthiest foods, as well as tips for incorporating them into a diet. This is a one-stop resource for information on how to live healthier and longer.

- Author is a sought-after nutrition expert featured in many well-known print publications and on television
- Appeals to the same audience who bought *SuperFoods RX* (200,000 copies sold)
- Easy-to-follow program helps readers put the recipes, dietary tips and meal plans together

Deborah A. Klein, MS, RD (Los Angeles, CA) has been the top local dietitian/nutritionist and media nutrition consultant in Los Angeles for close to 14 years. She regularly conducts seminars for large organizations and corporations and has been featured on Today, CNN, Discovery Health Channel, *Parenting* magazine, and *Fitness* magazine.

Related McGraw-Hill Title:

Goulart: Super Immunity Foods
Paperback • \$16.95TR
978-0-07-159882-8 • 0-07-159882-0



NOVEMBER

McGraw-Hill • Health/Nutrition

Paperback • 7³/₈ × 9¹/₄ • 400 pp

ISBN-13: 0-07-162575-5

ISBN-10/MHID: 0-07-162575-5

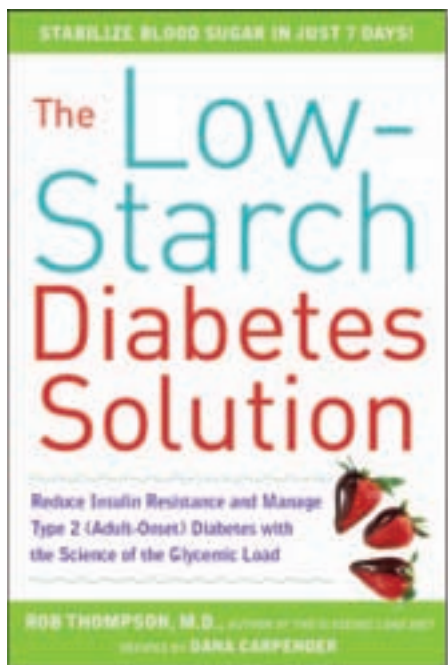
\$19.95TR (\$24.95 CAN)

Rights: World

THE LOW-STARCH DIABETES SOLUTION

Reduce Insulin Resistance and Manage Type 2 (Adult-Onset) Diabetes with the Science of Glycemic Load

Robert Thompson, M.D.



The author of the popular The Glycemic-Load Diet reveals how to keep blood sugar stable for life

Renowned diet author Robert Thompson brings readers a scientifically-proven low-starch diet and exercise program that promises to stabilize blood sugar in just 7 days. Dr. Thompson has changed the way we think about treating diabetes—and kept his own under control for 10 years—with his theory that starch, not sugar, is the number one cause behind this chronic condition.

With delicious low-starch recipes and the latest medical information on how to avoid the complications of diabetes, *The Low-Starch Diabetes Solution* shows readers how to stabilize their blood sugar for life, while still enjoying a satisfying, well-balanced diet.

- 21 million Americans have Type II Diabetes and 40 million are pre-diabetic
- November is Diabetes Month—making this book timely
- Revolutionary program that goes against the ADA guidelines and is not available in any other book
- Recipes featured in this book are created by Dana Carpender, author of the bestselling *15-Minute Low-Carb Recipes*
- Includes a 7-day menu plan and 25 easy-to-make, low-glycemic recipes to help readers follow the program

Robert Thompson, M.D. (Seattle, WA) is a board-certified cardiologist who has counseled patients with high cholesterol, diabetes, and heart disease for more than 25 years.

Also by Robert Thompson:

The Glycemic-Load Diet

Paperback • \$16.95TR

978-0-07-146269-3 • 0-07-146269-4

NOVEMBER

McGraw-Hill • Health

Paperback • 6 × 9 • 288 pp

ISBN-13: 978-0-07-162150-2

ISBN-10/MHID: 0-07-162150-4

\$16.95TR (\$20.95 CAN)

Rights: World

THE SEVEN-DAY TOTAL CLEANSE

A Revolutionary Juice Fast and Yoga Plan to Purify Your body and Clarify the Your Mind

Mary McGuire-Wien with Jill Parsons Stern

Gain renewed clarity and peace of mind while losing weight and ridding toxins

What good is a slimmer body if the mind and soul are in chaos? This revolutionary seven-day juice fast helps readers lose weight and rid the body of toxins—all while rebalancing their emotional and spiritual needs. Author Mary McGuire-Wien has guided thousands of clients through this unique program, which uses nutrient-rich juices, meditations, yoga, and self-care activities to cleanse the body, boost energy and refresh the mind and soul.

- 80 million Americans go on some sort of diet every year
- Author is a regular columnist for Yahoo.com and *A.M. New York* and has been profiled in *Time Out New York*, *Women's World*, and *The New York Times*
- Juice fasting is soaring in popularity as a way to lose weight
- First book to combine juice fasting with yoga, offering incredible holistic benefits

Mary McGuire-Wien (Jamesport, NY) is an acclaimed pilates instructor and yoga teacher, and founded the American Yogini retreat center in the Hamptons. Through her center, she's guided hundreds of guests through the American Yogini Juice Cleanse.

Jill Parsons Stern (Northampton, MA) has collaborated with more than a dozen writers on fiction, nonfiction, and memoir. Her recent projects have included books with noted nutrition and aging expert Gary Null, Ph.D. as well as Fox Analyst and Commentator Robert Massi.

Related McGraw-Hill Title:

Gittlemen: The Fat Flush Plan

Hardcover • \$21.95TR

978-0-07-138383-7 • 0-07-138383-2



NOVEMBER

McGraw-Hill • Health/Diet

Paperback • 6 × 9 • 272 pp

ISBN-13: 978-0-07-162374-2

ISBN-10/MHID: 0-07-162374-4

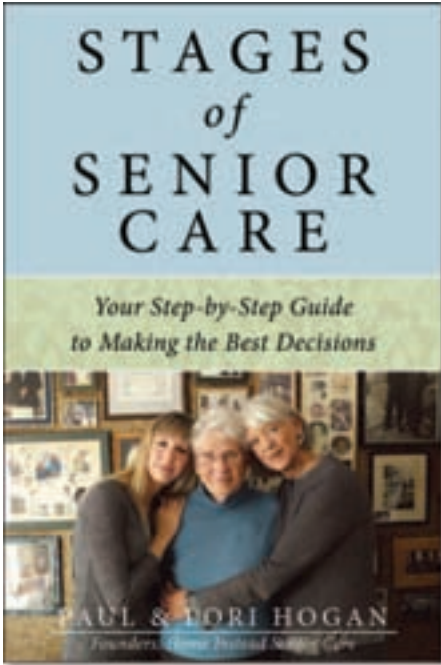
\$16.95TR (\$20.95 CAN)

Rights: World

STAGES OF SENIOR CARE

Your Step-by-Step Guide to Making the Best Decisions

Paul Hogan and Lori Hogan



Critical information from the renowned leaders in senior care

Senior care is a topic many people are afraid to think about or face and sorting through today's many senior care options can be overwhelming. But *Stages of Senior Care* is just the resource readers need to make these life-changing decisions for themselves or that of their aging parents—based on current needs, finances, and future planning.

Stages of Senior Care provides the tools to assess needs, and shows how to figure out costs, avoid pitfalls, scams or low-quality service, and how to know what option is right for now and for the future. There is probably no other trusted voice on this subject than Paul and Lori Hogan, founders of Home Instead, one of the largest providers of in-home care for seniors.

- There are 36 million seniors in the U.S. today
- Home Instead of Senior Care is a worldwide franchise with 800 offices (500 in the U.S. alone, in all 50 states)
- AARP, along with all the nationwide office will promote the book as well as all the 50,000 professionals Home Instead turns to regularly
- The author has strong contacts with senior media and the senior care industry and his company has an aggressive online marketing strategy for the book

Paul and **Lori Hogan** (Omaha, Nebraska) co-founded Home Instead of Senior Care in 1994 and this franchise network has grown worldwide. The Hogans have won awards for their franchise business model and the company is the undisputed global leader in in-home senior care. The Hogans are increasingly seen as leaders in the rapidly changing field of senior care.

Related McGraw-Hill Title:

Carr: The Caregiver's Essential Handbook
Paperback • \$14.95TR
978-0-07-139519-9 • 0-07-139519-9

NOVEMBER

McGraw-Hill

Family & Relationships/Aging

Paperback • 6 × 9 • 304 pp

ISBN-13: 978-0-07-162109-0

ISBN-10/MHID: 0-07-162109-1

\$16.95TR (\$20.95 CAN)

Rights: World

SUPERFRUITS

Scientifically Proven Ways to Get the Most out of Nature's Top 20 Fruits and Boost Your Health for Lifelong Wellness

Paul M. Gross, Ph.D.

The “Berry Doctor” reveals the hidden power of the nature's healthful fruits

Superfruits shows readers which power-packed fruits can recharge their immune system, lower their risk for disease and slow the aging process. Fruits are a healthy choice, but expert Paul Gross shows readers which fruits have health benefits above and beyond others.

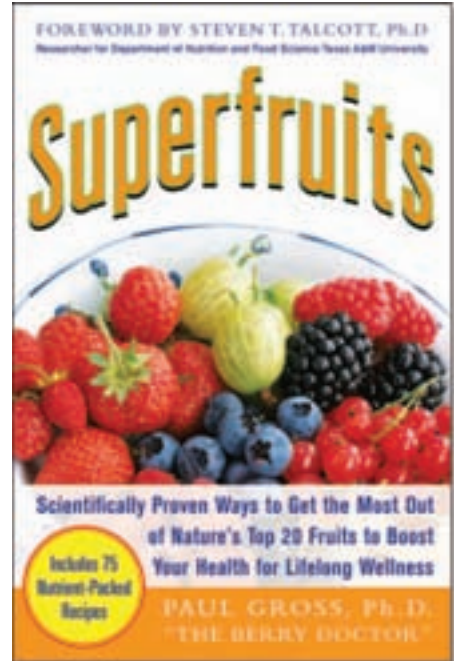
Eating strawberries can help produce new brain cells and improve communication and raspberries are packed with a nutrient that fights age-related cognitive decline. Over 75 recipes—smoothies and more—will show readers how to make the most out of superfruits for a health boosting bang.

- This title will appeal to the over 200,000 people who bought *SuperFoods Rx*
- Author is a recognized authority in the field and material is based on the latest research on nutrients and phytochemicals of superfruits
- Features sidebars for each essential nutrient suggestion along with “Fun Facts,” “Myth Busters,” and “Science Behind It”

Paul M. Gross, Ph.D. (Ontario, Canada) is a superfruits expert and a consultant for private firms supporting manufacturers in developing and marketing new superfruits products. He is also the founder and scientist for Berry Health Inc., which sells Berry Wise nutritional supplements.

Related McGraw-Hill Title:

Goulart: Super-Immunity Foods
Paperback • \$16.95TR
978-0-07-159882-8 • 0-07-159882-0



NOVEMBER

McGraw-Hill • Health/Nutrition

Paperback • 6 × 9 • 240 pp

ISBN-13: 978-0-07-163387-1

ISBN-10/MHID: 0-07-163387-1

\$16.95TR (\$20.95 CAN)

Rights: World

A PAPERBACK ORIGINAL
**TEACH YOURSELF
 GROWING YOUR
 OWN FRUIT AND
 VEGETABLES**

Mike Thurlow



- Shows readers what to plant and when
- Includes step-by-step guides for all sizes and shapes of garden, from large to small and even individual containers

A PAPERBACK ORIGINAL
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Roger Brooksbank



- Structured into 52 sections, it helps readers enhance one new selling skill a week
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John Horgan



- Explains the psychology behind terrorism and analyzes potential responses to this complex phenomenon
- Explores the history of terrorism to help readers understand its present form and its possible future developments

SEPTEMBER

Teach Yourself • *Gardening*

Paperback • 5 × 7¾ • 192 pp

ISBN-13: 978-0-07-163692-6

ISBN-10/MHID: 0-07-163692-7

\$14.95TR (\$18.95 CAN)

50 b&w photos

SEPTEMBER

Teach Yourself • *Business*

Paperback • 5 × 7¾ • 240 pp

ISBN-13: 978-0-07-163694-0

ISBN-10/MHID: 0-07-163694-3

\$19.95TR (\$24.95 CAN)

One audio CD

NOVEMBER

Teach Yourself • *History*

Paperback • 5 × 7¾ • 224 pp

ISBN-13: 978-0-07-154512-9

ISBN-10/MHID: 0-07-154512-3

\$14.95TR (\$18.95 CAN)

Previously announced;

all backorders canceled.

THIRD EDITION
**TEACH YOURSELF
 BETTER
 HANDWRITING**

*Rosemary Sassoon and
 Gunnlougher SE Briem*

A PAPERBACK ORIGINAL
**TEACH YOURSELF
 HELPING YOUR
 CHILD TO READ**

Dee Reid and Diana Bentley

A PAPERBACK ORIGINAL
**TEACH YOURSELF
 CONTEMPORARY
 ART**

*Grant Pooke and Graham
 Whitham*



- Helps readers improve their handwriting and develop their own mature and individual style
- Offers advice to those with special circumstances that may affect their handwriting, such as being left-handed or having a medical condition

- Shows parents how to develop their child's love of books at an early age
- Presents strategies to help a child get ahead in school

- Explains the contemporary art world and gives its works context for the uninitiated
- Explores key personalities and recurring themes

NOVEMBER

Teach Yourself • *Self-Help*

Paperback • 5 × 7¾ • 208 pp

ISBN-13: 978-0-07-163638-4

ISBN-10/MHID: 0-07-163638-2

\$14.95TR (\$18.95 CAN)

Previous ISBNs: 2003

978-0-07-141971-0 • 0-07-141971-3

NOVEMBER

Teach Yourself • *Parenting*

Paperback • 5 × 7¾ • 192 pp

ISBN-13: 978-0-07-163693-3

ISBN-10/MHID: 0-07-163693-5

\$14.95TR (\$18.95 CAN)

NOVEMBER

Teach Yourself • *Art*

Paperback • 5 × 7¾ • 208 pp

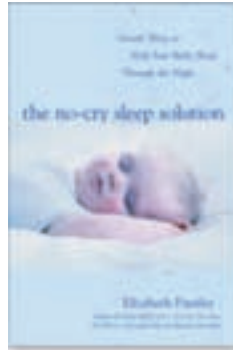
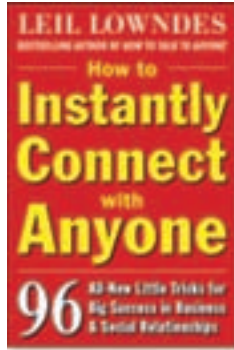
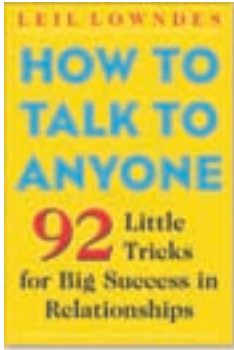
ISBN-13: 978-0-07-163691-9

ISBN-10/MHID: 0-07-163691-9

\$14.95TR (\$18.95 CAN)

Color and b&w illustrations

From two bestselling authors at McGraw-Hill



Lowndes: How to Talk to Anyone
Paperback • \$14.95TR
0-07-143334-1 • 978-0-07-143334-1

Lowndes: How to Instantly Connect with Anyone
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0-07-154585-9 • 978-0-07-154585-3

Pantley: The No-Cry Sleep Solution
Paperback • \$15.95
0-07-138139-2 • 978-0-07-138139-0

Pantley: The No-Cry Sleep Solution for Toddlers and Preschoolers
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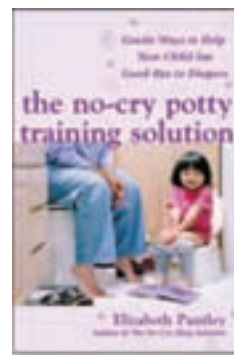
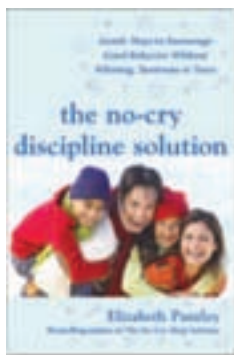
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McGraw-Hill Fall 2009

AMERICAN CANCER SOCIETY



Having Cancer Is Hard. Finding Help Shouldn't Be.

SEPTEMBER

National Prostate Cancer Awareness Month

Quick FACTS™ Prostate Cancer
(978-0-944235-66-9)

Childhood Cancer Month

Jacob Has Cancer: His Friends Want to Help
(978-1-60443-012-7)

Angels & Monsters
(978-0-944235-22-5)

OCTOBER

National Breast Cancer Awareness Month

Breast Cancer Clear & Simple
(978-0-944235-72-0)

Mom and the Polka-Dot Boo-Boo
(978-0-944235-87-4)

Our Mom Is Getting Better
(978-0-944235-85-0)

NOVEMBER

Great American Smokeout (November 19)

Kicking Butts
(978-0-944235-42-3)

Lung Cancer Awareness Month

Quick FACTS™ Lung Cancer
(978-0-944235-69-0)

National Family Caregiver Month

ACS Complete Guide to Family Caregiving
(978-0-944235-00-3)

Cancer Caregiving A to Z
(978-0-944235-92-8)

JANUARY

Healthy Weight Week (January 18-24)

What to Eat During Cancer Treatment
(978-1-60443-005-9)

The Great American Eat-Right Cookbook
(978-0-944235-93-5)

NANA, WHAT'S CANCER?

Beverlye Hyman Fead and Tessa Mae Hamermesh

Illustrated by Shennen Bersani

A healing conversation between grandmother and granddaughter

In this beautifully written and illustrated book, a grandmother who has survived cancer answers the many questions of her concerned granddaughter, Tess.

- Effective format for school and home settings
- For ages 8-12
- Perfect for beginning a conversation about cancer

Chapter titles include:

What is cancer?

What causes cancer?

Can you catch cancer?

When you have cancer, do you have to stay in bed?

Can you get cancer when you already have another disease?

Is it okay to feel sad when someone you love has cancer?

Why are some cancers worse than others?

Do animals ever get cancer?

Is there anything else we can do to stop cancer?

What's important to remember about cancer?

Beverlye Hyman Fead (Santa Barbara, CA) is a cancer survivor and author (*I Can Do This*.)

Tessa Mae Hamermesh (Los Angeles, CA) is eleven years old and the eldest of Beverlye's five grandchildren.

Shennen Bersani (Boston, MA) is a children's book illustrator and a member of the Society of Children's Book Writers and Illustrators.

Related Title:

ACS: Because . . . Someone I Love Has Cancer
Spiralbound • \$12.95TR
978-0-944235-32-4 • 0-944235-32-8



SEPTEMBER

ACS • Children/Health/Disease

Hardcover • 8 × 10 • 48 pp

ISBN-13: 978-1-60443-010-3

ISBN-10/MHID: 1-60443-010-9

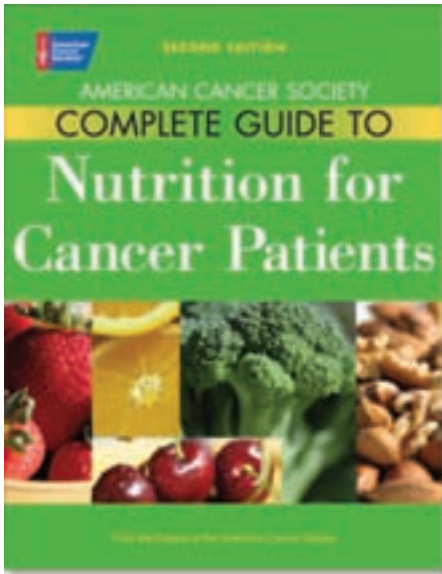
\$14.95TR (\$18.95 CAN)

Rights: US and Canada

SECOND EDITION

AMERICAN CANCER SOCIETY COMPLETE GUIDE TO NUTRITION FOR CANCER PATIENTS

Abby S. Bloch, Ph.D., R.D.; Cynthia A. Thomson, Ph.D., R.D.; Kathryn Hamilton, M.A., R.D., C.D.N.; and Barbara Grant, M.S., R.D.



Fill up on expert advice

Patients and caregivers alike can learn the benefits of eating well to help people feel better during treatment and heal and recover more quickly. Some treatments can cause side effects, and it's encouraging that many of these can be alleviated through good nutrition. In this friendly and practical handbook, recognized dietitians and the American Cancer Society medical staff explain what to eat—and what to avoid—to stay strong and maximize the benefits of treatment.

Benefits:

- Comprehensive yet easy-to-understand
- Filled with sound advice for people with cancer, their loved ones, and caregivers
- Creative and practical solutions to combat all the digestion- and eating-related side effects of treatment

This book can guide anyone in developing manageable and effective nutritional principles to live well with cancer.

Abby S. Bloch, Ph.D., R.D. (New York, NY) executive director, programs and research, the Robert & Veronica Atkins Foundation, New York, NY. **Cynthia A. Thomson, Ph.D., R.D.** (Tucson, AZ) associate professor, nutritional sciences, University of Arizona. **Kathryn Hamilton, M.A., R.D., C.D.N.** (Morristown, NJ) Carol G. Simon Cancer Center, Morristown, NJ. **Barbara Grant, M.S., R.D.** (Boise, ID) oncology nutritionist, St Alphonsus Regional Medical cancer care center, Boise, ID.

Related Title:

ACS: American Cancer Society Complete Guide to Complementary & Alternative Cancer Therapies, 2E
Paperback • \$24.95 TR
978-0-944235-71-3 • 0-944235-71-9

OCTOBER

ACS • Cancer/ Health

Paperback • 7 × 9 • 256 pp

ISBN-13: 978-0-944235-78-2

ISBN-10/MHID: 0-944235-78-6

\$24.95TR (\$30.95 CAN)

Previous ISBNs: 2004

978-0-944235-51-5 • 0-944235-51-4

Rights: US and Canada

Previously Announced. All Backorders Canceled.

AWARENESS MONTHS

MARCH National Nutrition Month

MARCH National Colorectal Cancer
Awareness Month

JUNE National Men's Health Month

A PAPERBACK ORIGINAL

WHAT TO EAT DURING CANCER TREATMENT

100 Great-Tasting, Family-Friendly Recipes to Help You Cope

Jeanne Besser, Kristina Ratley, R.D., L.D.N., Michele Szafranski, M.S., R.D., L.D.N.,
and Sheri Knecht, M.S., R.D., L.D.N.

Satisfying recipes deliver more than good taste

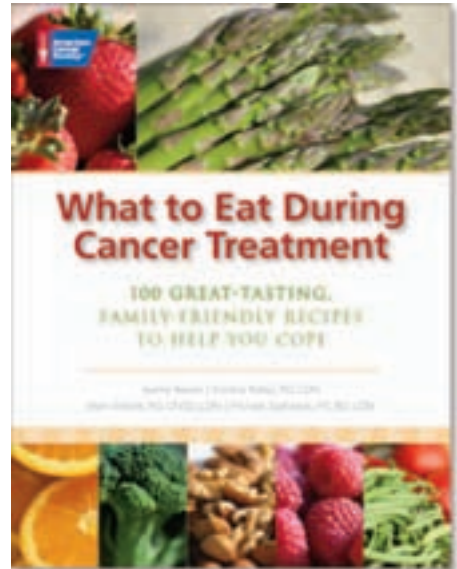
With cancer comes cancer treatment, and with treatment comes a variety of side effects that present daily challenges related to nutrition and eating: diarrhea, constipation, loss of appetite and/or taste, dry or sore/sensitive mouth, difficulty swallowing, nausea, weight loss or unwanted weight gain, just to name a few. This unique cookbook from popular author Jeanne Besser addresses all these problems and more, offering up 100 delicious recipes specifically targeting the side effects of treatment. Features:

- 24 full-color food photographs
- How to build a “nutrition survival kit” to take along to treatment
- Eating at restaurants
- Effective solutions to coping with and alleviating discomfort
- Plus helpful tips and advice for caregivers

Jeanne Besser (Atlanta, GA) is a food columnist for the *Atlanta Journal-Constitution* and the author of six cookbooks including *The Great American Eat-Right Cookbook*, also published by ACS. **Kristina Ratley, R.D., L.D.N.** (Little River, SC), **Michele Szafranski, M.S., R.D., L.D.N.** (Charlotte, NC), and **Sheri Knecht, M.S., R.D., L.D.N.**, (Norfolk, VA) all are dietitians, experts on cancer nutrition, and operate the Dietitian on Call program (South-Atlantic Division of the American Cancer Society).

Related Title:

Silver: What Helped Get Me Through:
Cancer Survivors Share Wisdom and Hope
Paperback • \$17.95TR
978-1-60443-004-2 • 1-60443-004-4



OCTOBER

ACS • Cancer/Cooking/Health

Paperback • 7 × 9 • 192 pp

ISBN-13: 978-1-60443-005-9

ISBN-10/MHID: 1-60443-005-2

\$19.95TR (\$24.95 CAN)

Rights: US and Canada

Previously Announced. All Backorders Canceled.

AWARENESS MONTH

MARCH National Colorectal Cancer Awareness Month

MAY National Women's Health/Cancer Awareness Month

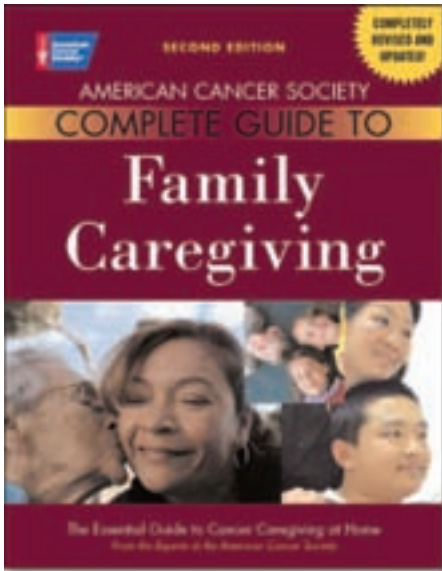
JUNE National Men's Health/Cancer Awareness Month

SECOND EDITION

AMERICAN CANCER SOCIETY COMPLETE GUIDE TO FAMILY CAREGIVING

The Essential Guide to Cancer Caregiving at Home

Julia A. Bucher, R.N., Ph.D., and Peter S. Houts, Ph.D.



A helping hand for the caregiver

This is the definitive resource for the cancer caregiver who is tending to others in the home setting. Tailored to quickly educate caregivers in managing daily life, while helping them learn how and when to ask for additional help, this well-organized, step-by-step guide addresses core issues, including:

- How to help the patient live well with cancer and the side effects of cancer treatments
- How to maintain one's own quality of life

“Chock full of sensible and reassuring information, easily accessible to the average reader. Good glossary and extensive resource section included. Recommended.”

—*Library Journal* (on the first edition)

Family members and caregivers of the approximately 1.5 million newly diagnosed Americans, many of whom will ultimately return home to receive continued care, will appreciate this helping hand.

Julia A. Bucher, R.N., Ph.D., (York, PA) Associate Professor in the Department of Nursing and **Peter S. Houts, Ph.D.**, (Hershey, PA) professor emeritus of Behavioral Science and Medicine, developed this text along with other cancer care professionals, patients, and caregivers.

Related Title:

ACS: Cancer Caregiving A to Z
 Paperback • \$14.95TR
 978-0-944235-92-8 • 0-944235-92-1

DECEMBER

Category Health / Caregiving

Paperback • 7 × 9 • 304 pp

ISBN-13: 978-0-944235-00-3

ISBN-10: 0-944235-00-X

\$24.95TR (\$30.95 CAN)

Previous ISBN: 2003

0-94423-545-X • 978-0-94423-545-4

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McGraw-Hill Fall 2009

AMERICAN DIABETES ASSOCIATION



FOURTH EDITION

MEDICAL MANAGEMENT OF PREGNANCY COMPLICATED BY DIABETES

American Diabetes Association

Pregnancy complicated by diabetes is a medical challenge that can be minimized through a program of expert protocols and patient partnerships. This book presents a complete package of these protocols that can help produce healthy infants in pregnancies complicated by type 1, type 2, and gestational diabetes. This fourth edition provides up-to-date information on new insulin analogues, oral hypoglycemic agents, and obstetrical surveillance.

- Previous editions sold over 8,000 copies
- Extensive revision of standard reference
- Professional readership—obstetricians, primary care physicians, registered nurses, clinicians

AVAILABLE

ADA • *Health/Diabetes*

Paperback • 6 × 9 • 208 pp

ISBN-13: 978-1-58040-232-3

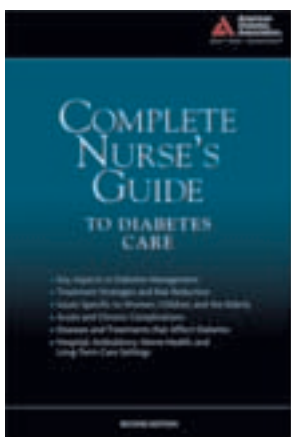
ISBN-10/MHID: 1-58040-232-1

\$49.95IB (\$62.95 CAN)

Previous ISBNs: 2003

978-1-58040-013-8 • 1-58040-013-2

Rights: US and Canada



SECOND EDITION

COMPLETE NURSE'S GUIDE TO DIABETES CARE

Belinda P. Childs, ARNP, MN, CDE, BC-ADM,
Marjorie Cypress, PhD, MSN, RN, C-ANP, CDE, and
Geryl Spollett, MSN, C-ANP, CDE

Complete Nurse's Guide to Diabetes Care is a comprehensive resource for all nurses who work with diabetes patients. Extensively revised, it offers expert advice on the fundamentals of diabetes care and related nursing issues.

- Written by leading diabetes experts
- 34 chapters cover a wide range of topics, from fundamentals of care to working with diabetes in the elderly population

Belinda P. Childs, ARNP, MN, CDE, BC-ADM, (Wichita, KS) is a diabetes nurse specialist at the Mid-America Diabetes Association.

Marjorie Cypress, PhD, MSN, C-ANP, CDE, (Albuquerque, NM) has worked in diabetes management and education for over 20 years.

Geryl Spollett, MSN, C-ANP, CDE (New Haven, CT) is an adult nurse practitioner and associate director of the Yale Diabetes Center.

AVAILABLE

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Paperback • 6 × 9 • 484 pp

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978-1-5840-200-2 • 1-58040-200-3

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TRANSITIONS IN CARE

Meeting the Challenges of Type 1 Diabetes in Young Adults
*Howard A. Wolpert, MD, Barbara J. Anderson, PhD, and
 Jill Weissberg-Benchell, PhD, CDE*

Written in separate sections for both the young adult and his or her care provider, this book outlines important information on managing diabetes, avoiding complications, and adjusting care to fit the challenges of growing up with diabetes.

- Written by three of the world's experts on adolescent diabetes
- Concise and comprehensive information on glycemic control
- Suitable for diabetes professionals and people with diabetes

Howard A. Wolpert, MD, (Boston, MA) is a Senior Physician at the Joslin Diabetes Center and Director of Joslin's Insulin Pump Program.

Barbara J. Anderson, PhD (Houston, TX) is a Professor in the Department of Pediatrics of the Baylor University College of Medicine.

Jill Weissberg-Benchell, PhD, CDE, (Chicago, IL) is a Pediatric Psychologist and Associate Professor of Psychiatry at Northwestern University's Feinberg School of Medicine.



AVAILABLE

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ISBN-10/MHID: 1-58040-324-7

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FOURTH EDITION

INTENSIVE DIABETES MANAGEMENT

American Diabetes Association

The only resource for intensive management. Virtually all patients with diabetes—type 1 or type 2—can improve their glycemic control and overall health through intensive diabetes management. With an emphasis on the team approach, this hands-on book offers the information needed to help each patient move toward treatment goals appropriate for their individual skills and medical condition. For clinicians striving to deliver diabetes therapy for the 21st century, this book is an essential guide.

- Extensive revision of standard reference
- Integrated team approach emphasized
- Professional readership—primary care physicians, registered nurses, clinicians, and educators



AVAILABLE

ADA • *Health/Diabetes*

Paperback • 6 × 9 • 176 pp

ISBN-13: 978-1-58040-328-3

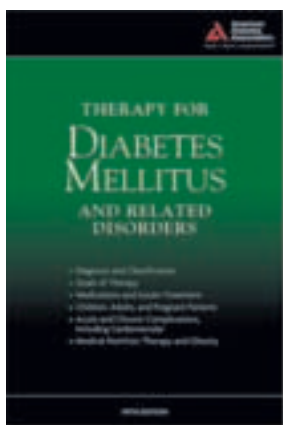
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FIFTH EDITION

THERAPY FOR DIABETES MELLITUS AND RELATED DISORDERS

American Diabetes Association

The newly revised edition of *Therapy for Diabetes Mellitus and Related Disorders* will help physicians deliver proven treatments to their patients. Leading diabetes experts from around the world provide a concise overview of the new advances and updates on diabetes therapy, including glycemic control, obesity and type 2 diabetes in children, the role of exercise, geriatric diabetes, type 2 diabetes prevention, diabetes in pregnancy, insulin pump therapy, oral medications, and many more topics.

- The standard reference guide to the management of diabetes and related disorders
- Concise overview of proven treatments
- Professional readership—primary care physicians, registered nurses, physician assistants, nurse practitioners, and clinicians

AVAILABLE

ADA • *Health/Diabetes*

Casebound • 6 × 9 • 554 pp

ISBN-13: 978-1-58040-304-7

ISBN-10/MHID: 1-58040-304-2

\$69.95IB (\$87.95 CAN)

Previous ISBNs: 2004

978-1-58040-187-6 • 1-58040-187-2

Rights: US and Canada



SECOND EDITION

GUIDE TO HEALTHY FAST FOOD EATING

Hope S. Warshaw, MMSc, RD, CDE, BC-ADM

This is the most complete and easy-to-use fast food guide for people with diabetes, pre-diabetes, heart disease, and weight challenges. Along with nutrition information, this book provides the skills and strategies you need to create healthy meals in 13 of the most popular fast-food restaurants in America

- “Light & Lean” and “Healthy & Hearty” menu selections for every restaurant
- Nutrition information for calories, carbohydrates, fiber, fat, trans and saturated fat, and protein
- Over 15,000 copies sold of previous edition

Hope S. Warshaw, MMSc, RD, CDE, BC-ADM, (Alexandria, VA) is a registered dietitian, certified diabetes educator and board certified advanced diabetes manager. She has written several successful books with the American Diabetes Association, including the bestselling *Guide to Healthy Restaurant Eating* and *Diabetes Meal Planning Made Easy*.

SEPTEMBER

ADA • *Health/Diabetes*

Paperback • 4½ × 6¾ • 306pp

ISBN-13: 978-1-58040-317-7

ISBN-10/MHID: 1-58040-317-4

\$9.95TR (\$12.95 CAN)

Previous ISBNs: 2006

978-1-58040-270-5 • 1-58040-270-4

Rights: US and Canada

WHAT DO I EAT NOW?

A Step-by-Step Guide to Eating Right with Diabetes

Patti B. Geil, MS, RD, CDE, FADA, and Tami A. Ross, RD, LD, CDE

The DIY approach to a diabetes diet!

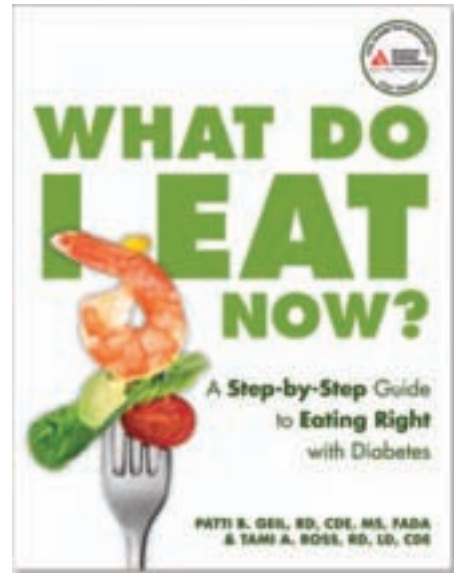
What Do I Eat Now? is the single best resource for people with diabetes to learn how to eat right and eat healthy with diabetes. Each chapter explains a vital concept of diabetes nutrition in easy-to-understand language. “Tell Me What to Eat” meal plans and recipes at the end of each chapter get readers started on a lifetime of healthy eating. Don’t waste time trying to figure everything out from scratch when *What Do I Eat Now?* gives readers a step-by-step plan for understanding how to eat right. Learn as you go by cooking healthy, nutritious, and flavorful diabetic meals!

- Day-by-day and week-by-week instructions on how to eat right with diabetes
- \$30,000 publicity and ad campaign
- Authors’ previous book, *Diabetes Meals on \$7 a Day—Or Less!*, was recently featured in the print edition of *USA Today*

Patti B. Geil, MS, RD, FADA, CDE, (Louisville, KY) is co-author of *Diabetes Nutrition A to Z* and *101 Tips on Nutrition for People with Diabetes*. **Tami Ross, RD, CDE**, (Louisville, KY) is co-author with Patti B. Geil of *Cooking Up Fun for Kids with Diabetes* and *Diabetes Meals on \$7 a Day—Or Less!*

Related Title:

Warshaw: *Diabetes Meal Planning Made Easy*, 3rd ed.
Paperback • \$14.95TR
978-1-58040-251-4 • 1-58040-251-8



OCTOBER

ADA • *Health/Diabetes*

Paperback • 7 × 9 • 224 pp

ISBN-13: 978-1-58040-313-9

ISBN-10/MHID: 1-58040-313-1

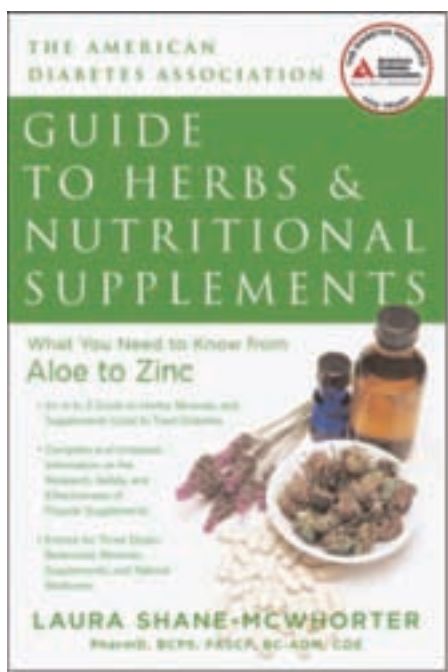
\$17.95TR (\$22.95 CAN)

Rights: US and Canada

THE AMERICAN DIABETES ASSOCIATION GUIDE TO HERBS & NUTRITIONAL SUPPLEMENTS

What You Need to Know from Aloe to Zinc

Laura Shane-McWhorter, PharmD, BCPS, FASCP, CDE, BC-ADM



The only guide to herbs and supplements for people with diabetes!

More and more people are using nutritional supplements and natural remedies for health, but people with diabetes don't always understand how herbs and supplements can affect them. Many supplements can intensify and interfere with prescribed medications for diabetes.

The American Diabetes Association Guide to Herbs and Nutritional Supplements lays out, in clear terms, pertinent information about why these popular herbs and nutritional supplements are used and how they affect prescription drugs. Take the guesswork out of taking herbs and supplements with this informative guide.

- Complete run-down on 40 popular, easily accessible herbs and nutritional supplements
- Includes easy-to-use table summarizing supplement information
- The only guide to show how herbs and supplements affect diabetes

Laura Shane-McWhorter, PharmD, BCPS, FASCP, CDE, BC-ADM, (Salt Lake City, UT) is Professor (Clinical) in the College of Pharmacy, Department of Pharmacotherapy of the University of Utah College of Pharmacy. She is a Registered Pharmacist and an active diabetes educator both in Utah and nationally. She is also the author of the ADA professional book, *Complementary & Alternative Medicine (CAM) Supplement Use in People with Diabetes: A Clinician's Guide*.

McGraw-Hill Related title:

Shane-McWhorter: *Complementary & Alternative Medicine (CAM) Supplement Use in People with Diabetes*
Paperback • \$39.95TR
978-1-58040-296-5 • 1-58040-296-8

OCTOBER

ADA • Health/Diabetes

Paperback • 6 × 9 • 160 pp

ISBN-13: 978-1-58040-318-4

ISBN-10/MHID: 1-58040-318-2

\$16.95TR (\$20.95 CAN)

Rights: US and Canada

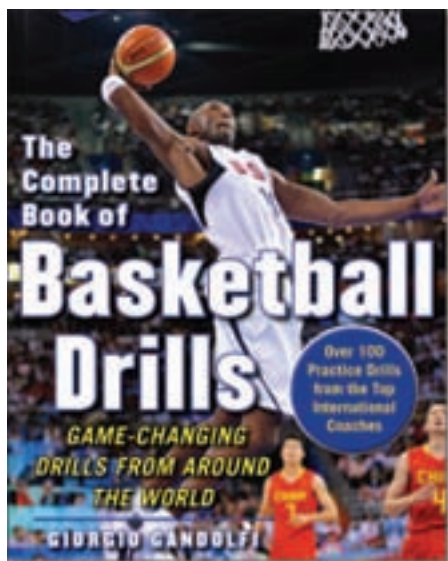
McGraw-Hill Fall 2009

SPORTS

THE COMPLETE BOOK OF BASKETBALL DRILLS

Game-Changing Drills From Around the World

Giorgio Gandolfi



The most effective basketball drills from around the globe assembled in one book

Basketball is no longer just an American sport. It has become an international game, transformed with new styles of play that require new teaching methods. *The Complete Book of Basketball Drills* is a thorough encyclopedia of practice plans that provide coaches with instructional drills from around the world.

Inside, readers will find detailed diagrams and over 100 drills, each customizable for different players. *The Complete Book of Basketball Drills* is a collection of simple but innovative drills for all levels of coaching and covers everything from basic footwork and ball handling to zone defense and more. Drawing from his international coaching experience as well as his role in organizing basketball clinics and camps for Converse shoes, author Giorgio Gandolfi gives coaches the tools they need to better prepare their teams.

- Basketball is the only major American sport to enjoy widespread international appeal
- Author is the Editor-in-Chief of FIBA Assist, the official technical magazine of the International Basketball Federation

Giorgio Gandolfi (Cremona, Italy) is the author of *NBA Coaches Handbook*, *Hoops—The NBA Players Association Guide for Playing Basketball* and *NBA Coaches Playbook*.

Related McGraw-Hill Title:

Krause: Coaching Basketball

Paperback • \$24.95TR

978-0-07-138210-6 • 0-07-138210-0

SEPTEMBER

McGraw-Hill • Sports/Fitness

Paperback • 7 ¾ × 9 ¼ • 304 pp

ISBN-13: 978-0-07-163586-8

ISBN-10/MHID: 0-07-163586-6

\$18.95TR (\$23.95 CAN)

Rights: World

A PAPERBACK ORIGINAL

THE BAFFLED PARENT'S GUIDE TO GREAT BASKETBALL PLAYS

Fran Dunphy and Lawrence Hsieh

How to teach basketball plays and win more games at the rec-league, middle-school and junior high levels

With its well-illustrated format and to-the-point text, *The Baffled Parent's Guide to Great Basketball Plays* shows coaches how to get their teams to execute plays—crucial to winning games and reinforcing teamwork. Authors Dunphy and Hsieh explain how practicing actual plays (replicating a real game situation) is a more fun and engaging way to learn and practice fundamental basketball skills. This successful format reduces boring repetition, motivates young players into practicing, and results in more baskets scored during game-time.

- High profile lead author coaches men's basketball at Temple University
- 75 game-winning plays selected specifically for the K-14 age group
- Millions of kids age 14 and under play on basketball teams across the nation

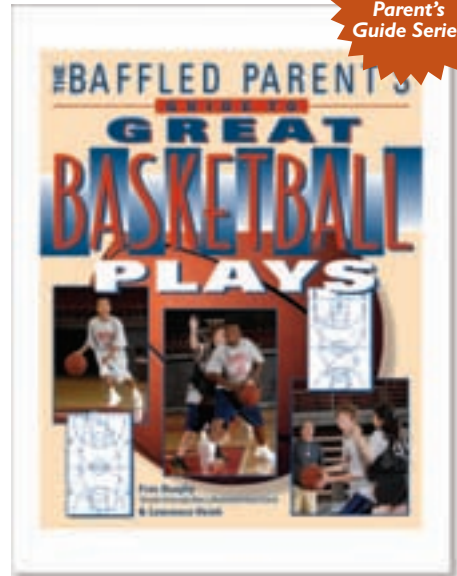
Fran Dunphy (Philadelphia, PA) was named head coach of Temple University's men's basketball programs in 2006. Previously the head coach of Penn State, he's had nine NCAA Tournament appearances, nine 20-win seasons, three Philadelphia Big 5 City Series titles, seven Ivy League seasons, and 41 All-Ivy League honorees.

Lawrence Hsieh (Southport, CT) is a corporate and sports attorney and co-author with Olympian gold medalist Michele Smith of *Coach's Guide to Great Softball Drills*.

Related McGraw-Hill Title:

Garland: *Baffled Parent's Guide to Great Basketball Drills*
Paperback • \$15.95TR
978-0-07-138141-3 • 0-07-138141-4

New in
the Baffled
Parent's
Guide Series



OCTOBER

McGraw-Hill • *Sports/Basketball*

Paperback • 7³/₈ × 9¹/₄ • 160 pp

ISBN-13: 978-0-07-150279-5

ISBN-10/MHID: 0-07-150279-3

\$16.95TR (\$20.95 CAN)

30 b&w photos and 75 line drawings

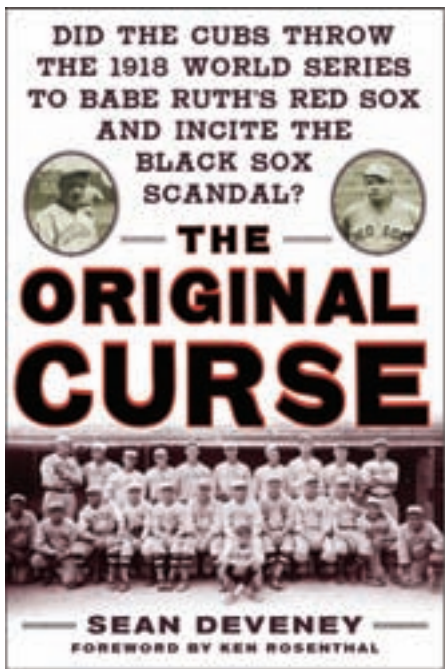
Rights: World

Previously Announced. All Backorders Canceled

THE ORIGINAL CURSE

Did the Cubs Throw the 1918 World Series to Babe Ruth's Red Sox and Incite the Black Sox Scandal?

Sean Deveney



How the Cubs, Red Sox, and White Sox lost their souls to be the 1918 World Series

A major chapter in baseball's fascinating history has been rewritten! Sports-writer Sean Deveney reveals exclusive new evidence suggesting that it was the Cubs, not the White Sox, who first threw a World Series—a move that would influence the infamous 1919 Black Sox to do the same.

The Original Curse sets the 1918 World series as the center of the book, placing readers inside World War I America, a nation deep in the thralls of gambling and other vices—so fans not only get the facts but a rich mosaic of American history as well. Author Deveney combines detailed sports reporting with new evidence that's debate-worthy and required reading for fans everywhere.

- Baseball enthusiasts and historians everywhere will want to debate this topic
- Book features two of baseball's largest fanbases
- Perfect for gift-giving during the holidays
- Author is highly credible baseball reporter with regular appearances on ESPN and Fox News, CNN and MSNBC
- Includes a foreword by Ken Rosenthal

Sean Deveney (Chicago, IL) is the *Sporting News* baseball insider, covering all major sports and writing about sports icons like Michael Jordan and Tiger Woods. Deveney has been a regular guest on ESPN's First Take, ESPN Classic, Comcast Sports Chicago Tribue Live with many other appearances to his credentials.

Related McGraw-Hill Title:

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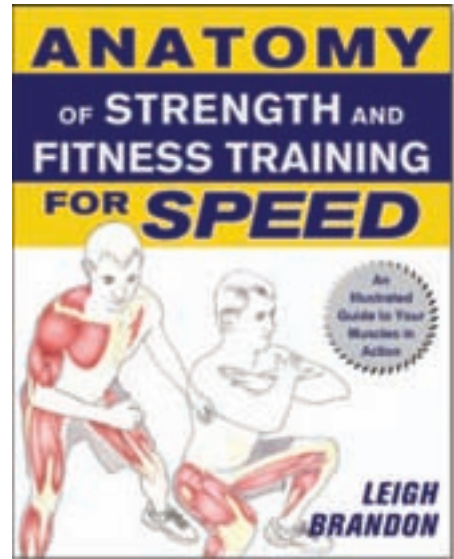
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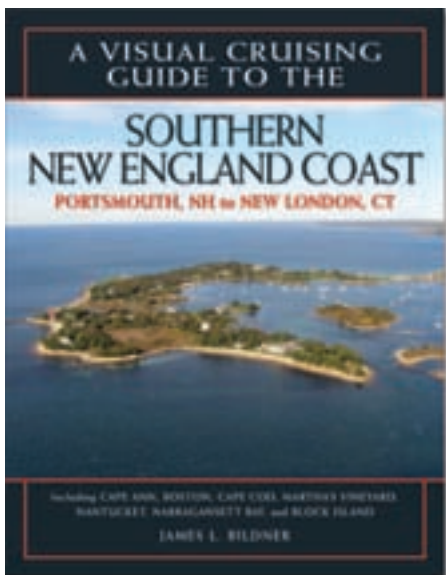
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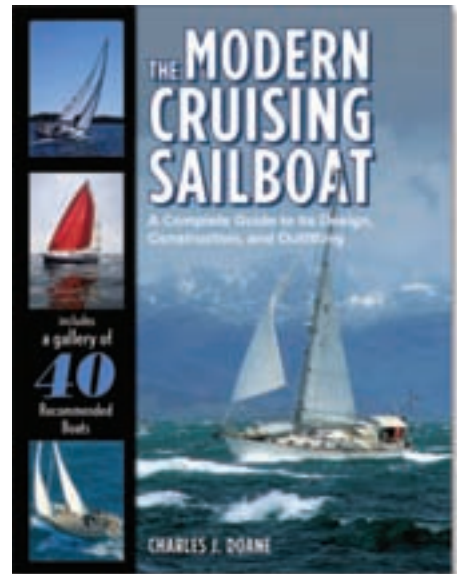
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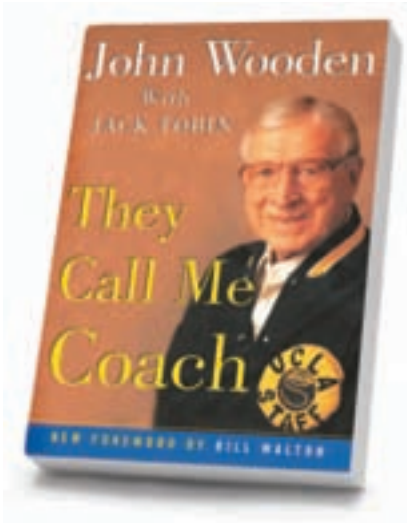
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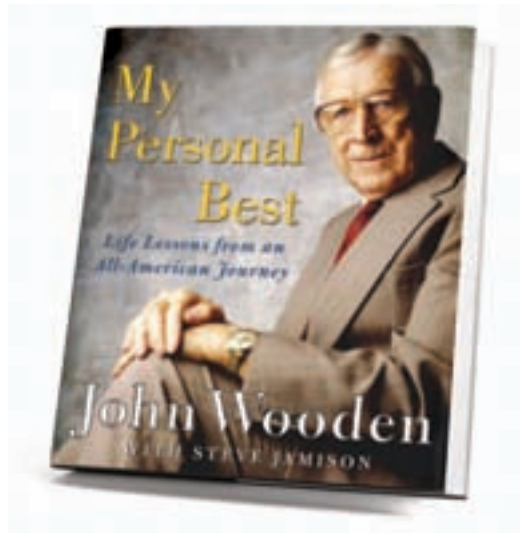
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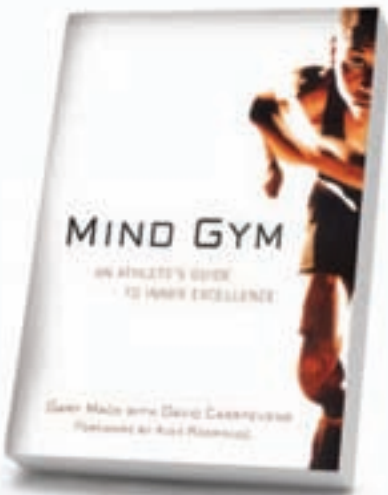
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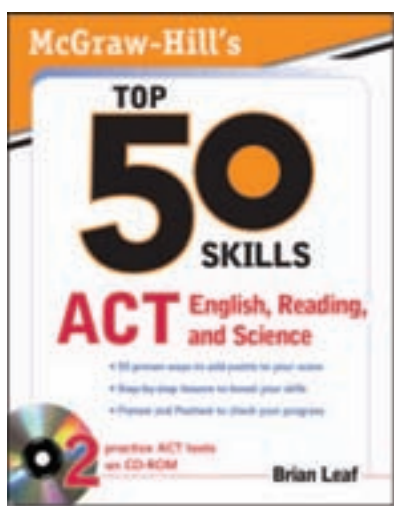
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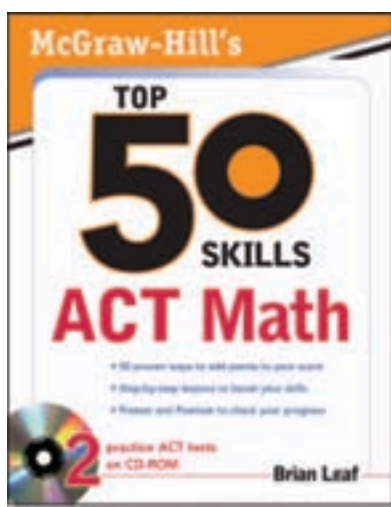


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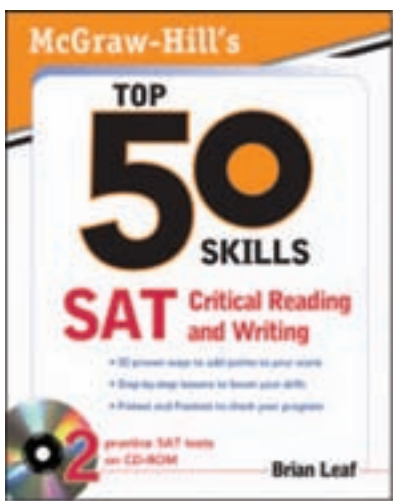
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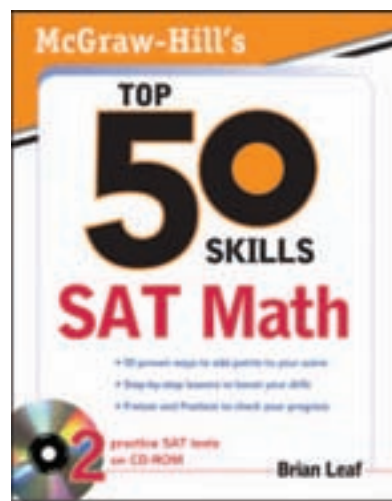


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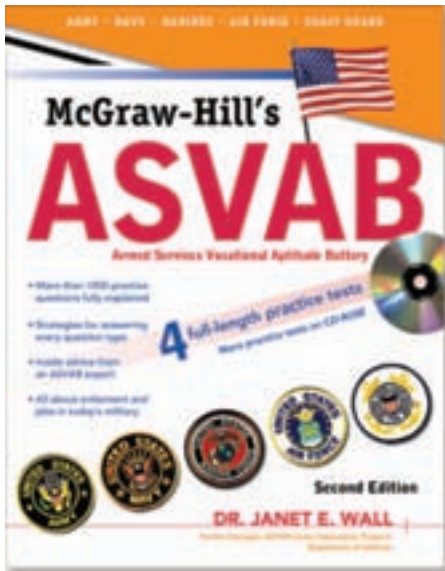
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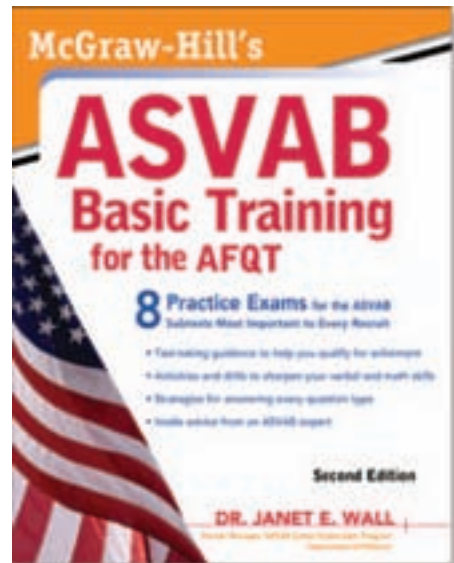
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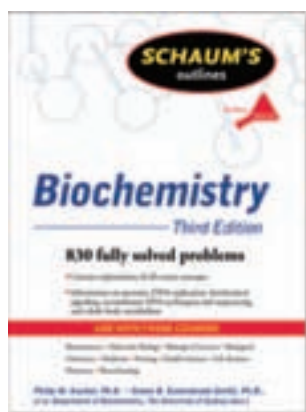
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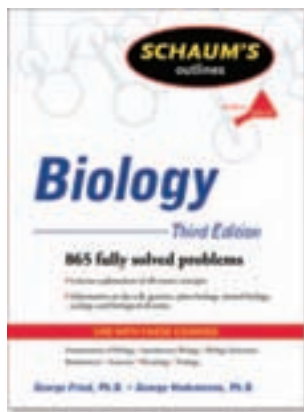
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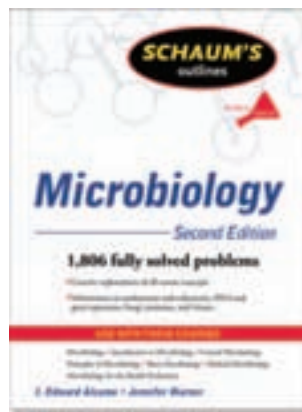
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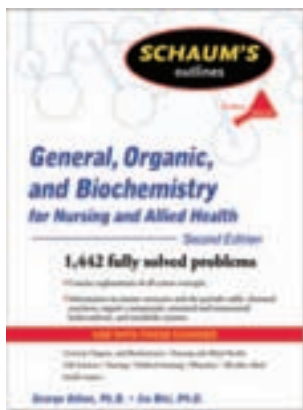
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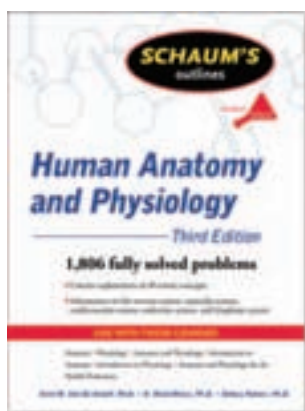
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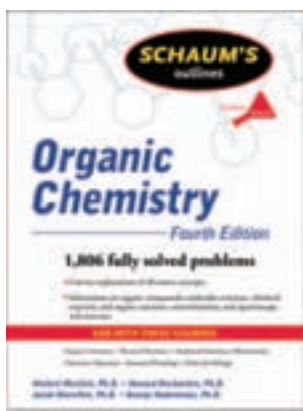
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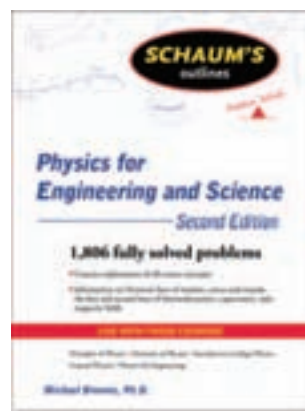
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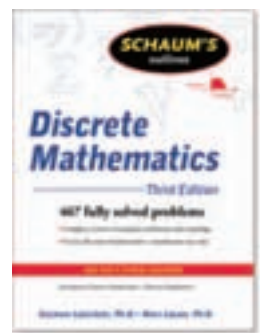
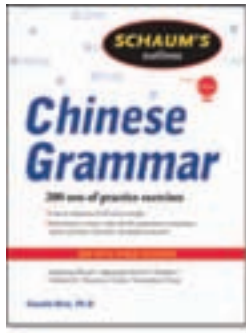
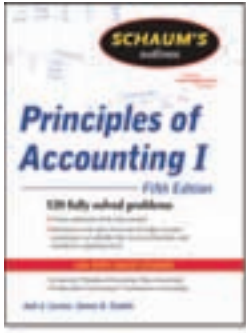
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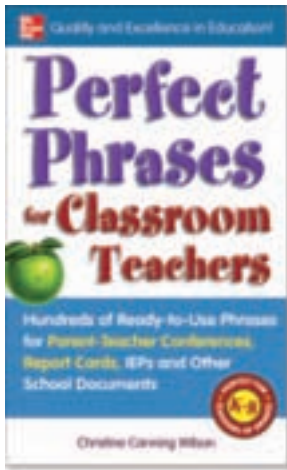
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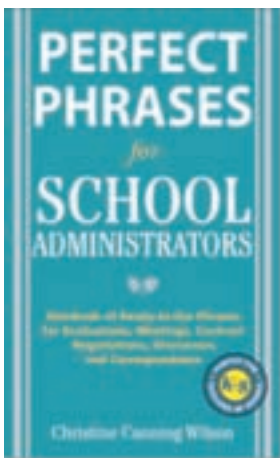
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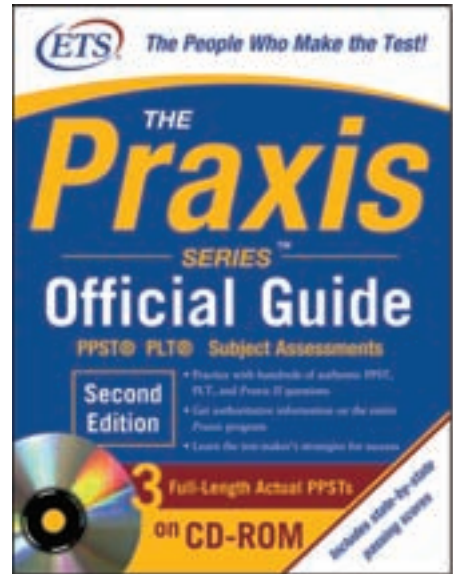
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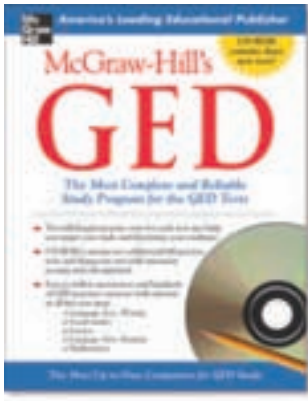
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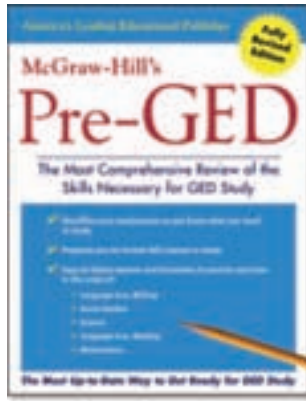
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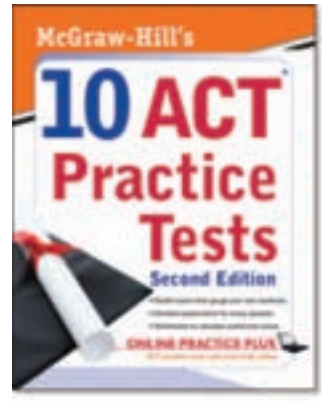
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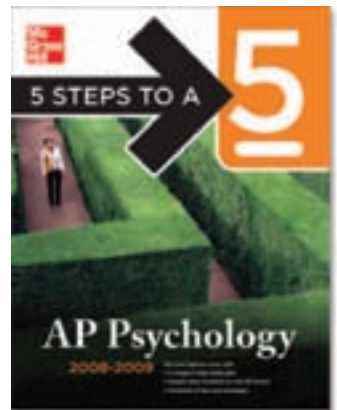
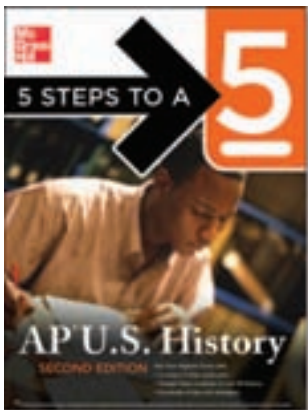
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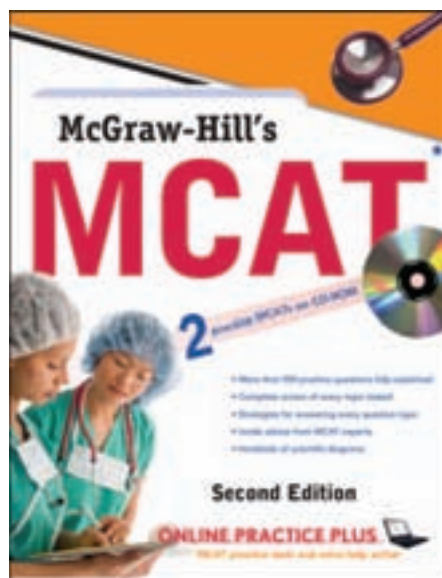
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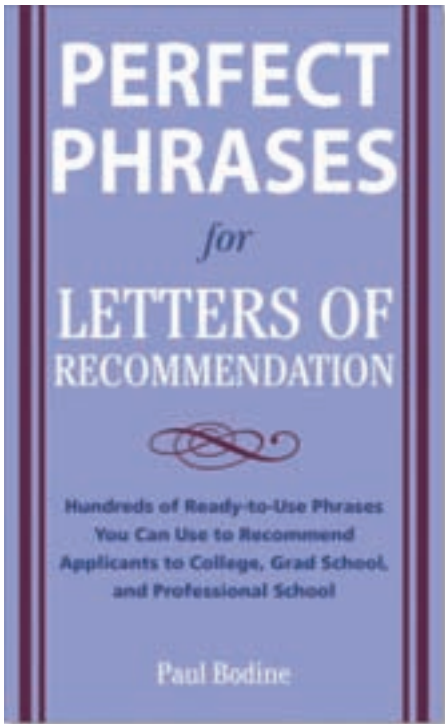
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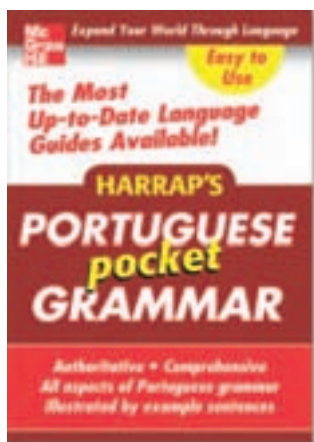
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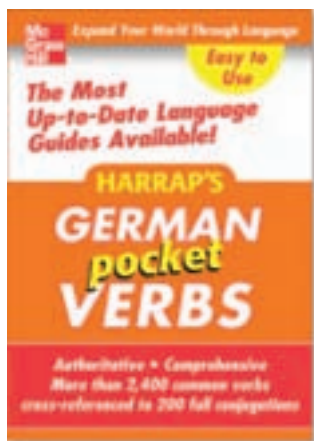
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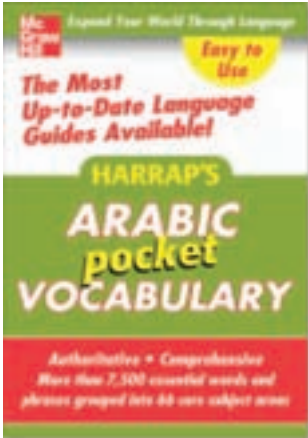
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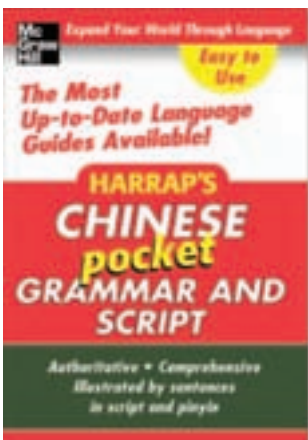
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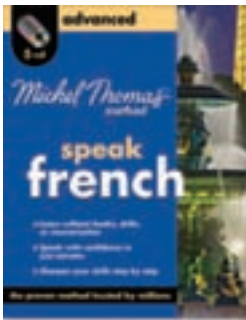
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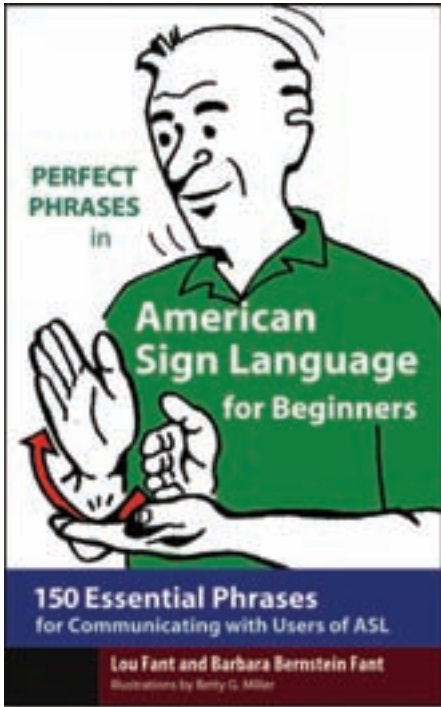
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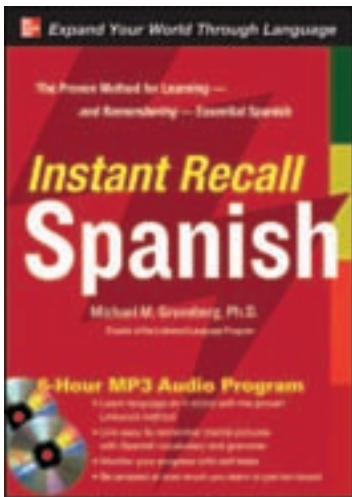
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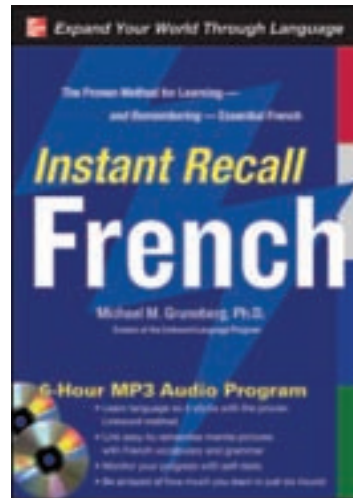


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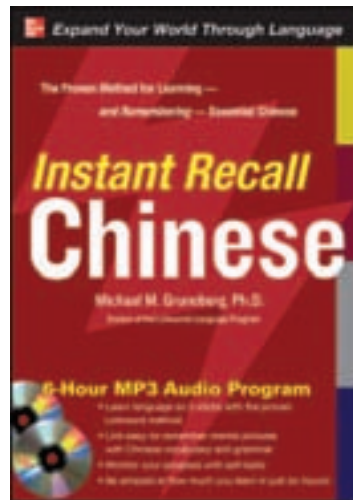


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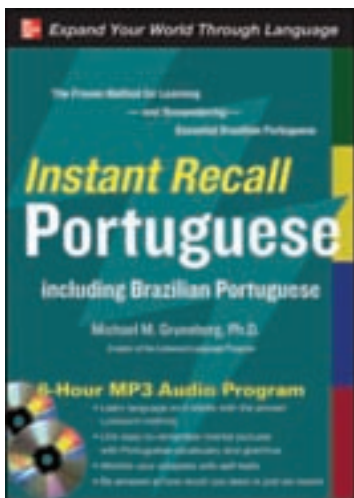


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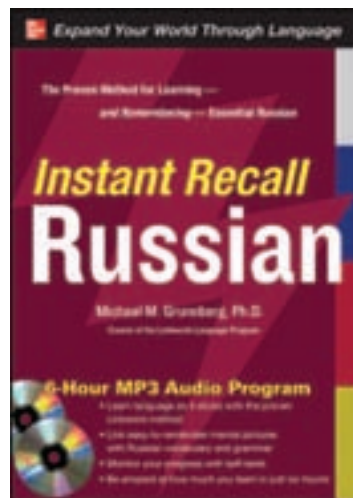
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These new books in the bestselling Demystified series provide a solid foundation for building conversation skills in a new language. Readers go at their own pace as they are guided through the fundamentals of communicating in German or in Spanish. Organized around everyday themes such as meeting people, making plans, and talking on the phone each chapter features an in-depth dialog presented both in the book and on the audio, coverage of essential communication skills (such as asking a question or making comparisons), review of key grammar points, and written and verbal activities to reinforce new communication skills.

- More than 1.2 million books have been sold in the Demystified series since its launch in 2002
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- Includes self-tests in the book and on the CDs—as well as a “final exam”—so students can monitor their progress

Ed Swick (Chicago, IL) taught German for 30 years. He is the author of several books on learning German.

Jenny Petrow (Washington, D.C.) is an experienced developer of Spanish curriculum.

Saskia Gorospe Rombouts (Chicago, IL) is an experienced teacher, editor, writer, and developer of Spanish and ESL curriculum.

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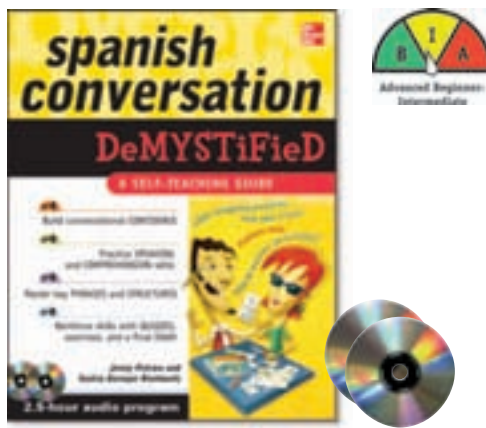
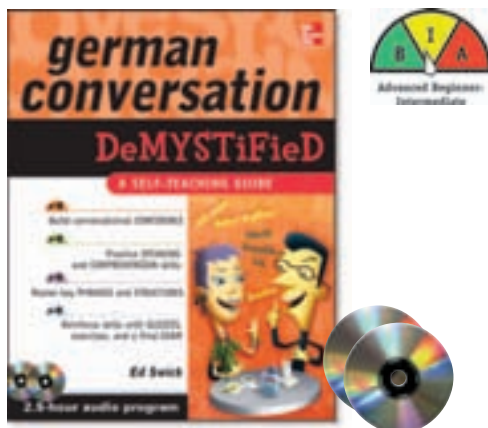
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ENGLISH GRAMMAR DEMYSTIFIED

A Self-Teaching Guide

Phyllis Dutwin

Decode the mystery of English grammar to add polish to papers, emails, business letters, and more

English Grammar Demystified teaches the fundamentals of the subject in an easy, step-by-step approach that allows readers to learn at their own pace. With help from this book, students will understand the parts of speech, learn to use punctuation correctly, master verb tenses, spot and avoid common grammatical errors, and improve their overall sentence structures. Throughout the book readers can monitor their progress through self-tests, and a comprehensive final exam at the end of the book gives instant feedback on new language skills.

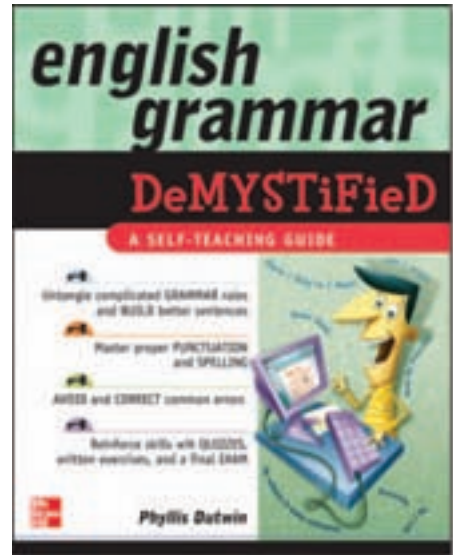
- *English Grammar Demystified* is great for self-study, as well as a supplement to a formal high school or undergraduate English or writing course
- Appropriate for native English speakers who need help deciphering the often-complicated grammar rules or need to polish their speaking or writing skills

Phyllis Dutwin (North Kingstown, RI) is an adult educator with more than 30 years experience designing reading, writing, and ESL programs as well as in teaching children and adults in classroom and individual settings.

Related McGraw-Hill Titles:

Baugh: *Essentials of English Grammar*
Paperback • \$9.95TR
978-0-07-145708-8 • 0-07-145708-9

Lester: *McGraw-Hill English Grammar and Usage Handbook*
Paperback • \$14.95TR
978-0-07-144133-9 • 0-07-144133-6



NOVEMBER

McGraw-Hill • *Language Reference*Paperback • 7³/₈ × 9¹/₈ • 432 pp**ISBN-13: 978-0-07-160080-4****ISBN-10/MHID: 0-07-160080-9****\$21.95TR** (\$27.95 CAN)

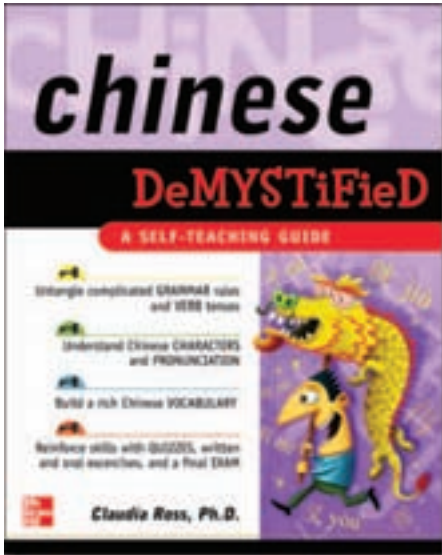
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A PAPERBACK ORIGINAL

CHINESE DEMYSTIFIED

A Self-Teaching Guide

Claudia Ross, Ph.D.



The bestselling Demystified series makes learning Chinese a no-brainer

Chinese Demystified walks readers step by step through the fundamentals and moves on to more advanced topics. Each chapter concludes with a self-test that allows readers to track their progress and a comprehensive final exam at the end of the book gives instant feedback on new language skills. The book includes characters in simplified and traditional formats along with pinyin phonetic translation for easy pronunciation.

- More than 1.2 million Demystified books sold
- Ideal for beginners looking to build a solid foundation in Chinese as well as intermediate students who want to keep their skills sharp

Claudia Ross, Ph.D. (Worcester, MA) is a professor of Chinese at Holy Cross University. She is the author of *Schaum's Outline of Chinese Grammar* (978-0-07-137764-5, 0-07-137764-6; 2004).

DECEMBER

McGraw-Hill • *Language/Chinese*Paperback • 7 $\frac{3}{8}$ × 9 $\frac{1}{8}$ • 432 pp**ISBN-13: 978-0-07-147725-3****ISBN-10/MHID: 0-07-147725-X****\$21.95TR** (\$27.95 CAN)

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A PAPERBACK ORIGINAL

AMERICAN SIGN LANGUAGE DEMYSTIFIED WITH DVD

A Self-Teaching Guide

Dr. Kristin Mulrooney



Decode ASL with guidance from a Gallaudet University professor and a helpful DVD

Great as a supplement to a high-school or college course or for self-study, *American Sign Language Demystified* walks readers step-by-step through the fundamentals of this visual language. At their own pace, users will learn basic grammar structures, discover the nuances of body language in ASL, master how to convey time versus verb tense in other languages, and build a useful ASL vocabulary of signs and phrases.

Throughout the book learners can monitor their progress through self-tests, and a comprehensive final exam at the end of the book gives instant feedback on new language skills. The book also features 150 photos of signing in progress as well as a 90-minute DVD of phrases and conversations in ASL.

- More than 1.2 million books have been sold in the Demystified series since its launch in 2002
- A thorough guide that works as a complement to formal courses and as a learning tool for self-study

Kristin Mulrooney, Ph.D. (Washington, DC) is an assistant professor of linguistics at Gallaudet University, the world's only liberal arts university for the Deaf. Dr. Mulrooney's research interest is focused on the relationship between language theory and language use.

Related McGraw-Hill Title:

Fant: The American Sign Language Phrase Book, Third Edition

Paperback • \$18.95TR

978-0-07-149713-8 • 0-07-149713-7



DECEMBER

McGraw-Hill • *ASL Reference*

Paperback • 7³/₈ × 9¹/₈ • 304 pp

ISBN-13: 978-0-07-160137-5

ISBN-10/MHID: 0-07-160137-6

\$24.95TR (\$30.95 CAN)

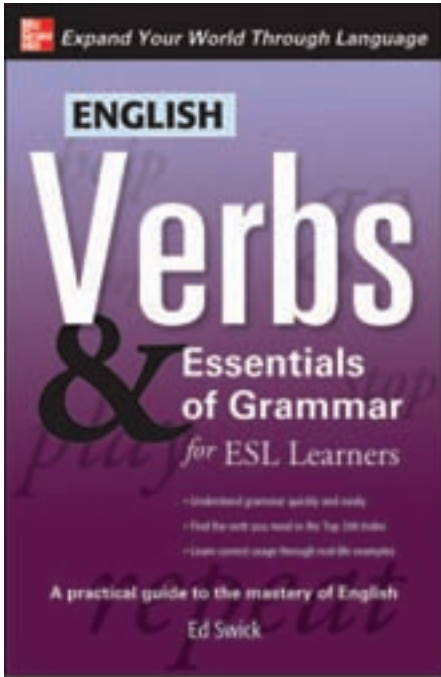
One 90-minute DVD; 150 b&w photos

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A PAPERBACK ORIGINAL

ENGLISH VERBS & ESSENTIALS OF GRAMMAR FOR ESL LEARNERS

Ed Swick



An all-in-one resource to help ESL students sharpen their verb and grammar skills

Written with ESL learners in mind, this book provides essential concepts regarding verbs and grammar, as well as an appendix of helpful verb tables. *English Verbs & Essentials of Grammar* contains a multitude of examples using contemporary language to give readers a taste of the language in real-life situations. Each unit focuses on a single verbal or grammatical concept, providing concise yet comprehensive explanations.

- Convenient tables throughout the book make verb tenses and other areas of grammar immediately accessible
- This small-but-mighty resource is more portable than big verb references but still provides thorough coverage of English grammar
- Focused on topics ESL learners need to know, which differ from those geared to native English-language speakers

Ed Swick (Chicago, IL) has taught ESL for more than 30 years. During this time, he has written numerous titles on the subject.

Related McGraw-Hill Titles:

Wightwick: Arabic Verbs and Essentials of Grammar
Paperback • \$12.95TR
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Oudot: French Verbs and Essentials of Grammar
Paperback • \$9.95TR
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DECEMBER

McGraw-Hill • ESL

Paperback • 5⁷/₈ × 9 • 160 pp

ISBN-13: 978-0-07-163229-4

ISBN-10/MHID: 0-07-163229-8

\$10.95TR (\$13.95 CAN)

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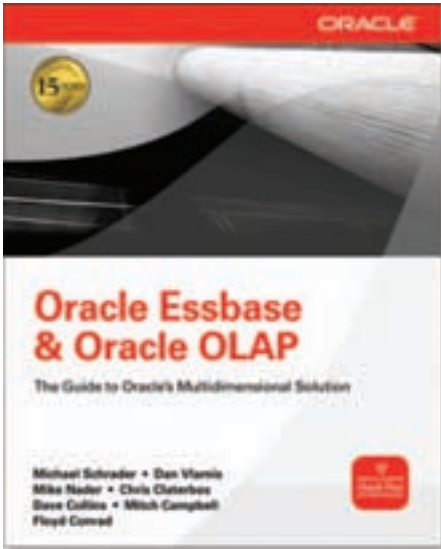
McGraw-Hill Fall 2009

COMPUTING

ORACLE ESSBASE & ORACLE OLAP

The Guide to Oracle's Multidimensional Solution

Michael Schrader, Dan Vlamis, Mike Nader, Chris Claterbos, Dave Collins, Mitch Campbell, and Floyd Conrad



The only book to cover and compare Oracle's online analytic processing products

With the acquisition of Hyperion Systems in 2007, Oracle finds itself owning the two most capable OLAP products on the market—Essbase and the OLAP Option to the Oracle Database. Written by the most knowledgeable experts on both Essbase and Oracle OLAP, this Oracle Press guide explains how these products are similar and how they differ. The book will help the reader architect the Oracle OLAP product that is most appropriate for his or her application, and build, tune, and maintain OLAP solutions.

- Oracle is a strong second in the worldwide OLAP market

Michael Schrader (Evergreen, CO) is the director of BI Strategy at Oracle. **Dan Vlamis** (Liberty, MO), founder of Vlamis Software Solutions, Inc., is a beta tester and customer advisory board member for Oracle BI and OLAP-related products. **Mike Nader** (Santa Clara, CA) is a global domain expert for Essbase and Analytics with Oracle's Enterprise Performance Management and Business Intelligence team.

Chris Claterbos (Lawrence, KS) is consulting manager for Vlamis Software, specializing in data warehousing and BI implementations. **Dave Collins** (Chicago, IL) has been working with Essbase as a consultant and instructor for more than 15 years. **Mitch Campbell** (Redwood Shores, CA) is a global domain expert for Business Intelligence at Oracle.

Floyd Conrad (Dallas, TX) has been working with Hyperion Planning as a customer and sales consultant for more than 15 years.

OCTOBER

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ISBN-10/MHID: 0-07-162182-2

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Related Oracle Press Title:

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978-0-07-226214-8 • 0-07-226214-1

ORACLE ENTERPRISE MANAGER 10g GRID CONTROL HANDBOOK

Werner De Gruyter, Matthew Hart, and Daniel Nguyen

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The first part of the book focuses on the roll-out and deployment of the management infrastructure. The book goes on to provide tips and tricks for administrators to make the most efficient use of the infrastructure once Grid Control is operational. Readers will learn how to maximize all of the product's capabilities in order to achieve greater agility, better service quality, and lower operational costs across the enterprise.

- Oracle's license revenues for Grid Control nearly doubled from 2003 to 2005
- 77 percent of Oracle customers use Grid Control, according to a recent Oracle OpenWorld survey
- The authors have worked with Oracle Enterprise Manager and customers using the product since its inception

Werner De Gruyter (Redwood Shores, CA) works at Oracle helping critical accounts with their roll-out and deployment of Grid Control. **Matthew Hart** (Kansas City, MO) is the coauthor of *Oracle 10g High Availability with RAC, Flashback, and Data Guard* (978-0-07-225428-0) and *Oracle Database 10g RMAN Backup and Recovery* (978-0-07-226317-6). **Daniel Nguyen** (Colorado Springs, CO) has more than 10 years of experience in the software industry, including at Oracle Corporation.

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New: Oracle Enterprise Manager 10g Grid Control Implementation Guide
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978-0-07-149275-1 • 0-07-149275-5



OCTOBER

Oracle Press • Oracle

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ORACLE DATABASE 11g RMAN BACKUP & RECOVERY

Matthew Hart and Robert G. Freeman



A fully updated Oracle Press bestseller, covering Oracle Database 11g Release 2 RMAN

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- Oracle is the world's number-one relational database management system
- Recovery Manager comes free with a licensed Oracle database
- Sample code from the book will be available for download

Matthew Hart (Kansas City, MO) works in Emerging Technologies and Platform at Avaya Global Services. Previously, he was principal support engineer at Oracle Corporation. He is the coauthor of several Oracle Press titles. **Robert G. Freeman** (Salt Lake City, UT) is a principal DBA and Team Manager at the Church of Jesus Christ of Latter-day Saints. He is the author of several books, including *Oracle Database 11g New Features* (978-0-07-149661-2).

OCTOBER

Oracle Press • Oracle

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ISBN-13: 978-0-07-162860-0

ISBN-10/MHID: 0-07-162860-6

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Hart: Oracle 10g High Availability with RAC, Flashback, and Data Guard

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978-0-07-225428-0 • 0-07-225428-9

ORACLE FUSION DEVELOPER GUIDE

Building Rich Internet Applications with Oracle ADF
Business Components and ADF Faces

Frank Nimphius and Lynn Munsinger

In the thoroughly explained examples throughout this Oracle Press guide, readers will find the shortest path to success in developing for the Oracle Fusion environment. *Oracle Fusion Developer Guide* covers common problems and use-cases, providing code and explanations that ultimately make developers more productive from the start. The book delivers the vital knowledge necessary to become a skilled ADF and ADF Faces Rich Client application developer.

- The audience includes the more than five million members of Oracle Technology Network (OTN)
- Written by world-renowned Oracle Middleware developers

Frank Nimphius (Germany) is a principal product manager for Oracle Application Development Tools. **Lynn Munsinger** (Denver, CO) is a principal product manager for Oracle Application Development Tools and is the lead developer for Oracle's Fusion Order demonstration application.



NOVEMBER

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Anil Passi and Vladimir Ajvaz

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- The Enterprise Applications business is a \$90 billion market worldwide, and Oracle is second only to SAP in this area
- Oracle E-Business Suite is implemented by global blue-chip companies such as GE, Pfizer, and PepsiCo

Anil Passi (UK) is an Oracle ACE with more than 10 years of technical consulting experience. He is a speaker on Oracle Applications, and an Oracle University trainer. **Vladimir Ajvaz** (UK) heads the future technologies development team at the Imperial College in London.



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Lucas Jellema and Lonneke Dikmans



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Written by internationally recognized experts and Oracle ACE Directors for Fusion Middleware, this Oracle Press guide explains how Oracle SOA Suite 11g can be used to successfully implement an enterprise-wide Service-Oriented Architecture (SOA). All of the components of the suite are covered in detail.

Oracle SOA Suite 11g Handbook provides a complete introduction for all Oracle developers and administrators, and covers development, administration, and governance. A hands-on case study used throughout the book puts the components of the suite into practice. Examples from the book will be available for download.

- IDC estimates that worldwide spending on SOA-related software in 2006 was \$2 billion, and forecasts that spending will reach nearly \$11 billion by 2011
- Oracle SOA Suite was awarded InfoWorld's 2008 Technology of the Year Award: Applications and Middleware

Lucas Jellema (Rotterdam, Netherlands) is a consultant and expertise manager with a primary focus on the Oracle SOA Suite. He is an Oracle ACE Director (Fusion Middleware).

Lonneke Dikmans (Rotterdam, Netherlands) is a consultant and managing partner at Approach Alliance. She is an Oracle ACE Director and winner of Oracle Fusion Middleware Developer of the year 2007 award from *Oracle Magazine*.

DECEMBER

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- The majority of the world's leading organizations use Oracle Fusion Middleware, including 90 of the Fortune 100 companies
- Oracle WebCenter is the centerpiece of Oracle Fusion Middleware

Frédéric Desbien (Quebec City, Canada) is a senior Java systems architect and SOA specialist working for Fujitsu Consulting. **Peter Moskovits** (Redwood Shores, CA) is a senior principal product manager for Oracle WebCenter, and leads the product management efforts for Web 2.0 and social networking application development. **Philipp Weckerle** (Austria) leads the product management efforts on Oracle Reports and Content integration at Oracle Corporation.

Related Oracle Press Title:

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Michael Otey (Portland, OR) is the technical director for both *SQL Server Magazine* and *Windows IT Pro*, and is president of TECA, Inc., a software development and consulting company. He is the author of *Microsoft SQL Server 2005 Developer's Guide* (978-0-07-226099-1), *Microsoft SQL Server 2008 New Features* (978-0-07-154640-9), and several other books on SQL Server.

NOVEMBER

McGraw-Hill • *Databases/SQL Server*

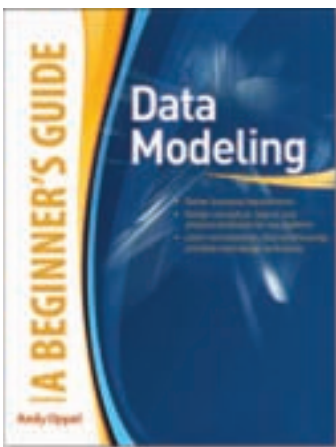
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ISBN-10/MHID: 0-07-149813-3

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DATA MODELING: A BEGINNER'S GUIDE

Andy Opper

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- Database-oriented jobs are proving to be recession-proof
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Andy Opper (Alameda, CA) has taught database technology for the University of California for more than 20 years. He is the bestselling author of *Databases Demystified* (978-0-07-225364-1), *SQL Demystified* (978-0-07-226224-7), and *Databases: A Beginner's Guide* (978-0-07-160846-6) and co-author of *SQL: A Beginner's Guide, Third Edition* (978-0-07-154864-9).

JANUARY

McGraw-Hill • *Databases*

Paperback • 7¾ × 9¼ • 400 pp

ISBN-13: 978-0-07-162398-8

ISBN-10/MHID: 0-07-162398-1

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50 illustrations • Rights: World

OCA/OC P ORACLE DATABASE 11g: ALL-IN-ONE EXAM GUIDE

Exams 1Z0-051, 1Z0-052, & 1Z0-053

John Watson, Roopesh Ramklass, and Bob Bryla

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John Watson, OCP (Oxford, UK) is a consultant with BLP Management Consultants. He taught for Oracle University in South Africa. **Roopesh Ramklass, OCP** (South Africa) is a technical specialist with 10 years of experience. **Bob Bryla, OCP** (Dodgville, WI) has been working with databases for more than 15 years.



SEPTEMBER

Oracle Press • Certification/Oracle

Hardcover • 7³/₈ × 9¹/₄ • 1200 pp

ISBN-13: 978-0-07-162918-8

ISBN-10/MHID: 0-07-162918-1

\$89.99TR (\$112.95 CAN)

Previous ISBNs: 2006

978-0-07-225790-8 • 0-07-225790-3

One CD-ROM • 450 b&w illustrations

Rights: World

IC³ CERTIFICATION STUDY GUIDE

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Ron Gilster

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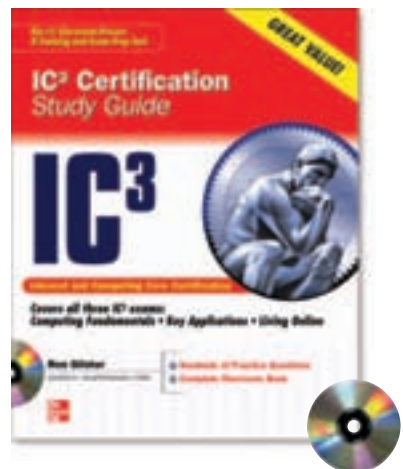
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- The IC³ certification was created by Certiport, Inc., in 2001 to address the need for a globally recognized standard of basic computing knowledge
- U.S. high schools are introducing IC³ into their vocational/technical programs

Ron Gilster, CompTIA A+, CompTIA Network+, CCNA

(Spokane, WA) is the author of many bestselling books on networking, PC hardware, and IT career certifications, including *CEA-CompTIA DHTI+ Digital Home Technology Integrator All-in-One Exam Guide* (978-0-07-154665-2).



NOVEMBER

McGraw-Hill • Certification

Paperback • 7³/₈ × 9¹/₄ • 608pp

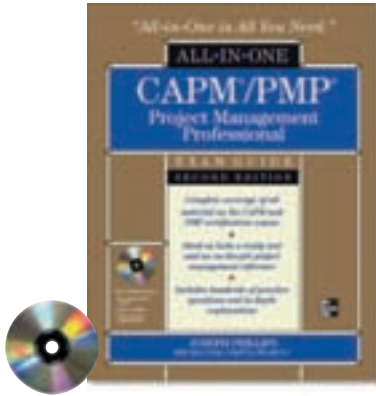
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- There are close to 290,000 PMPs worldwide and PMI membership increased more than 10 percent from 2007 to 2008

Joseph Phillips, PMP, IIBA CBAP, CompTIA Project+, (Indianapolis, IN) is a leading project management consultant and educator. He is the author of several books, including *PMP Project Management Professional Study Guide, Second Edition* (978-0-07-226290-2).

OCTOBER

McGraw-Hill • Project Management

Hardcover • 7³/₈ × 9¹/₄ • 612 pp

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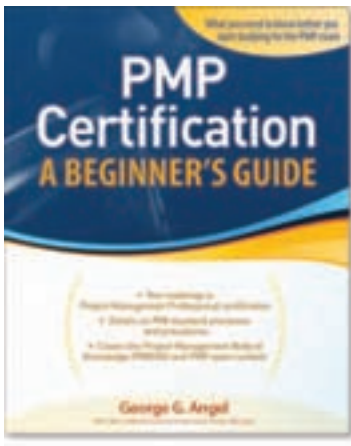
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George G. Angel, PMP (Fort Collins, CO) is an IBM Certified Professional Executive Project Manager. A 40-year IBM veteran, he designs project management education and trains project executives at IBM.

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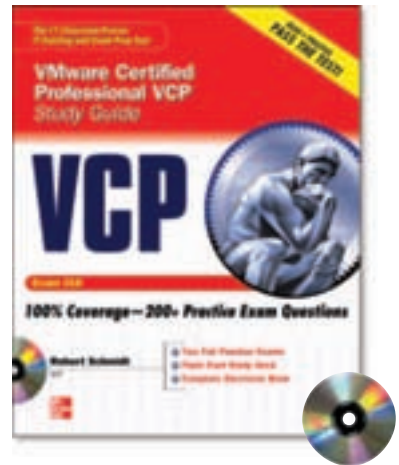
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Rob Schmidt, VCP (Stow, OH) is a network engineer with more than 15 years of experience. He is active on the VMware community Web sites particularly on VCP sites.



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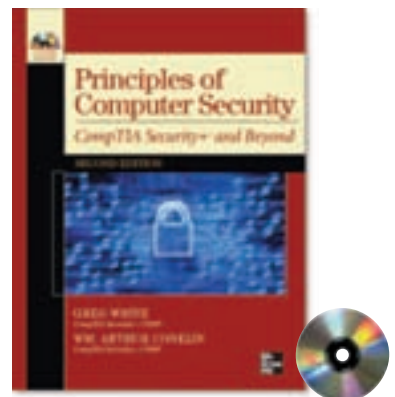
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Greg White, CompTIA Security+, CISSP (San Antonio, TX) is an associate professor of computer science at the University of Texas at San Antonio. **Wm. Arthur Conklin, CompTIA Security+, CISSP** (Houston, TX) is an assistant professor of information and logistics technology at the University of Houston.



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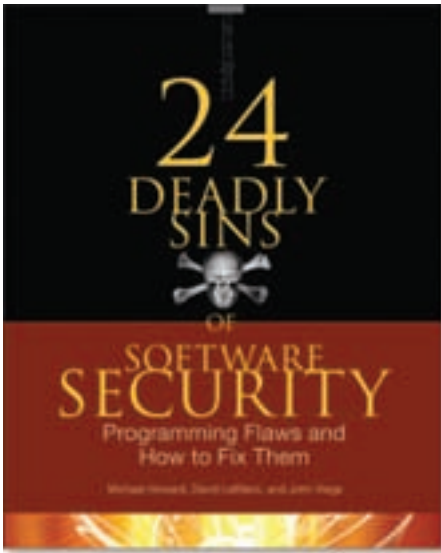
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Department of Homeland Security’s
National Cyber Security Division

Michael Howard (Austin, TX) is a principal security program manager on the Trustworthy Computing Group’s Security Engineering team at Microsoft.

David LeBlanc, Ph.D. (Monroe, WA), is a founding member of the Trustworthy Computing Initiative at Microsoft.

John Viega (Boston, MA) is the CEO of Stonewall Software. Previously, he was vice president and chief security architect at McAfee.

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- IDC projects the computer forensics market will be \$634 million in the U.S. in 2009 and \$1.8 billion globally by 2011
- Previous edition sold nearly 11,000 copies

Aaron Philipp (Austin, TX) is a managing consultant in the D&I practice at Navigant Consulting where he specializes in computer forensics and high-tech investigations.

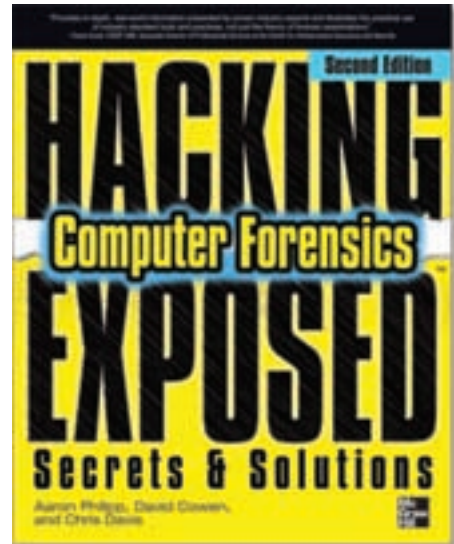
David Cowen, CISSP (Murphy, TX) is a partner at G-C Partners, LLC, where he provides expert witness services and consulting to Fortune 500 companies nationwide.

Chris Davis, CISA, CISSP (Irving, TX) is an information security and computer forensics author, trainer, and presenter.

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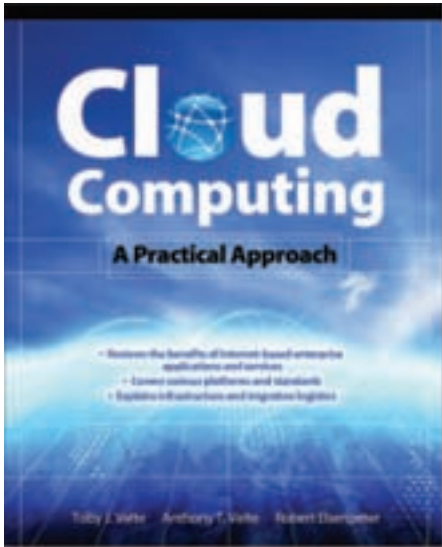
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- Cloud computing is a key component of the green IT movement as it represents a more efficient use of computing resources
- Google and Amazon have both launched successful cloud computing solutions

Toby J. Velte, Ph.D. (Lake Elmo, MN) is an internationally bestselling author of business technology articles and books. He is co-founder of Velte Publishing, Inc.

Anthony T. Velte, CISSP, CISA (Woodbury, MN) is co-founder of Velte Publishing, Inc., and the co-author of more than a dozen technology books.

Robert Elsenpeter (Woodbury, MN) is an award-winning journalist, freelance writer, and author of more than a dozen technology books.

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Neil Reid (Richardson, TX) has been at Cisco Systems since 1999, and is the senior business development manager on their mobility channels team. He is the bestselling co-author of *Wi-Fi (802.11) Network Handbook* (978-0-07-222623-2).



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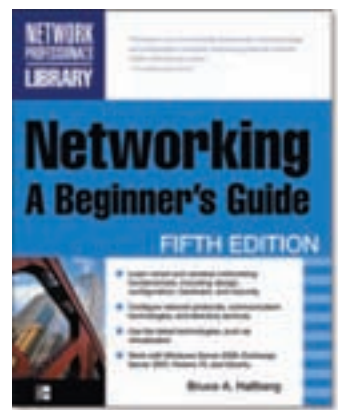
NETWORKING: A BEGINNER'S GUIDE

Bruce A. Hallberg

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Bruce A. Hallberg (Cupertino, CA) has more than 25 years of experience in the computer industry. He is the bestselling author of more than 20 computer books, including all four previous editions of *Networking: A Beginner's Guide*.



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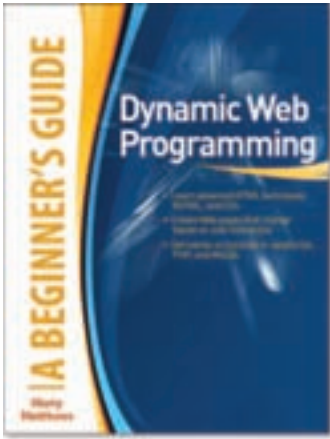
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- Provides a necessary bridge for users who understand static Web design but want to create dynamic Web pages with JavaScript and PHP/MySQL

Marty Matthews (Langley, WA) has been writing computer books for more than 25 years, authoring or co-authoring more than 70 books, including the bestselling *Windows Vista QuickSteps* (978-0-07-226382-4).

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James A. Brannan

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- Apple launched the App Store for iPhone applications in July 2008 and has already delivered more than 300 million downloads of more than 10,000 applications
- iPhone apps have literally made millionaires of developers overnight; Steve Jobs recently noted that he had never seen any business like it in his experience

James A. Brannan (Gaithersburg, MD) is a J2EE Java developer and a Mac OS X shareware developer.

AUGUST

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John Pollock

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- Previous editions have sold more than 35,000 copies
- JavaScript is used in more than 3.5 million Web pages and is supported by all browsers

John Pollock (Huntsville, TX) runs two Web sites devoted to Web development technology, PageResource.com and JavaScript City.



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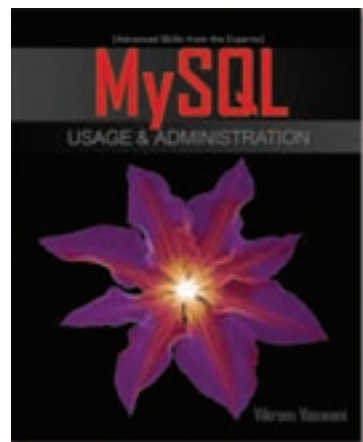
MYSQL DATABASE USAGE & ADMINISTRATION

Vikram Vaswani

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- MySQL has more than 11 million active installations
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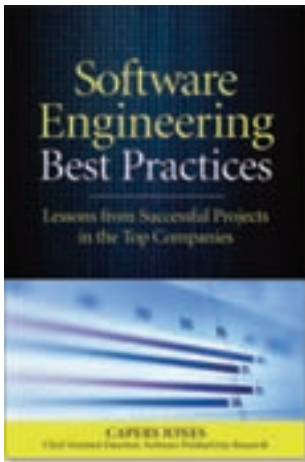
Vikram Vaswani (Bombay, India) is the founder and CEO of Melonfire (www.melonfire.com), a software consultancy. He is the author of *PHP Programming Solutions* (978-0-07-148745-0), and *MySQL: The Complete Reference* (978-0-07-222477-1).



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- Analyzes empirical data from more than 13,000 software projects at leading companies such as IBM, Sony, and Microsoft

Capers Jones (Narragansett, RI) was the founder and chairman of Software Productivity Research (SPR) where he retains the title of Chief Scientist Emeritus. He is the author of *Estimating Software Costs, Second Edition* (978-0-07-148300-1) and *Applied Software Measurement* (978-0-07-150244-3).



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K. Mani Chandy, Ph.D. (Pasadena, CA) is a professor of computer science at the California Institute of Technology.

W. Roy Schulte (Stamford, CT) is vice president and distinguished analyst at Gartner, Inc.

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Ed Burns

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Ed Burns (Altamonte Springs, FL) is a senior staff engineer at Sun Microsystems and is the co-specification lead for Java Server Faces. He is the co-author of *JavaServer Faces: The Complete Reference* (978-0-07-226240-7) and the author of *Secrets of the Rock Star Programmers* (978-0-07-149083-2).



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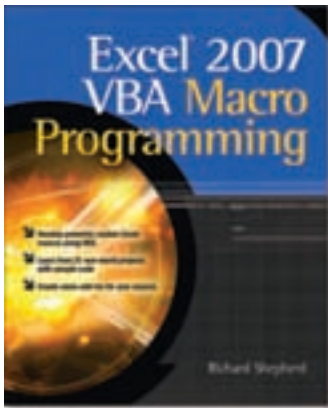
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- There are more than 500 million copies Microsoft Office in use worldwide—Excel is the second most popular application in the suite

Richard Shepherd (Reading, Berkshire, England) is a qualified accountant who has spent the last 20 years developing computer software in blue-chip organizations. He is the author of the previous edition of this book.

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Guy Hart-Davis (Barnard Castle, England) is the author of more than 50 computer books, including *HTML QuickSteps* (978-0-07-225895-0), *PC QuickSteps, Second Edition* (978-0-07-159983-5) and *Word 2007 Macros & VBA Made Easy* (978-0-07-161479-5).

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- There are more than 160 million iPods in circulation worldwide
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Guy Hart-Davis (Barnard Castle, UK) is the author of more than 50 computer books including all previous editions of this book, *CNET Do-It-Yourself iPod Projects* (978-0-07-226470-8), and *Mac OS X Leopard QuickSteps* (978-0-07-154978-3).



JUNE

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IPHONE™ & IPOD® TOUCH QUICKSTEPS

Dwight Spivey

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Dwight Spivey (Mobile, AL) is a software and support engineer for Konica Minolta. He is the author of the bestselling *How to Do Everything: Mac* (978-0-07-150272-6).



JUNE

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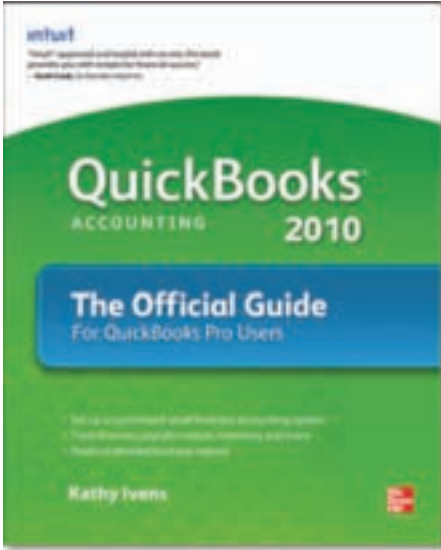
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QuickBooks 2010: The Official Guide shows readers how to maximize all of the features to track finances, manage payroll, process invoices, monitor inventory, manage sales and expenses, and much more. Readers will get real-world tips, techniques, and shortcuts to help them run a small business easily and efficiently—regardless of industry or growth level. Covering both QuickBooks and QuickBooks Pro, no other book provides the comprehensive coverage and expert advice found inside this official guide.

- VIP attention from Intuit means this book is first to market by 1-2 months
- Nearly three million small businesses in the U.S. use QuickBooks
- Intuit includes a discount retail coupon for the book inside the QuickBooks Pro software box

Kathy Ivens (Philadelphia, PA) is the author of more than 50 computer books, including the previous editions of this title. She is a senior contributing editor for *Windows IT Pro*.

Related McGraw-Hill Titles:

Ivens: QuickBooks 2009: The Official Guide
Paperback • \$29.99TR
978-0-07-159859-0 • 0-07-159859-6

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Paperback • \$19.99TR
978-0-07-148767-2 • 0-07-148767-0

OCTOBER

McGraw-Hill

Small Business Accounting/QuickBooks

Paperback • 7³/₈ × 9¹/₈ • 672 pp

ISBN-13: 978-0-07-163338-3

ISBN-10/MHID: 0-07-163338-3

\$29.99TR (\$37.95 CAN)

Previous ISBNs: 2009

978-0-07-159859-0 • 0-07-159859-6

300 b&w illustrations • Rights: U.S. only

QUICKEN® 2010: THE OFFICIAL GUIDE

Maria Langer

The only Intuit-authorized guide to the number-one personal finance software

Using the expert techniques packed inside this official guide, readers will learn how to manage their finances and assets quickly and easily. The book explains how to make the most of all the new and improved features of Quicken and track income, expenses, savings, transactions, investments, and more.

Quicken 2010: The Official Guide helps readers save time and money by showing them how to maximize the software's powerful capabilities. The book covers updated investment setup options, the What If I Buy or Sell calculators, Capital Gains Snapshots, and Investment Tracker tools. This official guide is filled with valuable insider tips and information about online resources that will help guide readers in making sound financial decisions and planning for a secure future.

- There are more than 13 million Quicken users, according to Intuit
- Our official guide is historically the number-one selling book on the Quicken software product
- Personal finance books are regularly in the top 20 of BookScan's top 100 sellers in any given time period

Maria Langer (Wickenburg, AZ) is a freelance writer and author of more than 35 computer how-to books, including the previous editions of this book.

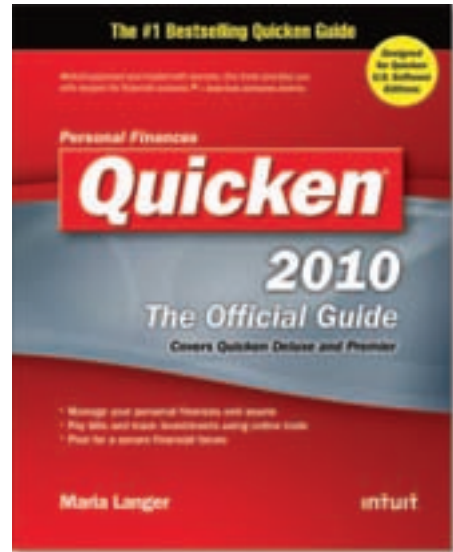
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Langer: Quicken 2009: The Official Guide
Paperback • \$24.99TR

978-0-07-159948-1 • 0-07-159948-7

Ivens: QuickBooks 2009: The Official Guide
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SEPTEMBER

McGraw-Hill • *Personal Finance/Quicken*

Paperback • 7³/₈ × 9¹/₈ • 656 pp

ISBN-13: 978-0-07-163499-1

ISBN-10/MHID: 0-07-163499-1

\$24.99TR (\$30.95 CAN)

Previous ISBNs: 2009

978-0-07-159948-1 • 0-07-159948-7

275 b&w illustrations • Rights: World



DECEMBER

McGraw-Hill

Small Business Accounting/QuickBooks

Paperback • 10 × 8 • 250pp

ISBN-13: 978-0-07-163332-1

ISBN-10/MHID: 0-07-163332-4

\$21.99TR (\$27.95 CAN)

Previous ISBNs: 2007

978-0-07-1487672 • 0-07-148767-0

400 full-color illustrations • Rights: World

QUICKBOOKS® 2010 QUICKSTEPS

Thomas Barich

This visually oriented, full-color, step-by-step guide shows how to use QuickBooks, the number-one financial software for business. Nearly every page includes screen shots with numbered callouts that show and explain how to use all of QuickBooks 2010's new and powerful features to set up a customized small business management system. Readers can follow along and learn how to create accounts, handle bookkeeping, process invoices, manage payroll, and much more.

- Nearly three million small businesses in the U.S. use QuickBooks

Thomas Barich (Green Cove Springs, FL) has been working with QuickBooks for more than 10 years, and uses it to manage his own small business ventures.



OCTOBER

McGraw-Hill • *Personal Finance/Quicken*

Paperback • 10 × 8 • 250 pp

ISBN-13: 978-0-07-163336-9

ISBN-10/MHID: 0-07-163336-7

\$21.99TR (\$27.95 CAN)

Previous ISBNs: 2007

978-0-07-2263886 • 0-07-226388-1

200 full-color illustrations • Rights: World

QUICKEN® 2010 QUICKSTEPS

Bobbi Sandberg and Marty Matthews

This visually oriented, full-color guide shows how to use the number-one selling personal finance software program. Nearly every page of this user-friendly guide features screen shots with numbered callouts that show and explain how to use all the new and improved features in Quicken 2010. Readers will learn how to balance checkbooks, pay bills, master online banking, track investments, handle budgeting, manage taxes, create reports, and much more.

- There are 13 million Quicken users, according to Intuit
- Previous edition sold more than 9,000 copies

Bobbi Sandberg (Whidbey Island, WA) is a consultant, instructor, and retired CPA who is recognized by Intuit, as a Certified Professional Advisor.

Marty Matthews (Whidbey Island, WA) has more than 40 years of computing experience and is the co-creator of the bestselling QuickSteps series.

McGraw-Hill Fall 2009

TECHNICAL



RUNNING SMALL MOTORS WITH PIC MICROCONTROLLERS

Harprit Singh Sandhu

This is the only comprehensive tutorial to explore the techniques—both in hardware and software—that the user needs to understand in order to run small motors with PIC microcontrollers. All material is covered in a non-mathematical way so anyone interested in computer control of motors can do so even with a minimal technical background. The book contains more than 2,000 lines of PicBasicPro code and dozens of circuit diagrams with the focus on controlling motors.

- PIC microcontrollers are especially popular with developers and hobbyists because of the low cost and wide availability

Harprit Singh Sandhu (Champaign, IL) is the founder of Rhino Robotics, a major manufacturer of both educational robots and small computer numeric controlled machines. He is the author of *Making PIC Microcontroller Instruments and Controllers* (978-0-07-160616-5).

SEPTEMBER

McGraw-Hill • *Electronics*

Paperback • 7 $\frac{3}{8}$ × 9 $\frac{1}{4}$ • 352 pp

ISBN-13: 978-0-07-163351-2

ISBN-10/MHID: 0-07-163351-0

\$29.95TR (\$37.95 CAN)

110 b&w illustrations • Rights: World



MIND PERFORMANCE PROJECTS FOR THE EVIL GENIUS

25 Brain-Bending Bio Hacks

Brad Graham and Kathy McGowan

Here are 25 build-it-yourself projects featuring interesting high-tech gadgetry that can map, manipulate, and even improve the greatest computer on earth—the human brain. Every project is perfectly safe, easy to build, and will explore cutting-edge technologies, such as brain wave mapping, lucid dream control, alpha meditation, bio feedback, sleep learning, hypnotism, subliminal messages, heart rate and body temperature monitoring, and even real control of mechanical devices using brain waves.

- Each project uses easy-to-find parts and tools

Brad Graham (Thunder Bay, Ontario, Canada) is founder and host of atomiczombie.com, and the coauthor of *Atomic Zombie's Bicycle Builder's Bonanza* (978-0-07-142267-3), *101 Spy Gadgets for the Evil Genius* (978-0-07-146894-7), and many other books.

Kathy McGowan (Thunder Bay, Ontario, Canada) is development manager of numerous websites and forums, including atomiczombie.com. She is the coauthor with Brad Graham on all of his books.

OCTOBER

McGraw-Hill • *Electronics*

Paperback • 8 $\frac{1}{2}$ × 10 $\frac{7}{8}$ • 288 pp

ISBN-13: 978-0-07-162392-6

ISBN-10/MHID: 0-07-162392-2

\$24.95TR (\$30.95 CAN)

200 b&w illustrations • Rights: World

CNC MACHINING HANDBOOK

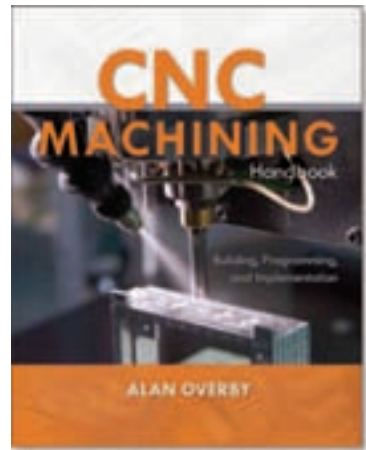
Building, Programming, and Implementation

Alan Overby

This book provides a no-nonsense approach to the world of CNC (Computer Numerically Controlled) devices. The author provides a thorough exploration of the entire CNC process from start to finish, and includes information on all topics, such as guide and transmission systems, motors, the controller, drives, peripheral devices, and programming the software that makes the CNC run. *CNC Machining Handbook* explains the actual mechanics and specific steps involved in building a CNC machine to custom specifications and successfully implementing it in a real-world application.

- CNCs are used in food processing, metal and wood cutting, medical, automotive, and hundreds of other industries

Alan Overby (Houston, TX) has owned, programmed, and operated several CNC routers and engraving machines on a professional level. He was co-owner of Custom CNC, Inc.



NOVEMBER

McGraw-Hill • *Electronics*

Paperback • 7³/₈ × 9¹/₄ • 352 pp

ISBN-13: 978-0-07-162301-8

ISBN-10/MHID: 0-07-162301-9

\$34.95TR (\$43.95 CAN)

75 b&w illustrations • 50 photographs

Rights: World

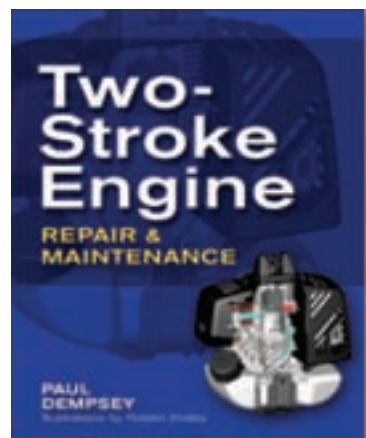
TWO-STROKE ENGINE REPAIR & MAINTENANCE

Paul Dempsey

Packed with photographs, this is a step-by-step, how-to guide for troubleshooting, repairing, and maintaining two-stroke engines—the types that power tens of millions of lawn equipment machines and small generators. The book describes the operation, architecture, and design features of two-stroke engines, together with the equipment that these engines power. Detailed lists and cross references of all two-stroke engine manufacturers are included.

- Weed trimmers, edgers, leaf blowers, hedge trimmers, portable pumps, and small generators all run on two-stroke engines
- Because of high labor charges, repairs are expensive

Paul Dempsey (Veracruz, Mexico) is a Master Mechanic and former editor of *World Oil* magazine. He is the author of *How to Repair Briggs & Stratton Engines* (978-0-07-149325-3), *Troubleshooting and Repairing Diesel Engines* (978-0-07-149371-0), and other titles.



DECEMBER

McGraw-Hill • *Mechanical Repair*

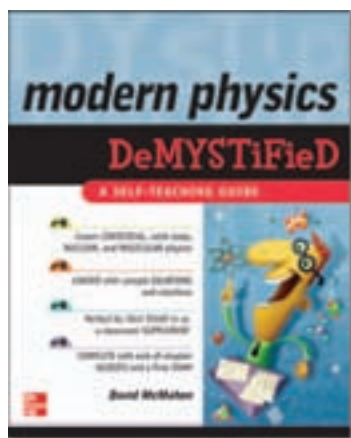
Paperback • 6 × 9 • 240 pp

ISBN-13: 978-0-07-162539-5

ISBN-10/MHID: 0-07-162539-9

\$24.95TR (\$30.95 CAN)

150 b&w illustrations • Rights: World



MODERN PHYSICS DEMYSTIFIED

David McMahon

Students struggling through all the complex topics offered in modern physics courses will appreciate the guidance of the tried-and-true Demystified format and style—with hundreds of equations and sample problems. Many of these topics have not been covered before in any Demystified book, such as statistical physics, solid state physics, models of the atom, nuclear reactions, reprocessing of spent nuclear fuel, and molecular physics. Veteran Demystified author David McMahon makes it easy to understand the challenging material.

- Physics enrollments have increased 47 percent since 1999
- Audience: 150,000+ annual enrollment

David McMahon (Albuquerque, NM) has worked for several years as a physicist and researcher at one of the National Laboratories. He is the author of several Demystified titles including *Quantum Mechanics Demystified* (978-0-07-145546-6), *Relativity Demystified* (978-0-07-145545-9), and *String Theory Demystified* (978-0-07-149870-8).

OCTOBER

McGraw-Hill • *Physics*

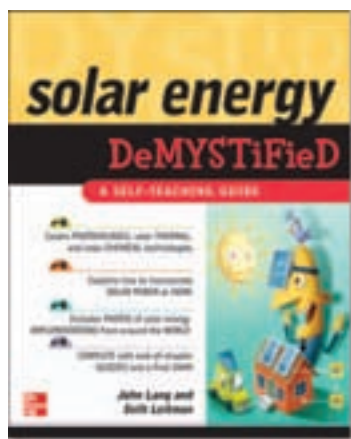
Paperback • 7³/₈ × 9¹/₄ • 352 pp

ISBN-13: 978-0-07-163018-4

ISBN-10/MHID: 0-07-163018-X

\$24.95TR (\$30.95 CAN)

75 b&w illustrations • Rights: World



SOLAR ENERGY DEMYSTIFIED

John Lang and Seth Leitman

This easy-to-follow guide covers the latest information, technologies, and calculations on solar power. The book helps readers determine if solar energy is for them, and, if so, how they can incorporate it into their everyday lives. *Solar Energy Demystified* describes the different types of solar electricity, including photovoltaics, solar thermal, and solar chemical technologies. Helpful photos of solar energy implementations from around the world are included.

- Includes information on rebates and incentives available to those in the U.S. who decide to implement solar technologies

John Lang (Laurel, NY) is the director of operations for Eastern Energy Systems.

Seth Leitman (Briarcliff Manor, NY) is president and managing member of the ETS Energy Store, LLC (www.etsenergy.com). He is the bestselling author of *Build Your Own Electric Vehicle, Second Edition* (978-0-07-154373-6). He is the consulting editor for a McGraw-Hill series of environmentally friendly technology books called the Green Guru Guides.

DECEMBER

McGraw-Hill • *Alternative Energy*

Paperback • 7³/₈ × 9¹/₄ • 288 pp

ISBN-13: 978-0-07-162555-5

ISBN-10/MHID: 0-07-162555-0

\$19.95TR (\$24.95 CAN)

100 b&w illustrations • Rights: World

SUPERSYMMETRY DEMYSTIFIED

Patrick Labelle

The Demystified format is the perfect way to clarify the incredibly complex topic of supersymmetry—a key tool in most cutting-edge research in particle physics, including superstring theory. The book uses a unique, intuitive approach to introduce difficult concepts, building on them as the chapters progress. Hundreds of worked equations and examples make it easy to understand the material, and end-of-chapter quizzes and a final exam reinforce learning.

- The Large Hadron Collider in Geneva, Switzerland was built for the express purpose of studying particle physics, string theory, and supersymmetry

Patrick Labelle (Sherbrooke, Quebec, Canada) has a Ph.D. in theoretical physics from Cornell University. He teaches physics at Bishop's University and Champlain Regional College.



DECEMBER

McGraw-Hill • *Physics*

Paperback • $7\frac{3}{8} \times 9\frac{1}{4}$ • 400 pp

ISBN-13: 978-0-07-163641-4

ISBN-10/MHID: 0-07-163641-2

\$24.95TR (\$30.95 CAN)

100 b&w illustrations • Rights: World

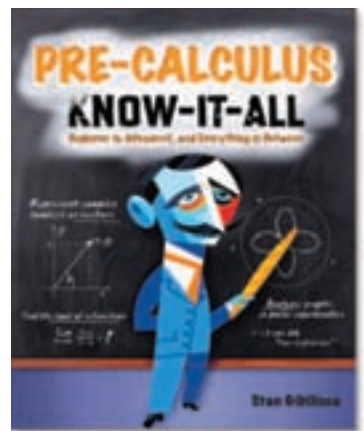
PRE-CALCULUS KNOW-IT-ALL

Stan Gibilisco

Written by bestselling author and creator of the immensely popular Demystified series, *Pre-Calculus Know-it-ALL* offers anyone struggling with this essential mathematics topic an intensive tutorial. The book provides all the instruction readers need to master the subject, providing the perfect resource to bridge the massive and key topics of algebra and calculus. Readers who tackle this book seriously will finish with improved ability to think critically as well as perform efficiently. They'll be ready for a comprehensive first-year calculus course.

- Ideal for the hundreds of thousands of students studying pre-calculus as well as professionals looking to refresh their skills

Stan Gibilisco (Deadwood, SD) has more than two dozen highly successful titles to his credit, including *Teach Yourself Electricity and Electronics, Fourth Edition* (978-0-07-145933-4), *Physics Demystified* (978-0-07-138201-4), *Algebra Know-It-ALL* (978-0-07-154617-1), and *Calculus Know-It-ALL* (978-0-07-154931-8).



NOVEMBER

McGraw-Hill • *Mathematics*

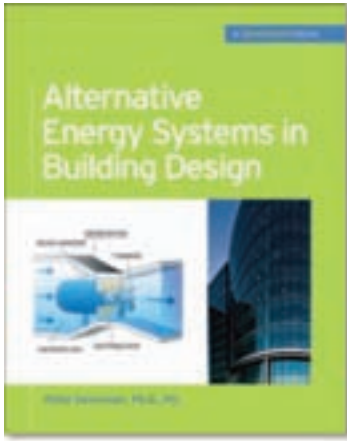
Paperback • $7\frac{3}{8} \times 9\frac{1}{4}$ • 704 pp

ISBN-13: 978-0-07-162702-3

ISBN-10/MHID: 0-07-162702-2

\$24.95TR (\$30.95 CAN)

150 b&w illustrations • Rights: World



ALTERNATIVE ENERGY SYSTEMS IN BUILDING DESIGN

Peter Gevorkian

This *GreenSource* book is a comprehensive design reference for architects, providing pragmatic, hands-on design and installation guidelines for current and future alternative energy systems technologies. Throughout the book, information is presented regarding design considerations; construction materials; system deployment; typical installations; pros and cons; impact on the environment; and economic analysis of technologies. Useful appendices contain detailed design data tables and certified equipment listings.

- Architects play a vital role in the incorporation of alternative energy systems into building design
- Includes coverage of LEED and the California Solar Initiative

Peter Gevorkian, Ph.D., P.E. (Glendale, CA) is president of Vector Delta Design Group, Inc., an electrical engineering and solar power design consulting firm. He is the author of *Sustainable Energy Systems in Architectural Design* (978-0-07-146982-1), *Solar Power in Building Design* (978-0-07-148563-0), among other titles.

SEPTEMBER

McGraw-Hill • *Engineering*

Hardcover • 7³/₈ × 9¹/₄ • 512 pp

ISBN-13: 978-0-07-162147-2

ISBN-10/MHID: 0-07-162147-4

\$99.95IB (\$125.95 CAN)

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GREEN ARCHITECTURE

Advanced Technologies and Materials

Osman Attmann

This new *GreenSource* book includes information on green technologies and materials needed to design and construct energy-efficient, environmentally friendly, and sustainable buildings. *Green Architecture* surveys and illustrates new developments, innovative techniques, and advanced technologies that will help restore the balance between the user and the natural environment. The book aids architects in understanding the engineering side of the design process. U.S. and international case studies are included.

- Buildings account for nearly half of all greenhouse gas emissions, energy consumption, and raw material use worldwide
- 75 percent of existing building stock will be either replaced or removed by 2035

Osman Attmann (Denver, CO) is an architect and associate professor at the College of Architecture and Planning, University of Colorado.

NOVEMBER

McGraw-Hill • *Architecture*

Hardcover • 7³/₈ × 9¹/₄ • 400 pp

ISBN-13: 978-0-07-162501-2

ISBN-10/MHID: 0-07-162501-1

\$79.95IB (\$100.95 CAN)

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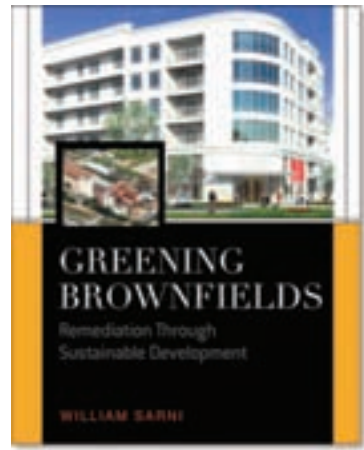
GREENING BROWNFIELDS

Remediation Through Sustainable Development
William Sarni

Greening Brownfields provides a framework for sustainable remediation practices that land planners and developers can use to convert a land liability into a sustainable asset. This forward-looking reference presents best practices and creative thinking on how to increase property value by viewing contaminated properties as an opportunity. Global trends and business drivers related to brownfields and green development are covered. The book outlines all state brownfield remediation incentive programs, as well as the United States Green Building Council (USGBC)/Leadership in Energy and Environmental Design (LEED) guideless regarding brownfield redevelopment.

- Includes U.S. and international case studies

William Sarni (Denver, CO) is founder and CEO of Domani Sustainability Consulting, LLC. He has managed a wide range of complex sustainability and environmental programs throughout the U.S., Europe, and Asia.



OCTOBER

McGraw-Hill • Construction

Hardcover • 7³/₈ × 9¹/₄ • 400 pp

ISBN-13: 978-0-07-160909-8

ISBN-10/MHID: 0-07-160909-1

\$79.95PT (\$100.95 CAN)

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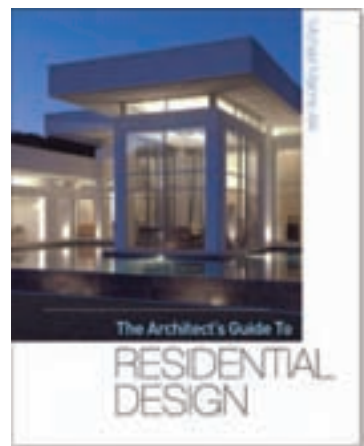
THE ARCHITECT'S GUIDE TO RESIDENTIAL DESIGN

Michael Malone

Architects whose day-to-day work involves designing institutional and commercial spaces will learn how to transfer and expand their skills and successfully integrate residential design into their practices. *The Architect's Guide to Residential Design* covers typical residential design budgets and construction schedules and offers guidelines for interacting with design-conscious clients/homeowners.

- Includes domestic and international case studies, SI units, and an eight-page, full-color insert
- There are approximately 130,000 architects in the U.S.

Michael Malone, AIA (Dallas, TX) is studio director, the Michael Malone Studio, WKMC Architects. He leads and coordinates the design for single- and multi-family residences and specialty retail, commercial office, and corporate marketing centers.



NOVEMBER

McGraw-Hill • Architecture

Hardcover • 7³/₈ × 9¹/₄ • 240 pp

ISBN-13: 978-0-07-160563-2

ISBN-10/MHID: 0-07-160563-0

\$59.95PT (\$75.95 CAN)

50 b&w illustrations

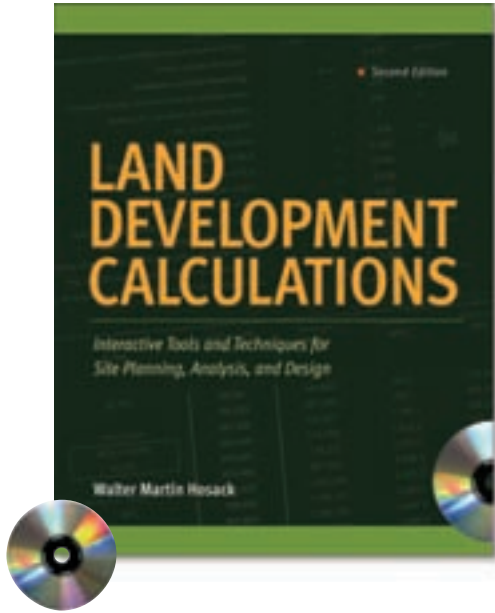
8-page full-color insert • Rights: World

SECOND EDITION

LAND DEVELOPMENT CALCULATIONS

Interactive Tools and Techniques for Site Planning, Analysis, and Design

Walter Martin Hosack



A fully updated edition of the best resource for land development analysis, planning, and decision-making

This revised guide now enables readers to calculate the development capacity and construction costs of both vacant and developed land. The book offers a new focus on sustainability, taking into consideration the surrounding environment and the preservation of open space.

Land Development Calculations, Second Edition explains the information fields on the 41 interactive spreadsheets contained on the accompanying CD-ROM. These are used to forecast the development capacity of vacant land based on data entered in the design specification panel of one or more spreadsheets for three categories of shelter—residential, non-residential, and mixed use. The book includes new and updated chapters covering the additional information that can be forecast for the various categories of shelter.

- Two new forecast modules—one that forecasts development capacity remaining after the accommodation of existing conditions and another that forecasts budgets for each capacity option
- A new chapter on the mathematical relationship between development cover, open space, and building height
- New chapter on simplifying the zoning process

Walter Martin Hosack (Dublin, OH), is a retired architect and city planner with nearly 40 years of experience.

OCTOBER

McGraw-Hill • *Construction*Hardcover • 7³/₈ × 9¹/₄ • 592 pp**ISBN-13: 978-0-07-160321-8****ISBN-10/MHID: 0-07-160321-2****\$125.00PT** (\$157.95 CAN)

Previous ISBNs: 2001

978-0-07-136255-9 • 0-07-136255-X

One CD-ROM • 527 b&w illustrations

Rights: World

ILLUSTRATED 2009 BUILDING CODE HANDBOOK

Terry L. Patterson

Here is a visual guide for understanding and applying the international code and achieving full compliance with every aspect of the International Code Council (ICC) International Building Code (IBC). The *Illustrated 2009 Building Code Handbook* presents difficult paragraphs from the IBC as easy-to-understand lists and converts equations into tables. It is also an ideal companion for those studying for the design portion of the architectural licensing exam.

- Updated to reflect the latest International Building Code (IBC) revisions

Terry L. Patterson (Norman, OK) is a licensed architect and a professor of architecture at the University of Oklahoma. He has more than 40 years of professional and teaching experience.



SEPTEMBER

McGraw-Hill • Construction

Hardcover • 7³/₈ × 9¹/₄ • 1250 pp

ISBN-13: 978-0-07-160618-9

ISBN-10/MHID: 0-07-160618-1

\$125.00IB (\$157.95 CAN)

Previous ISBNs: 2006

978-0-07-145799-6 • 0-07-145799-2

600 b&w illustrations • Rights: World

SECOND EDITION

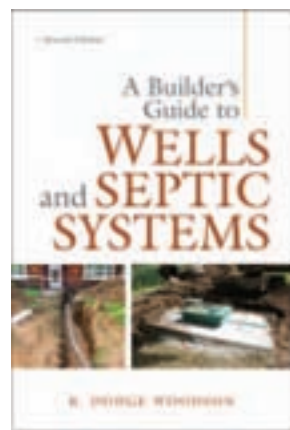
A BUILDER'S GUIDE TO WELLS AND SEPTIC SYSTEMS

R. Dodge Woodson

The second edition of this definitive guide to working with private water and sewage systems has been updated to include references to the ICC (International Code Council) International Private Sewage Disposal Code. *A Builder's Guide to Wells and Septic Systems, Second Edition* covers new products and procedures, and contains information on green materials for septic system construction. Updated chapters reflect current labor techniques.

- New chapter on green sewage systems
- “Code Considerations” boxes outline ICC International Private Sewage Disposal Code requirements

R. Dodge Woodson (Brunswick, ME) has more than 30 years of experience as a licensed plumber. He has owned and operated construction companies in Virginia and Maine, and has served as an adjunct faculty member for the Central Maine Technical College.



OCTOBER

McGraw-Hill • Construction

Paperback • 6 × 9 • 304 pp

ISBN-13: 978-0-07-162597-5

ISBN-10/MHID: 0-07-162597-6

\$34.95TR (\$43.95 CAN)

Previous ISBNs: 1997

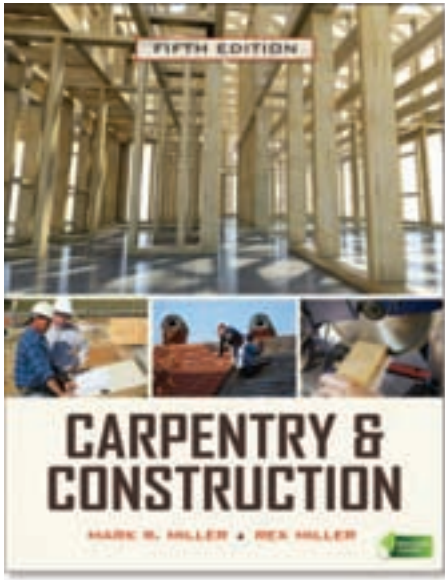
978-0-07-071839-5 • 0-07-071839-3

100 b&w illustrations • Rights: World

FIFTH EDITION

CARPENTRY & CONSTRUCTION

Mark R. Miller and Rex Miller



A fully revised and updated guide to each stage of building a structure—from the ground up

This comprehensive, step-by-step guide provides a complete overview of carpentry and construction for every aspect of the construction process—from work-site, foundations, and structural systems to interior work and finishes.

Carpentry & Construction, Fifth Edition takes readers through each phase of home construction in such detail that readers can use it to build a home. Clear instructions, along with 1,500 photographs and illustrations, show every step of the construction process—from selecting tools, to pouring the foundation, to finishing the interior. The book includes illustrated instructions for such projects as kitchen and bathroom remodeling, installing solar heating, building skylights, constructing fences, decks, and patios, and more. Information on the latest sustainable construction options is included.

- Includes a new 16-page color insert
- Conversion tables for U.S. to SI units
- Charts of architectural, mechanical, electrical, and HVAC symbols

Mark R. Miller (Tyler, TX) is professor of Technology and coordinator for the Industrial Management programs for the School of HRD & Technology at the University of Texas at Tyler.

Rex Miller (Round Rock, TX) is Professor Emeritus of Industrial Technology at State University of New York at Buffalo, where he taught technical curriculums at the college level for more than 40 years.

NOVEMBERMcGraw-Hill • *Construction*

Paperback • 8½ × 11 • 752 pp

ISBN-13: 978-0-07-162471-8**ISBN-10/MHID: 0-07-162471-6****\$49.95TR** (\$62.95 CAN)

Previous ISBNs: 2004

978-0-07-144008-0 • 0-07-144008-9

1500 b&w illustrations • 16-page color insert

Rights: World

SEVENTH EDITION

CPM IN CONSTRUCTION MANAGEMENT

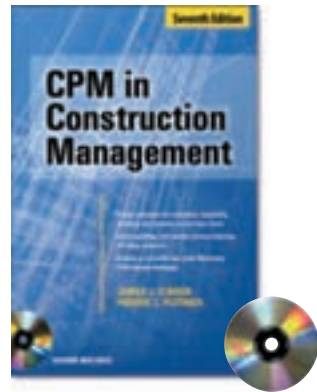
James J. O'Brien and Fredric L. Plotnick

This comprehensive guide details how to apply critical path management (CPM) to every day construction situations. The book first describes the development of CPM and its practical use in the construction industry and then goes on to cover the technique in detail so that readers can apply it to practical construction situations. Central to the book is the John Doe Case Study, which describes basic CPM network techniques and illustrates functions such as updating, cost control, resource planning, and delay evaluation.

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James J. O'Brien, P.E., PMP, CVS (Riverton, NJ) was vice chair of the board of O'Brien-Kreitzberg & Associates, Inc. He is the author or editor of many books, including *Contractor's Management Handbook, Second Edition* (978-0-07-047797-1).

Fredric L. Plotnick, Ph.D., Esq., P.E. (Jenkintown, PA) is principal and president, Engineering & Property Management Consultant, Inc.



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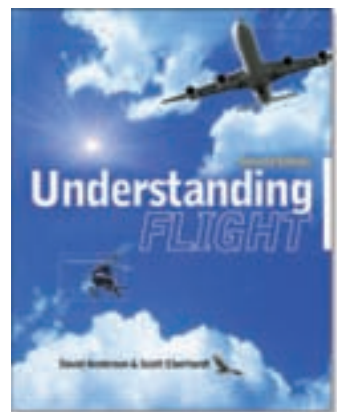
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David Anderson (Driggs, ID) is a lifelong pilot. He holds a Ph.D. in Physics from Columbia University.

Scott Eberhardt (Seattle, WA) works in high-lift aerodynamics with Product Development, at Boeing Commercial Airplanes.



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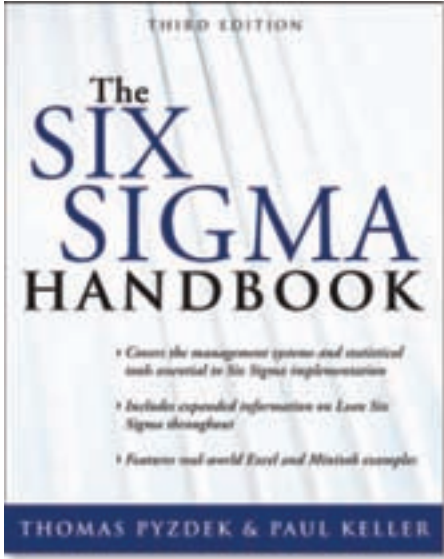
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- Integrates Lean Six Sigma throughout the book, rather than in one chapter
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Thomas Pyzdek (Tucson, AZ) is a Six Sigma consultant to Ford, McDonald's, Intuit, Avon Products, and many other companies.

Paul Keller (Phoenix, AZ) is a vice president and senior consultant with Quality America, a Six Sigma Training company. He is the author of *Six Sigma Demystified* (978-0-07-144544-3).

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Bruce Barkley (Cumming, GA) is a former federal senior executive, Executive Office of The President of the United States. He is a senior faculty member at the University of Maryland and DeVry/Keller Graduate School of Management. Barkley is the author of *Project Risk Management* (978-0-07-143691-5), *Integrated Project Management* (978-0-07-146626-4), and several other titles.

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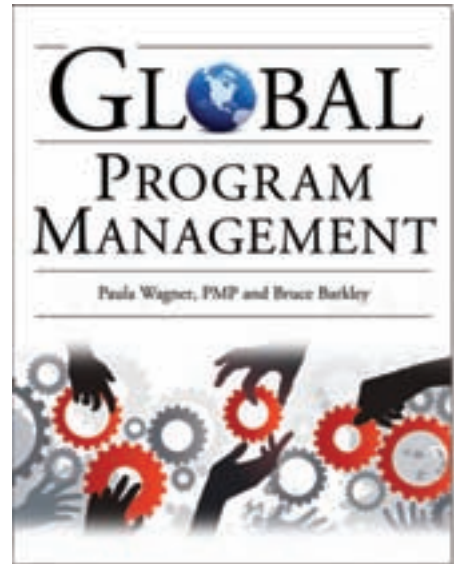
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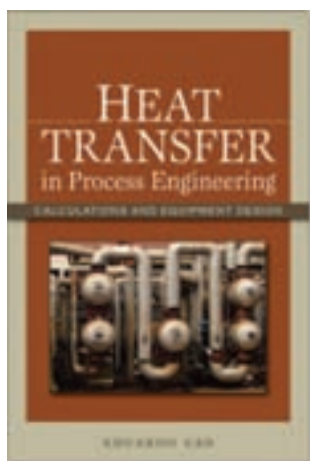
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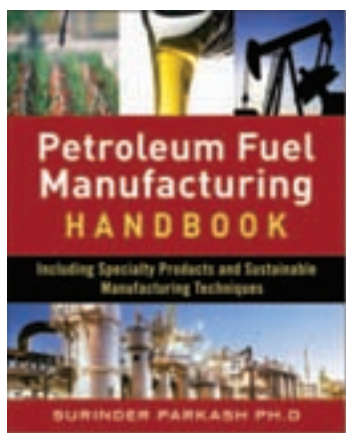
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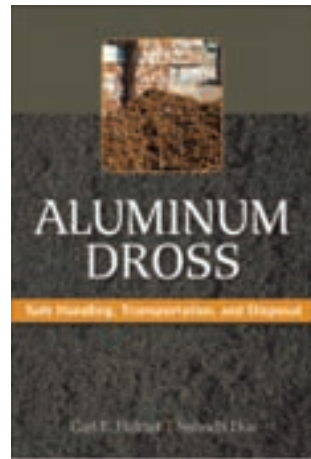
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Carl E. Heltzel and Subodh Dos

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Carl E. Heltzel, Ph.D. (Lexington, KY), a coauthor of several chemistry textbooks, consults with state and federal regulatory authorities on the issue of dross-ignited fires.

Subodh Dos (Lexington, KY) is president and CEO of Secat, Inc.



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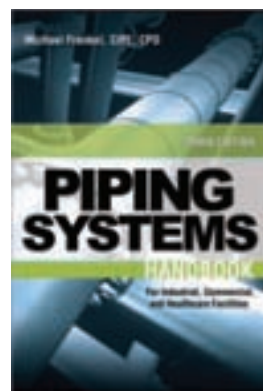
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Michael Frankel, CIPE, CPD, (Boynton Beach, FL) is president of Utility Systems Consultants. He has more than 35 years of experience in the plumbing industry and engineering and design profession, and is the author several books.



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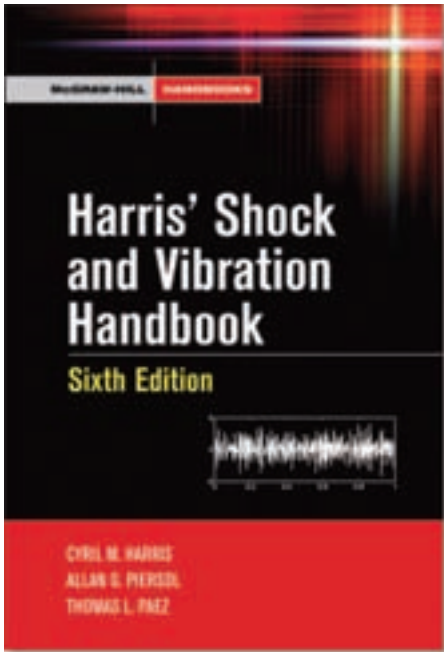
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Allan G. Piersol (Los Angeles, CA) is an engineer specializing in analysis of data from, and the design of structures for shock, vibration, and acoustical environments.

Thomas L. Paez (Durango, CO), is a distinguished member of the Technical Staff at Sandia National Laboratories, specializing in probabilistic structural dynamics and validation of mathematical models.

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Tyler G. Hicks, PE (Rockville Center, NY) is a consulting engineer and the author of several engineering books.



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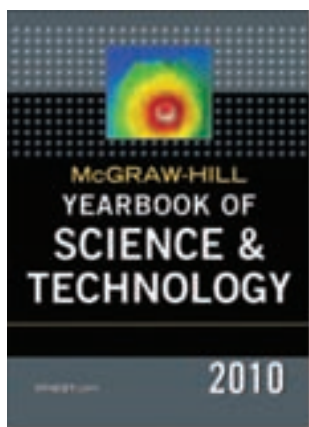
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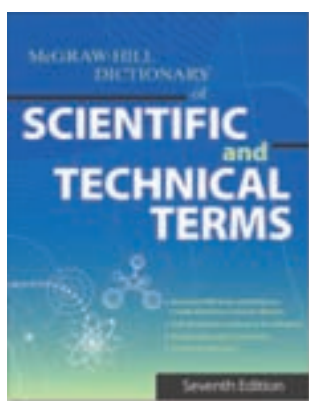
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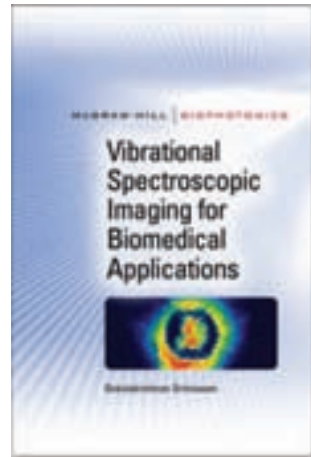
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Gokulakrishnan Srinivasan, Ph.D. (Mumbai, India) is an application scientist at Bruker Optik GmbH.



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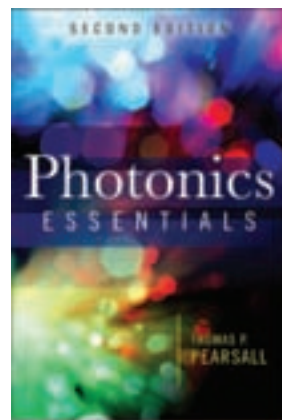
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Thomas P. Pearsall (Paris, France) is General Secretary of EPIC, the European Photonics Industry Consortium.



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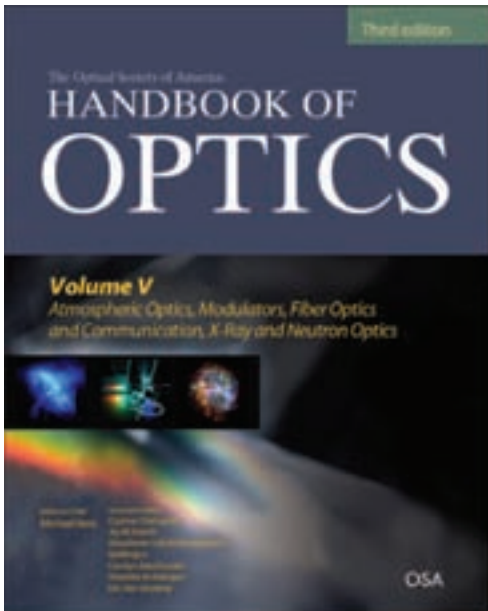
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THE OPTICAL SOCIETY OF AMERICA HANDBOOK OF OPTICS

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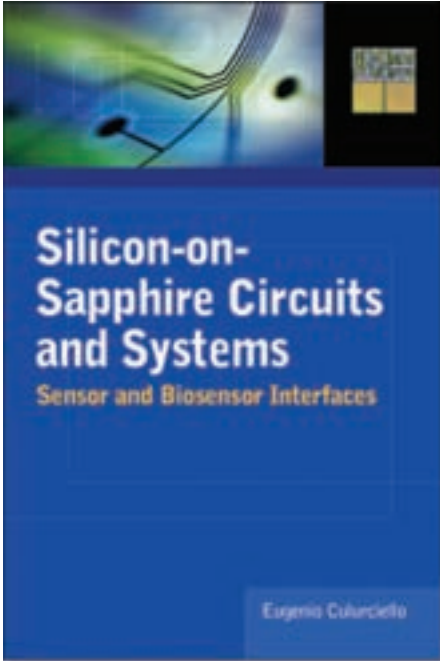
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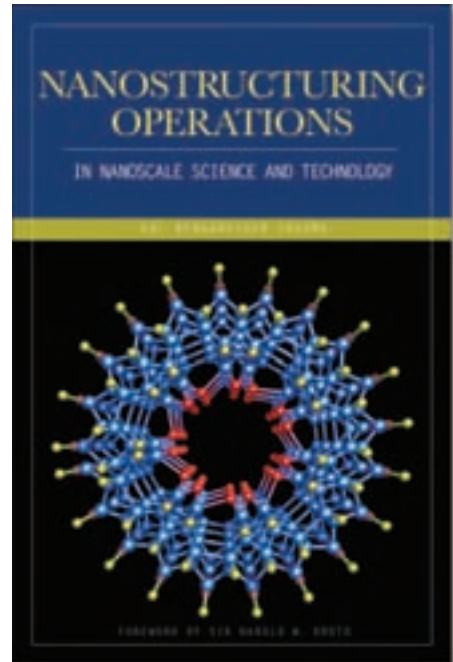
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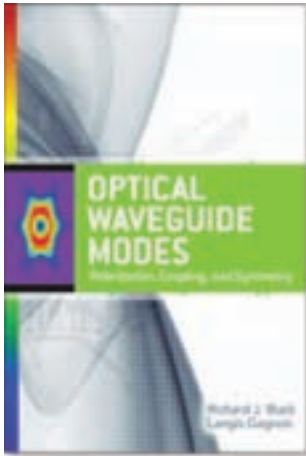
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Dr. Langis Gagnon (Montreal, Canada) is a principle researcher and team leader for the Vision and Imaging team at CRIM (Centre de Recherche Informatique de Montréal).

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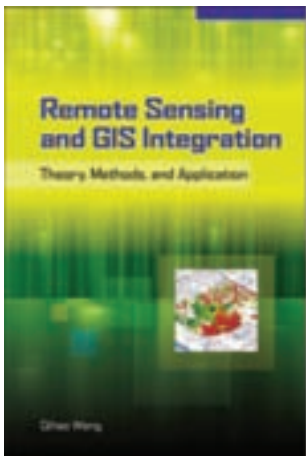
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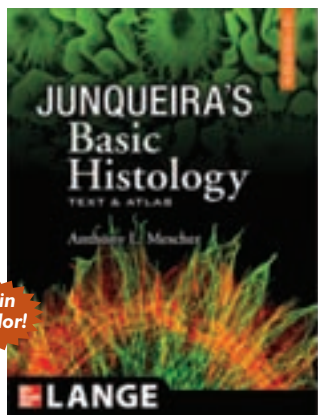
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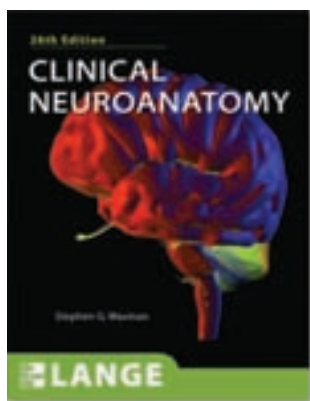
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Anthony L. Mescher, Ph.D. (Bloomington, IN) is on the staff of the Indiana University School of Medicine.



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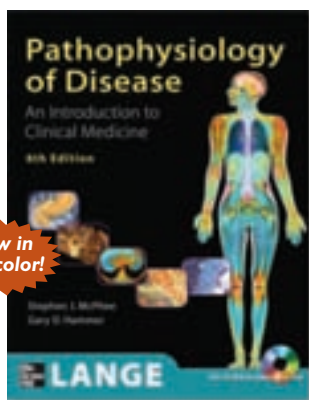
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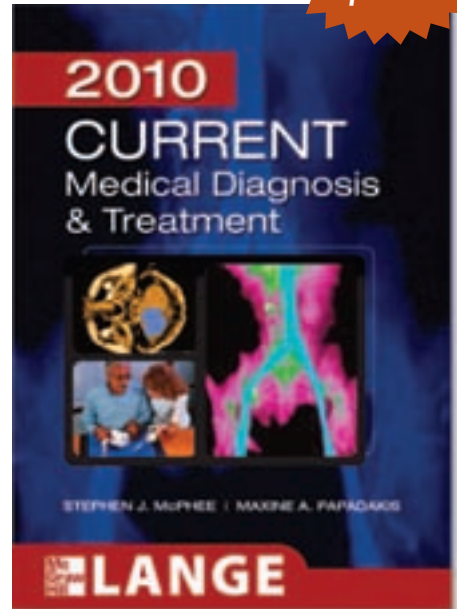
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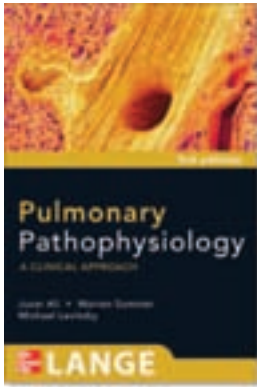
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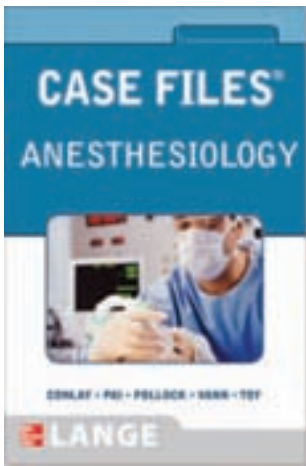
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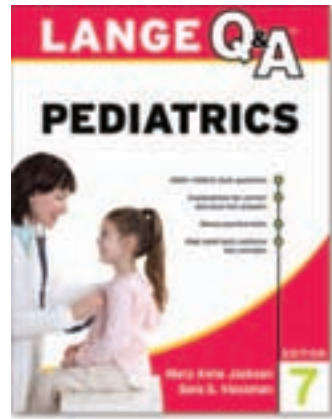
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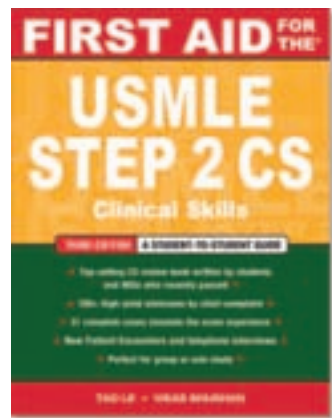
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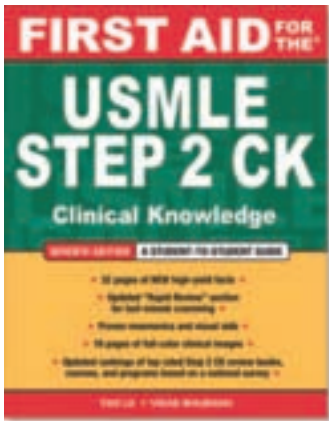
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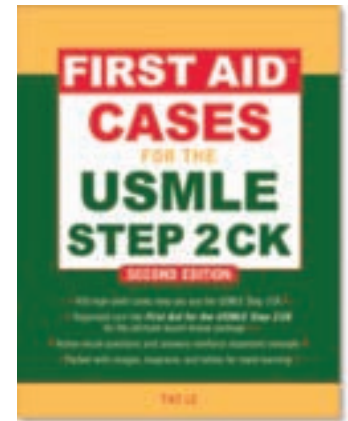
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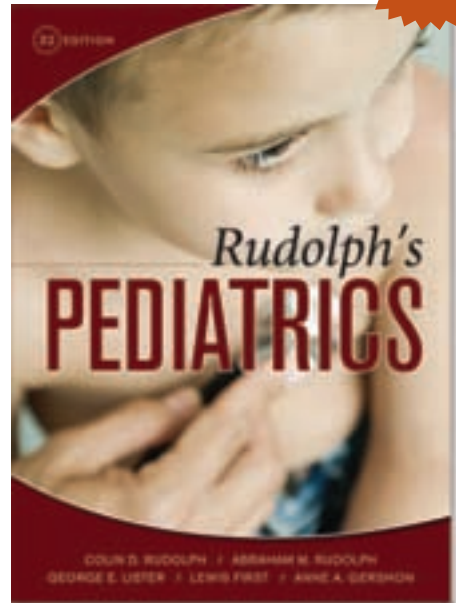
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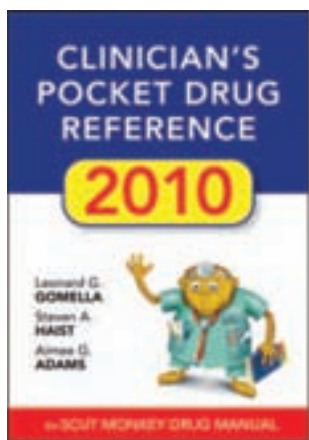
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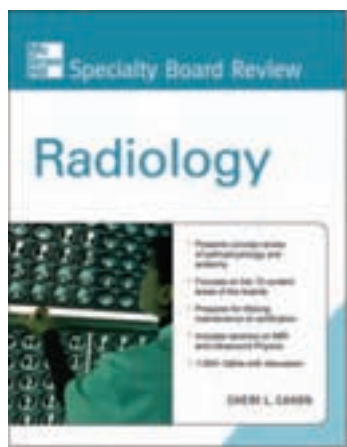
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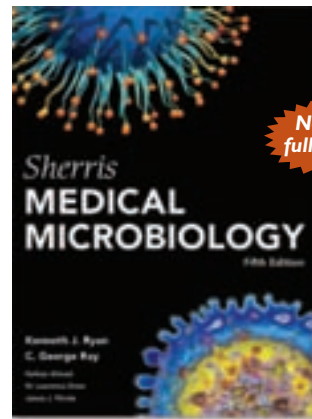
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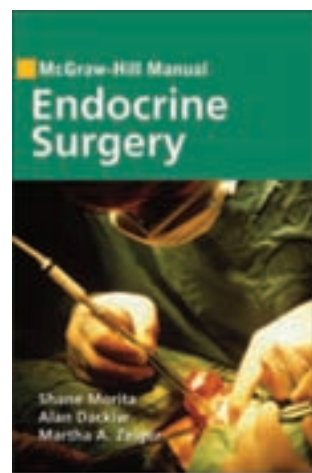
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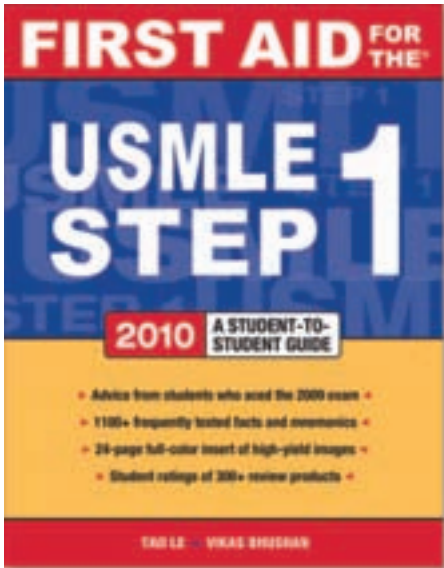
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Tao Le, M.D., M.H.S. (Louisville, KY) is assistant clinical professor of pediatrics at the University of Louisville.

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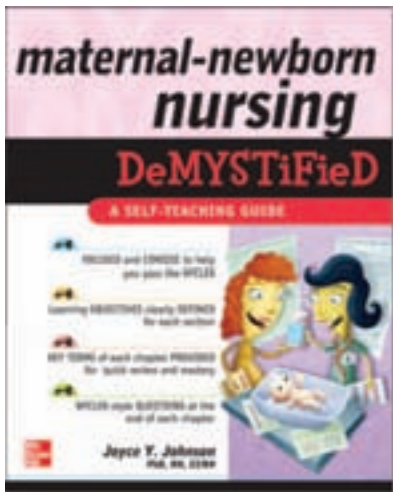
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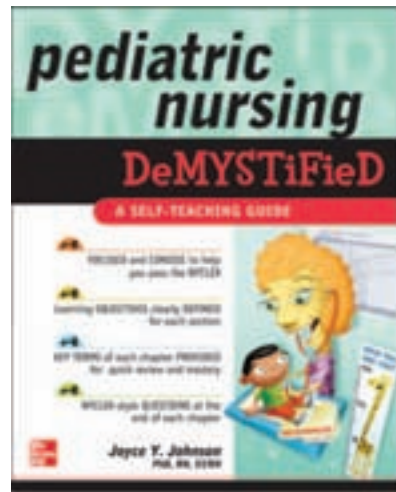
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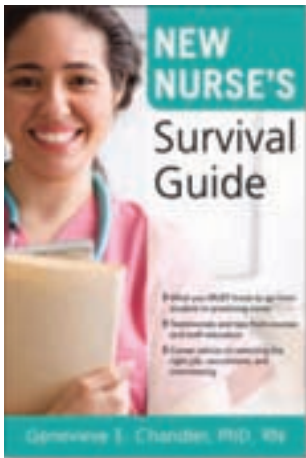
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