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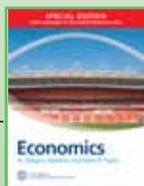
The Core Collection

The Core Collection combines 23 of Cengage Learning's best-selling multi-disciplinary e-textbooks

Economics

Economics: Special Edition, 1e
N. Mankiw/Taylor
ISBN: 9781408021262

This Special edition of *Economics* provides highly topical and in-depth coverage of the global financial crisis. Two new chapters are included: one on the causes of the recession and one on the remedies available to resolve it, and several of the existing chapters have been carefully revised and updated to clarify and enhance their content, and further expand students' knowledge of economic theory.



Introductory Econometrics: A Modern Approach, International Edition, 4e
Jeffrey Wooldridge
ISBN: 9780324660401

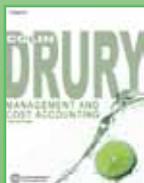
Introductory Econometrics illustrates how empirical researchers think about and apply econometric methods in real-world practice. The text's unique approach reflects the fact that undergraduate econometrics has moved beyond just a set of abstract tools to being genuinely useful for answering questions in business, policy evaluation, and forecasting environments. The systematic approach, makes absorbing the material easier and leads to better econometric practices.



Accounting

Management and Cost Accounting, 7e
Colin Drury
ISBN: 9781844805662

Drury's Management & Cost Accounting is the market-leading European text on management accounting and is a comprehensive authority on all aspects of the subject. The book has been streamlined and substantially redesigned in its 7th edition to make it much shorter and easier to use. The 7th edition explains the principles involved in the design and evaluation of management and cost accounting information systems.



Business Analysis and Valuation, IFRS Edition – Text & Cases, 1e
Palepu/Peek/Bernard/Healy
ISBN: 9781844804924

Business Analysis and Valuation provides students with the knowledge of how to use financial statement information to assess a firm's financial performance, value, and creditworthiness. The text is primarily aimed at Masters and upper-level undergraduate programs in business and builds a bridge between accounting and finance, therefore making it accessible to both finance and accounting students.



International Financial Reporting and Analysis, 4e
Alexander/Jorissen/Britton
ISBN: 9781408017920

Suitable for students on intermediate financial reporting and accounting courses, this updated edition covers IFRS-based reporting and provides a balanced study of globalised accounting. With a conceptually-based approach to international accounting standards, the theoretical underpinnings of financial reporting are clearly explained, in addition to analysis of financial statements belonging to real company and group accounts and in-depth discussions of the usage and interpretation of financial information



Management

Strategic Management: Awareness and Change, 6e
Thompson/Martin
ISBN: 9781408018071

Strategic Management is essential reading for all students at undergraduate, diploma and MBA level. Maintaining the traditional analysis, formulation and implementation framework, this text has been revised and updated to include modern strategy topics as well as new cases throughout. New experiential activity ensures a more applied and in-depth learning experience.



Management, International 1e
Daft/Kendrick/Vershinina
ISBN: 9781844808823

The market-leading textbook for principles of management courses providing an unparalleled resource for students in Europe, the Middle East and Africa (EMEA). After listening to the requirements of lecturers, the authors have maintained the same comprehensive coverage and structure of the original work but carefully threaded in new EMEA and wider global examples and theory throughout.



Business Statistics

Managerial Statistics, AISE 8e
Gerald Keller
ISBN: 9780324569544

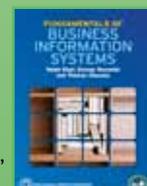
This worldwide best-selling business statistics text emphasizes applications over calculation. *Managerial Statistics* demonstrates how vital statistical methods are for today's managers and economists. Students learn to identify the correct statistical technique, then compute the statistics and ultimately interpret results in the context of the problem.



Business Information Systems

Fundamentals of Business Information Systems, 1e
Ralph Stair/Reynolds/Chesney
ISBN: 9781408008843

This text covers the fundamentals of any introductory Management/Business Information Systems (MIS/BIS) course, drawing on material from the new international flagship text, *Principles of Business Information Systems*, published contemporaneously. By taking the best material of this title and condensing it into nine chapters, this text is particularly suitable for shorter courses or those involving less detail while still requiring a comprehensive survey of the core concepts that make up modern information systems courses.



Marketing

Marketing: Concepts and Strategies, European 5e
Dibb/Simkin/Pride
ISBN: 9780618532032

This trail-blazing Euro-text is hugely popular with tutors and students, prompting a host of poor imitations. Each new edition is a full re-write, never a minor revision. The best and most popular features from the previous edition are retained, while peer suggestions coupled with Dibb and Simkin's experience lead to a topical and insightful set of additions and improvements.



Computing

Database Systems: Design, Implementation, and Management, International Edition, 8e
Rob/Coronel
ISBN: 9781423902034

Database Systems, a market-leader for database texts, provides in-depth coverage of database design, demonstrating that the key to successful database implementation is in proper design of databases to fit within a larger strategic view of the data environment.



Principles of Web Design, International Edition, 4e
Joel Sklar
ISBN: 9780538747578



The ultimate guide to Web site design, *Principles of Web Design* leads you through the entire Web site creation process while developing and enhancing your HTML, CSS, and visual design skills along the way. You'll begin by learning about the Web design environment and the principles of sound Web design, continue to planning site layout and navigation, and progress to Web typography, colours and images, working with CSS, and more.

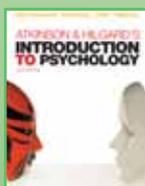
Understanding Computers, Today & Tomorrow, ISE Comprehensive Edition, 12e
Morley/Parker
ISBN: 9781603340120



Count on *Understanding Computers* to give your students a well-rounded, classic introduction to computer concepts with an exciting modern twist! Known for its emphasis on industry insight, this text makes concepts relevant to today's career-focused students.

Psychology

Atkinson & Hilgard's Introduction to Psychology, 15e
Nolen-Hoeksema/Fredrickson/Loftus
ISBN: 9781844807284



This 15th edition of *Atkinson & Hilgard's Introduction to Psychology* retains all the qualities which have established it as one of the leading psychology textbooks of the last 50 years: an accessible student-centered approach, a keen awareness of the latest research developments, and a thorough understanding of the classic landmark studies which have shaped psychology as an academic discipline.

Social Psychology, International Edition, 7e
Kassin/Fein/Markus
ISBN: 9780495809456



Distinguished by its current-events emphasis, strong diversity coverage, and engaging connections drawn between social psychology and students' everyday lives, *Social Psychology* remains one of the most scholarly and well-written texts in its field. Integrating classic and contemporary research, the text also includes comprehensive coverage of social cognition and evolutionary psychology, and features authoritative material on social psychology and the law.

Languages

An Introduction to Language, AISE 9e
Fromkin/Rodman/Hyams
ISBN: 9781439082416



Assuming no prior knowledge of linguistics, the text is appropriate for a variety of fields - including education, languages, psychology, anthropology, English, and teaching English as a Second Language (TESL) - at both undergraduate and graduate levels. This updated edition retains the clear descriptions, humor, and seamless pedagogy that have made the text a best-seller, while adding new information and exercises that render each topic fresh, engaging, and current.

Counselling

Theory and Practice of Counseling & Psychotherapy, ISE 8e
Gerald Corey
ISBN: 9780495595212



This revision of this best-selling text introduces students to the major theories of counselling (psychoanalytic, Adlerian, existential, person-centered, Gestalt, reality, behavior, cognitive-behavior, family systems, feminist, and postmodern approaches) and demonstrates how each theory can be applied to a single case ("Stan"). Corey's 8th edition covers the major concepts of counseling theories, shows students how to apply those theories in practice, and helps them learn to integrate the theories into an individualized counseling style.

The Skilled Helper, International Edition, 9e
Gerard Egan
ISBN: 9780495604310



Emphasizing the collaborative nature of the therapist-client relationship, *The Skilled Helper* is internationally recognized for its successful problem-management and opportunity development approach to effective helping, using a practical, three-stage model. In this edition, Egan continues to build upon the "positive psychology", solution-focused theme by adding insightful new discussions on evidence-based practice, research, and philosophical perspectives.

Communication

Communicate!, International Edition, 13e
Verderber/Verderber/Sellnow
ISBN: 9780495901723



This ground breaking and market-leading text focuses students on skill building and competency orientation. The authors provide contemporary examples to ground theory, increase comprehension, and to help students become skillful communicators. *COMMUNICATE!* encourages active learning through well-designed activities, video scenarios, ethics cases, speech action-step exercises, and sample speeches, incorporating important theoretical updates in the field.

Physics

Physics for Scientists and Engineers with Modern Physics, Chapters 1-46, International Edition, 8e
Jewett/Serway
ISBN: 9781439048757



From a host of in-text features to a range of outstanding technology resources, this text enables you to understand the natural forces and principles of physics. Throughout, the authors have built in a wide range of examples, exercises, and illustrations that will help you understand the laws of physics AND succeed in your course!

Chemistry

Chemical Principles, International Edition, 6e
Steven Zumdahl
ISBN: 9780538734561



Known for helping students develop the qualitative, conceptual foundation that gets them thinking like chemists, this market-leading text is designed for students with solid mathematical preparation and prior exposure to chemistry. A strong emphasis on models and everyday applications of chemistry combines with a thoughtful, step-by-step problem solving approach to build conceptual understanding.

Organic Chemistry, AISE 7e
John McMurry
ISBN: 9780495116288



The trusted, best-selling text for organic chemistry just got better! Updated with the latest developments, expanded with more illustrations and Visualizing Chemistry problems, and enhanced with new media-based Organic Knowledge Tools, the title continues to set the standard for the course. The 7th edition also retains McMurry's hallmark qualities: comprehensive, authoritative, and clear.

Mathematics

Calculus, International Metric Edition, AISE 6e
James Stewart
ISBN: 9780495383628

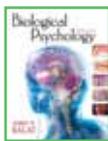


Stewart's calculus texts are world-wide best-sellers for a reason: they are clear, accurate, and filled with relevant, real-world examples. Stewart conveys both the utility of calculus to help develop technical competence, but also gives an appreciation for the intrinsic beauty of the subject. His examples and built-in learning aids will help build mathematical confidence and achieve course goals!

The Psychology Collection



Cognitive Psychology: Connecting Mind, Research and Everyday Experience, Int 2e, Goldstein



Biological Psychology, Int 10e, Kalat



Clinical Psychology, 7e, Trull



Psychology of Language, Int 5e, Carroll



Development Through Life: A Psychosocial Approach, Int 9e, Newman/Newman



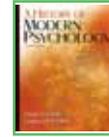
Doing Psychology Experiments, 7e, Martin



Psychological Testing: Principles, Applications, and Issues, 6e, Kaplan/Saccuzzo



Psychology, 8e, Bernstein et al



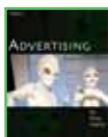
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Theories of Personality, 8e, Schultz/Schultz

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Advertising, 1e, Yeshin



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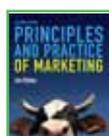
Consumer Behavior, Int 5e, Hoyer/MacInnis



Contemporary Marketing, 14e, Boone/Kurtz



International Marketing Strategy, 5e, Doole/Lowe



Principles/Practice of Marketing, 2e, Blythe



Marketing Communications, 1e, Egan



Marketing Essentials, 1e, Dibb/Simkin



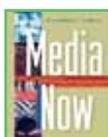
Marketing Research: Approaches, Methods and Applications in Europe, 1e, Ray Kent



Marketing, 2010 e, Pride/Ferrell

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The Communications & Media Collection



Media Now: Understanding Media, Culture, and Technology, 5e, Straubhaar/LaRose



Communicate!, 12e, Bardes/Shelley/Schmidt



Communication Between Cultures, 7e, Samovar/Porter/McDaniel



Communication in Our Lives, Int 5e, Wood



Communication Mosaics: An Introduction to the Field of Communication, 5e, Wood



Audio in Media, AISE 9e, Alten



Public Relations Writing: Form & Style, Int 8e, Newsom/Haynes



Sight, Sound, Motion: Applied Media Aesthetics, Int 5e, Zettl



The Challenge of Effective Speaking, Int 14e, Verderber/Verderber/Sellnow



Video Basics, Int 6e, Zettl

10 communication and media textbooks

The Government & Politics Collection



American Foreign Policy and Process, Int 5e, McCormick



American Government and Politics Today, 15e, Bardes/Shelley/Schmidt



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Comparative Politics in Transition, 6e, McCormick



Comparative Politics: Structures and Choices, 1e, Barrington



European Politics in Transition, 6e, Kesselman et al



Introduction to Comparative Politics, Int 5e, Kesselman et al



Politics in a Changing World, Int 5e, Ethridge/Handelman



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World Politics: Trends and Transformations, 12e, Kegley/Blanton

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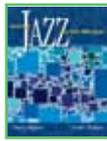
Worlds of Music: An Introduction to the Music of the World's Peoples, Shorter Version, 3e, Titon et al



American Media History, 2e, Fellow



Anthology for Music in Western Civilization, Volume II, 1e, Roden/Wright/Simms



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Gardner's Art Through the Ages: A Global History, Volume II, 13e, Kleiner



Popular Music in America: And The Beat Goes On, 3e, Campbell



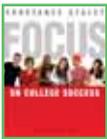
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The Confident Student, 7e, Carol C. Kanar



On Course, Study Skills Plus Edition, USE 1e, Skip Downing



Orientation to College Learning, 6e, Dianna L. Van Blerkom



Becoming a Critical Thinker, 6e, Vincent Ryan Ruggiero



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