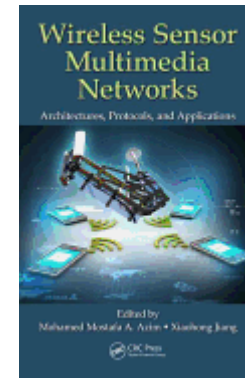
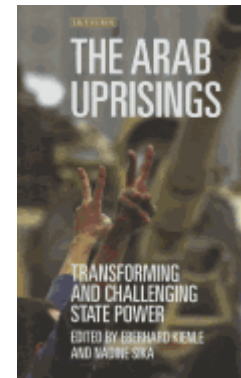
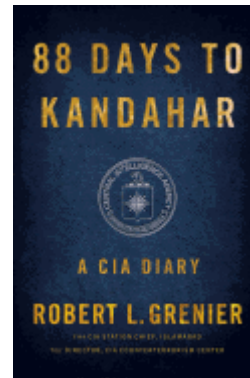
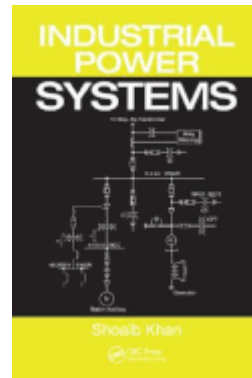
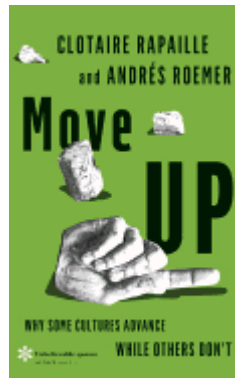
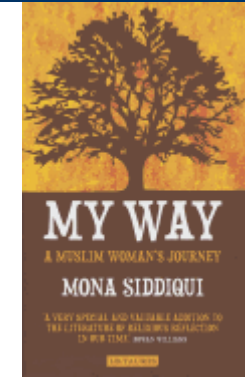
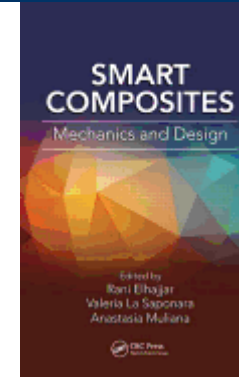
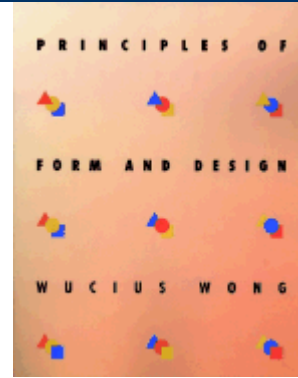
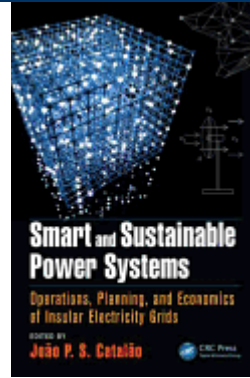
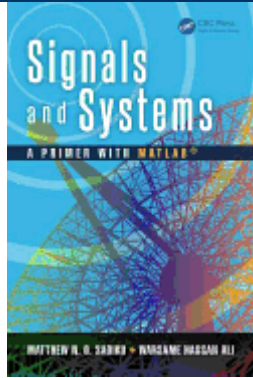
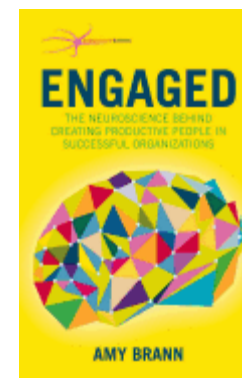
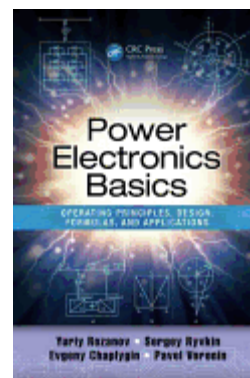
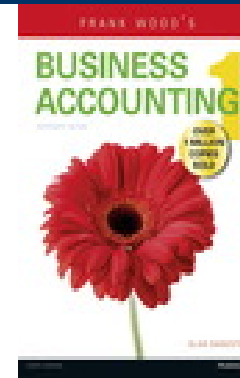
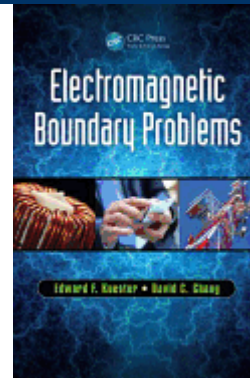
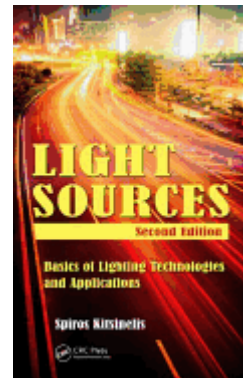


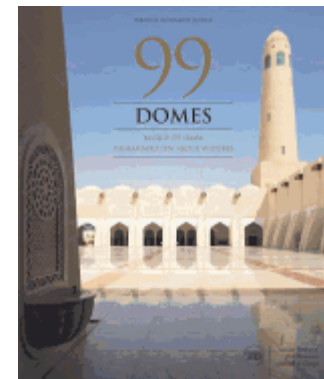
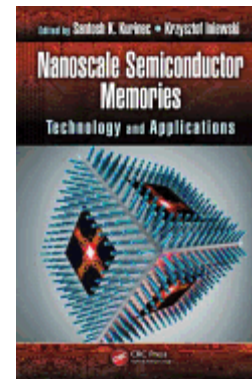
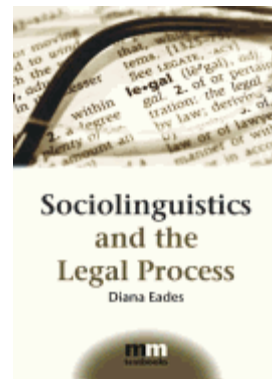
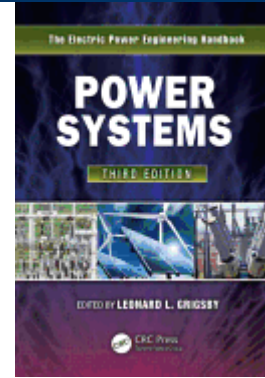
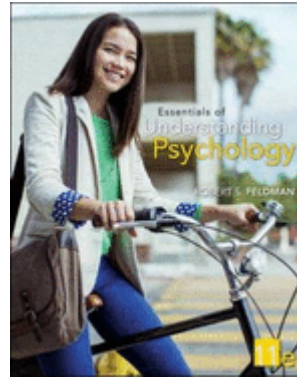
## New Arrivals



## New Arrivals

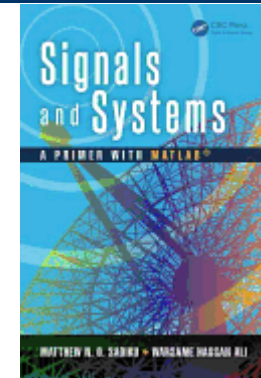


## New Arrivals



## New Arrivals

<i>Title</i>	Signals and systems: a primer with matlab /by Sadiku & Ali
<i>Imprint</i>	New York: CRC Press, c2016
<i>Language</i>	English
<i>Book Location</i>	621. 3822 SAD – S
<i>Subject</i>	



### *Brief Introduction*

Signals and Systems: A Primer with MATLAB(R) provides clear, interesting, and easy-to-understand coverage of continuous-time and discrete-time signals and systems. Each chapter opens with a historical profile or career talk, followed by an introduction that states the chapter objectives and links the chapter to the previous ones. All principles are presented in a lucid, logical, step-by-step approach. As much as possible, the authors avoid wordiness and detail overload that could hide concepts and impede understanding. In recognition of the requirements by the Accreditation Board for Engineering and Technology (ABET) on integrating computer tools, the use of MATLAB(R) is encouraged in a student-friendly manner. MATLAB is introduced in Appendix B and applied gradually throughout the book. Each illustrative example is immediately followed by a practice problem along with its answer. Students can follow the example step by step to solve the practice problem without flipping pages or looking at the end of the book for answers. These practice problems test students' comprehension and reinforce key concepts before moving on to the next section. Toward the end of each chapter, the authors discuss some application aspects of the concepts covered in the chapter. The material covered in the chapter is applied to at least one or two practical problems or devices. This helps students see how the concepts are applied to real-life situations. In addition, thoroughly worked examples are given liberally at the end of every section. These examples give students a solid grasp of the solutions as well as the confidence to solve similar problems themselves. Some of the problems are solved in two or three ways to facilitate a deeper understanding and comparison of different approaches. Ten review questions in the form of multiple-choice objective items are provided at the end of each chapter with answers. The review questions are intended to cover the "little tricks" that the examples and end-of-chapter problems may not cover. They serve as a self-test device and help students determine chapter mastery. Each chapter also ends with a summary of key points and formulas. Designed for a three-hour semester course on signals and systems, Signals and Systems: A Primer with MATLAB(R) is intended as a textbook for junior-level undergraduate students in electrical and computer engineering. The prerequisites for a course based on this book are knowledge of standard mathematics (including calculus and differential equations) and electric circuit analysis.

## New Arrivals

*Title* Smart and sustainable power systems: operations, planning, and economic s of insular electricity grids / Edited by Catalao

*Imprint* New York: CRC Press, c2015

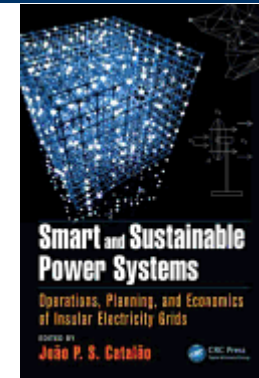
*Language* English

*Book Location* 621. 317 SMA –

*Subject*

*Brief Introduction*

The smart grid initiative, integrating advanced sensing technologies, intelligent control methods, and bi-directional communications into the contemporary electricity grid, offers excellent opportunities for energy efficiency improvements and better integration of distributed generation, coexisting with centralized generation units within an active network. A large share of the installed capacity for recent renewable energy sources already comprises insular electricity grids, since the latter are preferable due to their high potential for renewables. However, the increasing share of renewables in the power generation mix of insular power systems presents a significant challenge to efficient management of the insular distribution networks, mainly due to the variability and uncertainty of renewable generation. More than other electricity grids, insular electricity grids require the incorporation of sustainable resources and the maximization of the integration of local resources, as well as specific solutions to cope with the inherent characteristics of renewable generation. Insular power systems need a new generation of methodologies and tools to face the new paradigm of large-scale renewable integration. Smart and Sustainable Power Systems: Operations, Planning, and Economics of Insular Electricity Grids discusses the modeling, simulation, and optimization of insular power systems to address the effects of large-scale integration of renewables and demand-side management.



## New Arrivals

*Title* Principles of form and design / by Wong

*Imprint* New York: John Wiley & Sons, c1993

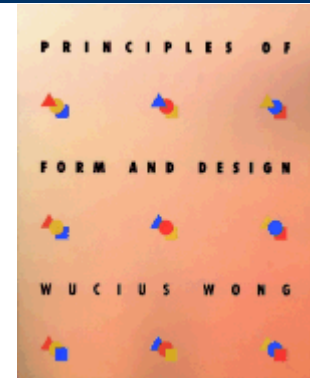
*Language* English

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*Subject*

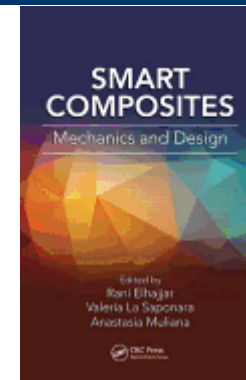
*Brief Introduction*

An unprecedented package that gives readers the content of three important references by one of today's most influential design writers. This is a master class in the principles and practical fundamentals of design that will appeal to a broad audience of graphic artists and designers.



## New Arrivals

<i>Title</i>	Smart composites: mechanics and design / Edited by Elhajjar, Saponara & Muliana
<i>Imprint</i>	New York: CRC Press, c2014
<i>Language</i>	English
<i>Book Location</i>	621. 815 SMA –
<i>Subject</i>	



### *Brief Introduction*

Smart Composites: Mechanics and Design addresses the current progress in the mechanics and design of smart composites and multifunctional structures. Divided into three parts, it covers characterization of properties, analyses, and design of various advanced composite material systems with an emphasis on the coupled mechanical and non-mechanical behaviors. Part one includes analyses of smart materials related to electrically conductive, magnetostrictive nanocomposites and design of active fiber composites. These discussions include several techniques and challenges in manufacturing smart composites and characterizing coupled properties, as well as the analyses of composite structures at various length and time scales undergoing coupled mechanical and non-mechanical stimuli considering elastic, viscoelastic (and/or viscoplastic), fatigue, and damage behaviors. Part two is dedicated to a higher-scale analysis of smart structures with topics such as piezoelectrically actuated bistable composites, wing morphing design using macrofiber composites, and multifunctional layered composite beams. The analytical expressions for characterization of the smart structures are presented with an attention to practical application. Finally, part three presents recent advances regarding sensing and structural health monitoring with a focus on how the sensing abilities can be integrated within the material and provide continuous sensing, recognizing that multifunctional materials can be designed to both improve and enhance the health-monitoring capabilities and also enable effective nondestructive evaluation. Smart Composites: Mechanics and Design is an essential text for those interested in materials that not only possess the classical properties of stiffness and strength, but also act as actuators under a variety of external stimuli, provide passive and active response to enable structural health monitoring, facilitate advanced nondestructive testing strategies, and enable shape-changing and morphing structures.

## New Arrivals

*Title* My way: a muslim woman's journey / by Mona

*Imprint* New York: I.B. Tauris, c2015

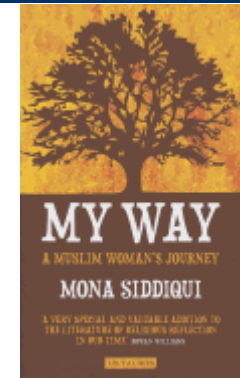
*Language* English

*Book Location* 297. 0820092 MON – M

*Subject*

### *Brief Introduction*

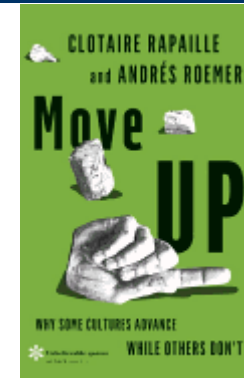
Polarized debates about 'Islam' and 'the West' are now so ubiquitous that it is easy to forget how damaging they can be. The vast majority of Muslims do not wish to see Islam used as a divisive force within the largely secular societies in which they live. How then can Muslim stereotyping be challenged? Mona Siddiqui is one of the foremost Western authorities on the reconciliation of 21st-century life and Islamic custom. In this new and searching book, she applies a uniquely probing intelligence to crucial issues of faith and identity (such as wearing the veil) within society at large. While speaking from within a particular tradition, she touches on matters of universal concern. Who are we? How do we cope with growing older? What kind of world will we leave to our children? Placing her rich personal journey in a wider context, the author is able to explore love and sex, multiculturalism and diversity, and ageing and death through the prism of her experience as both a Muslim and a modern woman. Her book shows why she is one of the most vital thinkers of our age.





## New Arrivals

<i>Title</i>	Move up: why some cultures advance while others don't /by Rapaille & Roemer
<i>Imprint</i>	New York: Allen Lane, c2015
<i>Language</i>	English
<i>Book Location</i>	306. RAP – M
<i>Subject</i>	



### *Brief Introduction*

This is an irreverent and controversial examination of why some nations succeed that will overturn all received wisdom. With an abundance of data and evidence, Move UP explores the societal and biological factors that determine whether cultures are able to ascend socially, economically and intellectually. This provocative, ambitious and entertaining book devises a formula that will allow countries and individuals to assess their own potential for upward mobility. Drawing on science and statistics as much as on human instinct and emotion, Move UP reconsiders the modern world with a motion to improving it. "An entertaining and important counterweight to the ideology and cynicism that surrounds discussions of world problems today". (Steven Pinker). "Not since The Naked Ape have I seen a book that so gleefully revels in tweaking the nose of conventional sensitivities. Whether you love it or hate it, this quirkily perceptive - or insouciantly provocative - book will enliven dinner party conversations, and will delight and infuriate in equal measure". (Richard Dawkins, best-selling author of The Selfish Gene and The God Delusion). "Many have tried to address small pieces of this great puzzle, but Rapaille and Roemer are the first to attempt a comprehensive answer to this eternal question. Because the stakes are so high, their work deserves serious study and attention. The destiny of nations may depend on ideas like theirs". (Michio Kaku). "Move UP is a splendid book, totally engaging from start to finish. It showcases the human drive to strive for betterment within a complex matrix of our biology and culture. It challenges the reader to think about fresh ideas about ways to ascend, as well as highlighting the impediments that must be overcome to progress toward improvement". (David M. Buss). Dr Clotaire Rapaille is a marketing expert - drawing on psychology and anthropology in his research - and the CEO and founder of Archetype Discoveries Worldwide. He has written over fourteen books, most recently The Culture Code, which has been translated into twelve languages. Dr Andres Roemer is a diplomat, civil servant, entrepreneur and academic. He has written over eighteen books on a diversity of topics including economics, happiness, art and crime, and is the President of La Ciudad de las Ideas.

## New Arrivals

*Title* Industrial power systems / by Shoaib

*Imprint* New York: CRC Press, c2008

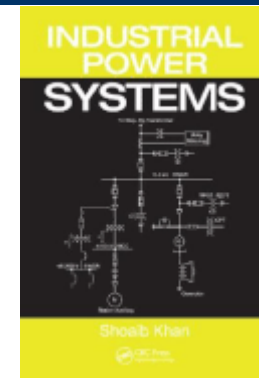
*Language* English

*Book Location* 621. 319 SHO – I

*Subject*

### *Brief Introduction*

The modernization of industrial power systems has been stifled by industry's acceptance of extremely outdated practices. Industry is hesitant to depart from power system design practices influenced by the economic concerns and technology of the post World War II period. In order to break free of outdated techniques and ensure product quality and continuity of operations, engineers must apply novel techniques to plan, design, and implement electrical power systems. Based on the author's 40 years of experience in Industry, *Industrial Power Systems* illustrates the importance of reliable power systems and provides engineers the tools to plan, design, and implement one. Using materials from IEEE courses developed for practicing engineers, the book covers relevant engineering features and modern design procedures, including power system studies, grounding, instrument transformers, and medium-voltage motors. The author provides a number of practical tables, including IEEE and European standards, and design principles for industrial applications. Long overdue, *Industrial Power Systems* provides power engineers with a blueprint for designing electrical systems that will provide continuously available electric power at the quality and quantity needed to maintain operations and standards of production.



## New Arrivals

*Title* 88 Days to Kandahar: a CIA diary /by Grenier

*Imprint* New York: Simon & Schuster, c2015

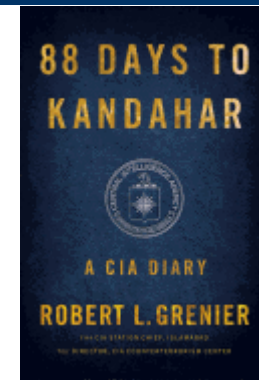
*Language* English

*Book Location* 958. 10478 GRE – E

*Subject*

### *Brief Introduction*

The First American-Afghan War, a CIA war, was approved by President George W. Bush and directed by the author, Robert Grenier, the CIA station chief in Islamabad. Forging separate alliances with warlords, Taliban dissidents, and Pakistani intelligence, Grenier launched the southern campaign, orchestrating the final defeat of the Taliban and Hamid Karzai's rise to power in 88 chaotic days. In his gripping narrative, we meet: General Tommy Franks, who bridled at CIA control of his war; General Jafar Amin, a gruff Pakistani intelligence officer who saved Grenier from committing career suicide; Maleeha Lodhi, Pakistan's brilliant ambassador to the US, who tried to warn her government of the al-Qaeda threat; Mark, the CIA operator who guided Gul Agha Shirzai to bloody victory over the Taliban; General Ashfaq Pervaiz Kayani, a cautious man who became the most powerful man in Pakistan, struggling with Grenier's demands while trying to protect his country; and Hamid Karzai, the puzzling anti-Taliban insurgent, a man of courage, petulance, and vacillating moods. Grenier's enemies out in front prove only slightly more lethal than the ones behind his own lines. This first war is won despite Washington bureaucrats who divert resources, deny military support, and try to undermine the only Afghan allies capable of winning. Later, as he directed the CIA's role in the Iraq War, Grenier watched the initial victory squandered. His last command was of CIA's CounterTerrorism Center (CTC), as Bush-era terrorism policies were being repudiated, as the Taliban re-emerged in Afghanistan, and as Pakistan descended into fratricidal violence."



## New Arrivals

*Title* The Arab uprisings: transforming and challenging state power / Edited by Kienle & Sika

*Imprint* New York: I.B. Tauris, c2015

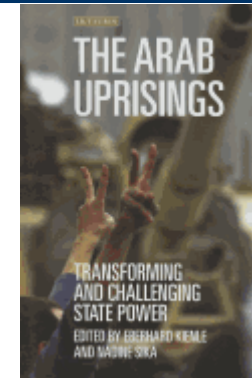
*Language* English

*Book Location* 320. 8174927 ARA –

*Subject*

*Brief Introduction*

The uprisings which spread across the Middle East and North Africa in late 2010 and 2011 irrevocably altered the way in which the region is now perceived. But in spite of the numerous similarities in these protests, from Tunisia and Egypt to Yemen and Bahrain, their broader political effects display important differences. This book analyses these popular uprisings, as well as other forms of protest, and the impact they had on each state. Why were Mubarak and Bin Ali ousted relatively peacefully in Egypt and Tunisia, while Qaddafi in Libya and Saleh in Yemen fought violent battles against their opponents? Why do political transformations differ in countries that were able to shed their autocratic presidents? And why have other regimes, including Morocco and Saudi Arabia, experienced only limited protests or managed to repress and circumvent them? Looking at the aftermath and transitional processes across the region, this book is a vital retrospective examination of the uprisings and how they can be understood in the light of state formation and governmental dynamics.



## New Arrivals

*Title* Wireless sensor multimedia networks: architecture, protocols, and applications / Edited by Azim & Jiang

*Imprint* New York: CRC Press, c2016

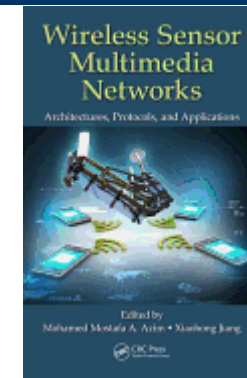
*Language* English

*Book Location* 681. 2 WIR –

*Subject*

*Brief Introduction*

Wireless sensor networks (WSNs) are a special class of ad hoc network in which network nodes composed of tiny sensors pass data such as temperature, pressure, and humidity through the network to a central location. Wireless sensor multimedia networks (WSMNs) are a special category of WSNs in which the sensor nodes are small cameras and microphones that can send voice, image, or video data through the network. This book presents the latest advances and research in WSMN architecture, algorithms, and protocols. WSMNs are attracting great attention from academia and industry due to the variety of applications in which they can be deployed. Wireless Sensor Multimedia Networks: Architectures, Protocols, and Applications explores the many benefits of WSMNs and the variety of applications in which they can be used-surveillance, traffic monitoring, advanced healthcare (blood pressure and heart rate monitoring), habitat monitoring, and localization services (finding missing children or wanted criminals). The contributed chapters in this book explore current research into key areas such as \* New quality-of-service-aware routing protocols that support a high data rate in WSMNs \* Cognitive radio capability that increases efficiency of spectrum utilization and decreases the probability of collision and contention \* Multimedia streaming optimization techniques \* New security schemes for real-time video streaming \* Various ways of optimizing power consumption in WSMNs Wireless Sensor Multimedia Networks: Architectures, Protocols, and Applications discusses open research issues and future trends in WSMNs. With this book, academic researchers, engineers, and graduate students will be well-equipped to advance the research in this emerging field.



## New Arrivals

*Title* Body mind balancing: using your mind to heal your body / by Osho

*Imprint* New York: St. Martin's Griffin, c2003

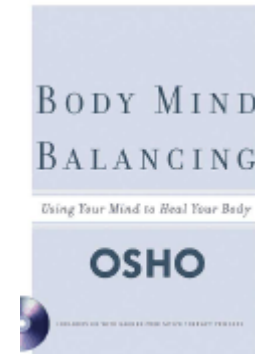
*Language* English

*Book Location* 158. 12 OSH – B

*Subject*

### *Brief Introduction*

Many everyday discomforts and tensions arise from the fact that we are alienated from our bodies. With the help of BODY MIND BALANCING, readers will learn to talk to and reconnect with their bodies. After just a short time, readers will begin to appreciate how much the body has been working for them and supporting them, and from this new perspective one can find new ways to work with the body and create a more harmonious balance of body and mind. The guided meditation and relaxation process, "reminding yourself of the forgotten language of talking to your mind and body" is a CD that accompanies the text. Developed by Osho, this meditative therapy guides the listener in reconnecting with his or her body.



## New Arrivals

*Title* Light sources: basics of lighting technologies and applications, 2<sup>nd</sup> ed. / by Kitsinelis

*Imprint* New York: CRC Press, c2015

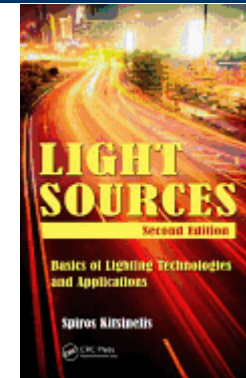
*Language* English

*Book Location* 621. 36 KIT – L

*Subject*

### *Brief Introduction*

Decide Which Lighting Technology Is Best for Your Application Light Sources, Second Edition: Basics of Lighting Technologies and Applications presents an overview of the three main technologies that have produced the numerous families of lighting products on the market today: electrical incandescence, electrical gas discharges, and semiconductor light-emitting diodes (LEDs). The second edition of this highly praised bestseller explores the scientific and technological developments of existing and new light sources and significantly expands the coverage on how to make choices based on a specific application. New to the Second Edition \* Enhanced material on LEDs \* New chapter on matching lighting technology with the appropriate applications \* New chapter on light and health \* New case studies on indoor and outdoor lighting for security and safety This book provides an up-to-date guide to the main technologies and important families of light sources that have dominated the market and our lives since the end of the nineteenth century. It will help readers design the most appropriate lighting environments for people of various needs and choose the correct technology for cost-effective lighting schemes.



## New Arrivals

*Title* Electromagnetic boundary problems / by Kuester & Chang

*Imprint* New York: CRC Press, c2016

*Language* English

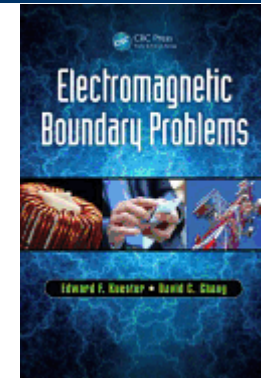
*Book Location* 530. 14101515625 KUE – E

*Subject*

### *Brief Introduction*

Electromagnetic Boundary Problems introduces the formulation and solution of Maxwell's equations describing electromagnetism. Based on a one-semester graduate-level course taught by the authors, the text covers material parameters, equivalence principles, field and source (stream) potentials, and uniqueness, as well as: \* Provides analytical solutions of waves in regions with planar, cylindrical, spherical, and wedge boundaries \* Explores the formulation of integral equations and their analytical solutions in some simple cases \* Discusses approximation techniques for problems without exact analytical solutions \* Presents a general proof that no classical electromagnetic field can travel faster than the speed of light \* Features end-of-chapter problems that increase comprehension of key concepts and fuel additional research

Electromagnetic Boundary Problems uses generalized functions consistently to treat problems that would otherwise be more difficult, such as jump conditions, motion of wavefronts, and reflection from a moving conductor. The book offers valuable insight into how and why various formulation and solution methods do and do not work.





## New Arrivals

*Title* Frank Wood's business accounting, 13<sup>th</sup> ed. / by Sangster

*Imprint* New York: Pearson, c2015

*Language* English

*Book Location* 657. SAN – F

*Subject*

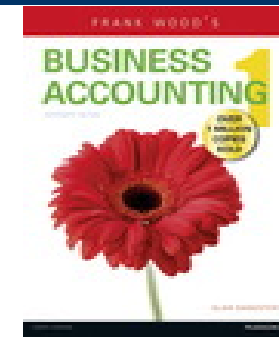
*Brief Introduction*

You need both an access code and a course ID to access MyAccountingLab. Ask your lecturer before purchasing a MyLab product as you will need a course ID from them before you can gain access to the system.

*"This is an ideal technical accounting textbook, broken into short chapters that focus on specific areas"* Elayne Taylor, University of Dundee

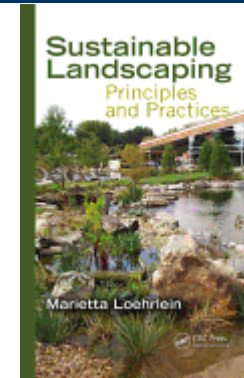
*"Comprehensive text for studying business accounting from elementary to intermediate levels"* Stephen Hick, University of Keele

Every year, thousands of students rely on Frank Wood's best-selling books to help them pass their accountancy exams. Now in its 13th edition, *Business Accounting Volume 2* continues to offer an essential guide for any accounting student. Its accessible approach makes the book suitable for a wide variety of courses in accounting and business, both at secondary and tertiary level and for those studying for professional qualifications. Key concepts from financial accounting, financial analysis, financial reporting, and management accounting are all covered in this comprehensive and practical text.



## New Arrivals

<i>Title</i>	Sustainable landscaping: principles and practices / by loehrlein
<i>Imprint</i>	New York: CRC Press, c2014
<i>Language</i>	English
<i>Book Location</i>	712. LOE – S
<i>Subject</i>	



### *Brief Introduction*

While landscaping has the potential to be part of the solution to certain environmental problems, the quest for beauty can also produce effects that are harmful to the environment. Sustainable Landscaping: Principles and Practices examines landscape practices that adversely affect the environment, which occur in the process of constructing, implementing, and managing residential and commercial landscapes. It explores ways to change these practices to have a more positive effect, describing the principles of sustainable landscaping and proposing solutions to challenges that can arise. This book covers a wide range of landscape practices that fall under the broad subject of sustainability, providing detailed coverage of principles including the following: \* Conducting sustainability audits \* Using plants to maximize their benefits \* Regulating solar heat gain and loss with seasonal climate changes \* Directing wind using plants to minimize heat loss in winter and maintain cooling breezes in summer \* Addressing water quantity and quality \* Managing storm water \* Understanding and improving soil health \* Minimizing the impact of pesticides and herbicides \* Conserving energy and reducing air pollution \* Managing resources and reducing waste Each topic is introduced by providing background information and terminology, followed with practical solutions that are being implemented by landscape professionals. Written for a general audience-from students of landscaping to homeowners and professionals in the landscaping industry-this book provides background information and practical solutions, offering sustainable approaches to the way landscapes are designed and managed.

## New Arrivals

*Title* Leadership: essential writings by our greatest thinkers / Edited by Samet

*Imprint* New York: W.W. Norton & Company, c2015

*Language* English

*Book Location* 303. 34 LEA –

*Subject*

### *Brief Introduction*

What is the connection between literature and leadership? Are leaders born or are they made? What roles can creativity and imagination play in developing strategic thinkers in business, law, politics, medicine, and beyond? Elizabeth D. Samet, the author of the award-winning *Soldier's Heart* and a civilian professor of English at West Point, brings to this anthology her profound experiences as a teacher and her belief in the vital role of the humanities in cultivating leaders. In incisive section introductions, Samet focuses on the skills and qualities that distinguish the unforgettable leaders—be they heroic, quixotic, or villainous—who come to life in the selections. Readers of *Leadership* will enjoy its sheer variety—Machiavelli and Milosz, Douglass and Didion are just a sampling of the 102 writers and works included. At the same time, readers will enter a thought-provoking, often moving conversation about leadership that is both ancient and crucially current.



## New Arrivals

*Title* Power electronics basics: operating principles, design formulas, and applications / by Rozanov [et al].

*Imprint* New York: CRC Press, c2016

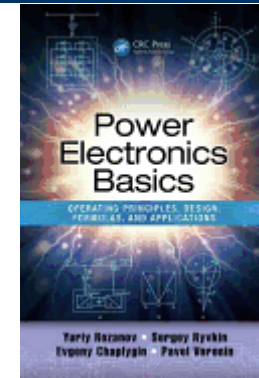
*Language* English

*Book Location* 621. 3815 POW –

*Subject*

*Brief Introduction*

Power Electronics Basics: Operating Principles, Design, Formulas, and Applications provides fundamental knowledge for the analysis and design of modern power electronic devices. This concise and user-friendly resource: \* Explains the basic concepts and most important terms of power electronics \* Describes the power assemblies, control, and passive components of semiconductor power switches \* Covers the control of power electronic devices, from mathematical modeling to the analysis of the electrical processes \* Addresses pulse-width modulation, power quality control, and multilevel, modular, and multicell power converter topologies \* Discusses line-commutated and resonant converters, as well as inverters and AC converters based on completely controllable switches \* Explores cutting-edge applications of power electronics, including renewable energy production and storage, fuel cells, and electric drives Power Electronics Basics: Operating Principles, Design, Formulas, and Applications supplies graduate students, industry professionals, researchers, and academics with a solid understanding of the underlying theory, while offering an overview of the latest achievements and development prospects in the power electronics industry.



## New Arrivals

*Title* The crime fiction handbook / Messent

*Imprint* New York: Wiley Blackwell, c2013

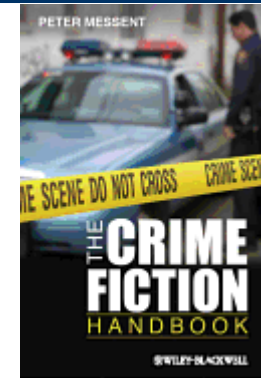
*Language* English

*Book Location* 809. 3872 MES – C

*Subject*

### *Brief Introduction*

The Crime Fiction Handbook presents a comprehensive introduction to the origins, development, and cultural significance of the crime fiction genre, focusing mainly on American British, and Scandinavian texts. \* Provides an accessible and well-written introduction to the genre of crime fiction \* Moves with ease between a general overview of the genre and useful theoretical approaches \* Includes a close analysis of the key texts in the crime fiction tradition \* Identifies what makes crime fiction of such cultural importance and illuminates the social and political anxieties at its heart. \* Shows the similarities and differences between British, American, and Scandinavian crime fiction traditions.



## New Arrivals

*Title* Engaged: the neuroscience behind creating productive people in successful organizations /by Brann

*Imprint* New York: Palgrave MacMillan, c2015

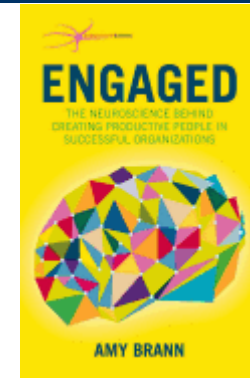
*Language* English

*Book Location* 658. 3 MES – C

*Subject*

*Brief Introduction*

Neuroscience is revolutionizing our understanding of human psychology and behaviour. By showing how to apply this new understanding to how you recruit, manage, and develop your people, Brann is enabling you to deliver a step change in organizational performance and individual achievement.



## New Arrivals

*Title* Educating architecture: how tomorrow's practitioners will learn today / Edited by Spiller & Clear

*Imprint* London: Thames & Hudson, c2013

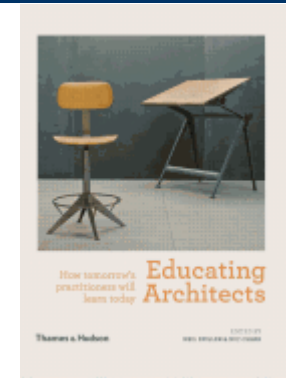
*Language* English

*Book Location* 720. 1 EDU –

*Subject*

*Brief Introduction*

This is the first volume to consider comprehensively the role of architectural education in the 21st century. Many students come to architecture relatively late in their education, so it is in college where they come into contact with those who will influence their entire careers. Many top schools are run by leading global practitioners, who, some might argue, have more lasting influence as educators than as architects. The wide range of pedagogical philosophies and practical lessons, set out in specially commissioned essays, creates a fascinating picture of how our ideas and practices of architecture are formed, nurtured and ultimately built for the world to see. Through both the professional and educational experience of the contributors, we discover many unexpected and unorthodox methods for teaching those who will build our world.



## New Arrivals

*Title* International marketing, 17<sup>th</sup> ed. / by Cateora [et al].

*Imprint* New York: McGraw Hill Education, c2016

*Language* English

*Book Location* 658. 848 INT –

*Subject*

### *Brief Introduction*

In this era of rapid global economic growth and change, an understanding of how marketing is impacted by culture and society is vitally important. This leading text provides a well-rounded perspective of international markets that encompasses history, geography, language, and religion as well as economics. Cateora helps students to see the cultural and environmental uniqueness of any nation or region. This edition provides a particular focus on the changing dynamics in the Asia Pacific region and their importance in the wider global context. The second edition includes greater coverage of digital marketing, social and interactive marketing. For example, Sri Lankan farmers connecting to markets via mobile phones, Indonesia and intellectual property rights violations and how high fashion is harnessing the internet to become more accessible. It also benefits from increased focus on ethics and sustainability as well as more content relating to emerging markets as a direct result of market feedback.





## New Arrivals

*Title* Essentials of understanding psychology, 11<sup>th</sup> ed. / by Feldman

*Imprint* New York: McGraw Hill Education, c2015

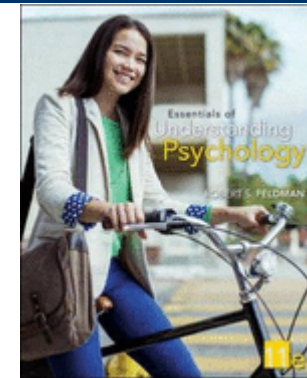
*Language* English

*Book Location* 150. FEL – E

*Subject*

### *Brief Introduction*

Your students are individuals. Do your teaching materials treat them that way? Feldman's Essentials of Understanding Psychology does. Using a revolutionary revision process, Bob Feldman's Essentials of Understanding Psychology is a fully integrated learning system that gives students an even greater opportunity to achieve success, and brings the Students First goal to a new level. With an adaptive learning system that provides an individualized learning environment and helps students identify what they know, and more importantly, what they don't, every student has a unique experience refined to their needs. The Eleventh Edition is in the second iteration of using "HeatMap" technology to advise revision. Systematic and precise feedback from thousands of students was anonymously measured using LearnSmart, the adaptive learning diagnostic. Because virtually every paragraph in the previous edition is tied to several questions students answer in LearnSmart, Bob was able to see where students struggled most ...the "hot spots" ...and in turn refine and update these areas to be more clear, more concise, and more impactful. The 11th edition continues Bob Feldman's accessible pedagogy and hallmark research, as well as his modules - within - chapters format that is both manageable for students and allows every professor the flexibility to assign and cover what they want. The 4 additional modules in create give instructors even extra flexibility to completely cater their text to their course and their students.



## New Arrivals

*Title* Architecture visionaries / by Weston  
*Imprint* London: Laurence King Publishing, c2015  
*Language* English  
*Book Location* 724. 6 WES – A  
*Subject*



### *Brief Introduction*

Featuring 75 of the world's most influential architects, this book presents the story of 20th-century architecture through the fascinating personal stories and significant works that have shaped the field. Arranged in a broadly chronological order, the book gives the reader a sense of the impact that inventive individuals have had on the development of architecture and our built environment. Key dates in the architects' careers are listed in timeline features, thereby allowing the author freedom to move beyond well-known biographies to analyze the buildings and map out the exciting visions behind them. With insightful text describing carefully selected examples, this is a dynamic and unique guide to the architects whose visions have created the buildings around us.

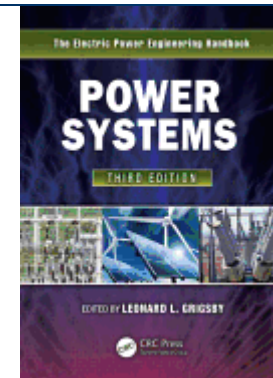
*Title* Power systems,3<sup>rd</sup> ed. / Edited by Grigsby

*Imprint* New York: CRC Press, c2012

*Language* English

*Book Location* 621. 31 POW –

*Subject*



*Brief Introduction*

Power Systems, Third Edition (part of the five-volume set, The Electric Power Engineering Handbook) covers all aspects of power system protection, dynamics, stability, operation, and control. Under the editorial guidance of L.L. Grigsby, a respected and accomplished authority in power engineering, and section editors Andrew Hanson, Pritindra Chowdhuri, Gerry Sheble, and Mark Nelms, this carefully crafted reference includes substantial new and revised contributions from worldwide leaders in the field. This content provides convenient access to overviews and detailed information on a diverse array of topics. Concepts covered include: \* Power system analysis and simulation \* Power system transients \* Power system planning (reliability) \* Power electronics Updates to nearly every chapter keep this book at the forefront of developments in modern power systems, reflecting international standards, practices, and technologies. New sections present developments in small-signal stability and power system oscillations, as well as power system stability controls and dynamic modeling of power systems. With five new and 10 fully revised chapters, the book supplies a high level of detail and, more importantly, a tutorial style of writing and use of photographs and graphics to help the reader understand the material. New chapters cover: \* Symmetrical Components for Power System Analysis \* Transient Recovery Voltage \* Engineering Principles of Electricity Pricing \* Business Essentials \* Power Electronics for Renewable Energy A volume in the Electric Power Engineering Handbook, Third Edition Other volumes in the set: \* K12642 Electric Power Generation, Transmission, and Distribution, Third Edition (ISBN: 9781439856284) \* K13917 Power System Stability and Control, Third Edition (9781439883204) \* K12650 Electric Power Substations Engineering, Third Edition (9781439856383) \* K12643 Electric Power Transformer Engineering, Third Edition (9781439856291)

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New Arrivals

*Title* Fabric decorating: step by step project book / by Stokoe

*Imprint* London: Southwater, c2009

*Language* English

*Book Location* 746. 6 STO – F

*Subject*

*Brief Introduction*

95 inspirational ideas for printing, stencilling, painting and dyeing, with easy-to-follow techniques and over 925 beautiful photographs \* How to create original lampshades, drapes, blinds, tablecloths, screens, clothing, scarves, picture frames and more.



*Title*                   Revolving architecture: a history of buildings that rotate, swivel, and pivot / by Randl

*Imprint*               New York: Princeton Architecture Press, c2008

*Language*            English

*Book Location*     721.    RAN – R

*Subject*

*Brief Introduction*

Alternately lauded as the future of architecture or dismissed as pure folly, revolving buildings are a fascinating missing chapter in architectural history with surprising relevance to issues in contemporary architectural design. Rotating structures have been employed to solve problems and create effects that stationary buildings can't achieve. Rotating buildings offered ever-changing vistas and made interior spaces more flexible and adaptable. They were used to impress visitors, treat patients, and improve the green qualities of a structure by keeping particular rooms in or out of the sun. The follow-up to his critically acclaimed book *A-frame*, Chad Randl's *Revolving Architecture: A History of Buildings that Rotate, Swivel, and Pivot* explores the history of this unique building type, investigating the cultural forces that have driven people to design and inhabit them. *Revolving Architecture* is packed with a variety of fantastic revolving structures such as a jail that kept inmates under a warden's constant surveillance, glamorous revolving restaurants, tuberculosis treatment wards, houses, theaters, and even a contemporary residential building whose full-floor apartments circle independently of each other. International examples from the late 1800s through the present demonstrate the variety and innovation of these dynamic structures.



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New Arrivals

*Title* Sociolinguistics and the legal process /by Eades

*Imprint* Bristol: Multilingual Matters, c2010

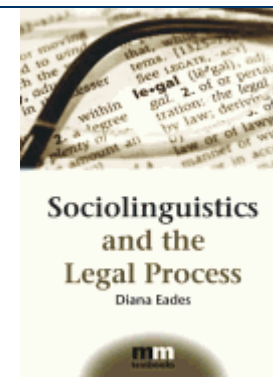
*Language* English

*Book Location* 340. 14 EAD – S

*Subject*

*Brief Introduction*

"Sociolinguistics and the Legal Process" is an introduction to language, law and society for advanced undergraduate and postgraduate students. Its central focus is the exploration of what sociolinguistic research can tell us about how language works and doesn't work in the legal process. Written for readers who may not have prior knowledge of sociolinguistics or the law, the book has an accessible style combined with discussion questions and exercises as well as topics for assignments, term papers, theses and dissertations. A wide range of legal contexts are investigated, including courtroom hearings, police interviews, lawyer interviews as well as small claims courts, mediation, youth justice conferencing and indigenous courts. The final chapter looks at how sociolinguists can contribute to the legal process: as expert witnesses, through legal education, and through investigating the role of language in the perpetuation of inequality in and through the legal process.



*Title* Nanoscale semiconductor memories: technology and applications / Edited by Kurinec & Iniewski

*Imprint* New York: CRC Press, c2014

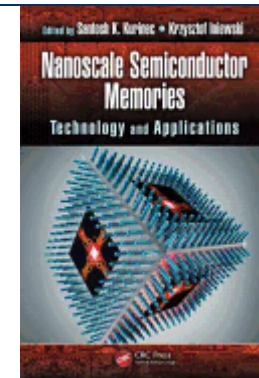
*Language* English

*Book Location* 621. 39732 NAN –

*Subject*

*Brief Introduction*

Nanoscale memories are used everywhere. From your iPhone to a supercomputer, every electronic device contains at least one such type. With coverage of current and prototypical technologies, *Nanoscale Semiconductor Memories: Technology and Applications* presents the latest research in the field of nanoscale memories technology in one place. It also covers a myriad of applications that nanoscale memories technology has enabled. The book begins with coverage of SRAM, addressing the design challenges as the technology scales, then provides design strategies to mitigate radiation induced upsets in SRAM. It discusses the current state-of-the-art DRAM technology and the need to develop high performance sense amplifier circuitry. The text then covers the novel concept of capacitorless 1T DRAM, termed as Advanced-RAM or A-RAM, and presents a discussion on quantum dot (QD) based flash memory. Building on this foundation, the coverage turns to STT-RAM, emphasizing scalable embedded STT-RAM, and the physics and engineering of magnetic domain wall "racetrack" memory. The book also discusses state-of-the-art modeling applied to phase change memory devices and includes an extensive review of RRAM, highlighting the physics of operation and analyzing different materials systems currently under investigation. The hunt is still on for universal memory that fits all the requirements of an "ideal memory" capable of high-density storage, low-power operation, unparalleled speed, high endurance, and low cost. Taking an interdisciplinary approach, this book bridges technological and application issues to provide the groundwork for developing custom designed memory systems.



March , 2016 Learning Resources Development Ext. 3562

New Arrivals

*Title* The copywriter's toolkit: the complete guide to strategic advertising copy / by Berman

*Imprint* New York: Wiley Blackwell, c2012

*Language* English

*Book Location* 659. 132 BER – C

*Subject*

*Brief Introduction*

Written from a real-world perspective by an award-winning copywriter/producer/director, this comprehensive guide is what every writer needs to create powerful, strategic ad copy. Focusing on strategy, technique, and the skills needed to write for different media, The Copywriter s Toolkit book will sharpen your copywriting skills whatever your level. \* Introduces essential conceptual strategies and key writing techniques for result-driven copy \* Provides practical advice on writing for specific media including: print, radio, TV, websites, blogs, social media, ambient, digital, direct mail, product packaging, and viral marketing \* Covers all areas of copy development: on-strategy and on-target messaging; headline and slogan creation; brand personality and tone of voice; broadcast production conceptualization and print / digital typesetting consideration \* Presents innovative visual examples from exciting multimedia campaigns, comments from copywriters at world-renowned agencies, inspiring radio scripts, TV scripts and storyboards, effective blog posts, imaginative package copy, and more \* Shares invaluable writing tips and insights from award-winning copywriters currently at global agencies \* Includes supplementary website an instructor s manual, sample syllabus, PowerPoint presentations, and creative assignments, as well as student study aids, flashcards, podcasts and/or webinars by the author, and links to sample and featured campaigns, agencies, and related videos .

