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## NEW RELEASE



### Encyclopedia of Virology, Five-Volume Set, 3e

Edited By:

**B.W.J. Mahy**

National Center for Infectious Diseases, Atlanta, Georgia, USA

**M. H.V. van Regenmortel**

IBMC/CNRS, Strasbourg, France

#### KEY FEATURES:

- \* Extensive coverage on AIDS and HIV, viral immunology and vaccines, the economic importance and control of virus diseases, and the origin, history, evolution and phylogeny of viruses –*NEW!*
- \* Four color throughout –*NEW!*
- \* Sections on future perspectives that show the direction of current research
- \* 25% *NEW* articles
- \* Glossary of key terms for easy referencing
- \* Information on viruses of human clinical interest, including the virus causing SARS –*NEW!*
- \* More than 20% *NEW* virus classifications
- \* The most recent information from the 8th International Committee on Taxonomy and Classification of Viruses –*NEW!*
- \* Recommendations for further reading and a list of other relevant entries

#### DESCRIPTION:

*Encyclopedia of Virology, Third Edition* continues its success as the largest single reference source of current research in virology. Unique in its use of concise "mini-review" articles, this praised work covers biological, molecular, and medical topics concerning viruses in animals, plants, bacteria and insects. Now in five volumes, this new edition has been extensively revised and updated to reflect the 50% increase in identified and accepted viruses since the year 2000. With over 25% new chapters and over 1000 illustrations, this edition takes into account the new developments in virology research by including information on new emerging diseases such as avian flu, SARS and West Nile and the ability of some viruses to be used as agents of bioterrorism. Edited by leading Virologists Mahy and van Regenmortel, this third edition remains the number one all-inclusive source of information for virology researchers, students, and reference departments of academic, medical, and corporate libraries.

#### RELATED TITLES:

Roitt: *Encyclopedia of Immunology, Four-Volume Set, 2e* (Jun 1998, ISBN-10/13: 0-12-226765-6/ 978-0-12-226765-9)

Lederberg: *Encyclopedia of Microbiology, Four-Volume Set, 2e* (Jan 2000, ISBN-10/13: 0-12-226800-8/ 978-0-12-226800-7)

Fauquet et al: *Virus Taxonomy* (Jul 2005, ISBN-10/13: 0-12-249951-4/ 978-0-12-249951-7)

ISBN 13: 978-0-12-373935-3

ISBN 10: 0-12-373935-7

PUB DATE: March 2008

INTRODUCTORY PRINT PRICE  
(valid through third month  
following publication): \$1120.00

LIST PRINT PRICE: \$1395.00

DISCOUNT: Encyclopedia

FORMAT: Hardback

PAGES: c.

TRIM SIZE: 8 1/4 X 11 in

AUDIENCE: Clinicians, virology  
researchers, and medical and  
academic libraries.

SHELVING CLASSIFICATIONS:  
SCIENCE / Microbiology,  
MEDICAL / Infectious Diseases

BISAC CODES: SCI045000;  
MED022090

MARKETING: Brochure mailed to  
approx 25,000  
Email Coming Soon  
Email Now Available  
Email Price Expiration  
Launch at annual ASV meeting  
Launch at Int'l Virology meeting

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# SERIALS

# ELSEVIER

## NEW RELEASE



### Advances in Agronomy, Volume 97

Edited By:

**Donald L. Sparks**

University of Delaware, Newark, USA

#### KEY FEATURES:

- \* Maintains the highest impact factor among serial publications in Agriculture
- \* Presents timely reviews on important agronomy issues
- \* Enjoys a long-standing reputation for excellence in the field

#### DESCRIPTION:

*Advances in Agronomy* continues to be recognized as a leading reference and a first-rate source for the latest research in agronomy. As always, the subjects covered are varied and exemplary of the myriad of subject matter dealt with by this long-running serial.

#### RELATED TITLES:

Sparks: *Advances in Agronomy*, Vol 94 (May 2007, ISBN-10/13: 0-12-374107-6/ 978-0-12-374107-3)

Sparks: *Advances in Agronomy*, Vol 93 (Apr 2007, ISBN-10/13: 0-12-373987-X/ 978-0-12-373987-2)

Sparks: *Advances in Agronomy*, Vol 92 (Jan 2007, ISBN-10/13: 0-12-373686-2/ 978-0-12-373686-4)

**ISBN 13:** 978-0-12-374352-7

**PUB DATE:** March 2008

**LIST PRICE:** \$139.95

**DISCOUNT:** Serial

**FORMAT:** Hardback

**PAGES:** c. 350

**TRIM SIZE:** 6 X 9 in

**AUDIENCE:** Professionals, researchers, students, and government involved in agronomy, crop & soil sciences, plant science, and environmental sciences

**SHELVING CLASSIFICATIONS:** SCIENCE / Biology, SCIENCE / Life Sciences / General, TECHNOLOGY / Agriculture & Animal Husbandry / General, SCIENCE / Ecology, SCIENCE / Environmental Science, SCIENCE / Botany

**BISAC CODES:** SCI008000; SCI086000; TEC003000

**MARKETING:** Send to Agronomy Society of America

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## NEW RELEASE



### Advances in Clinical Chemistry, Volume 45

Edited By:

**Gregory Makowski**

Department of Laboratory Medicine, University of Connecticut Health Center,  
Farmington, USA

A Volume in the Advances in Clinical Chemistry Series.

#### DESCRIPTION:

Volume 45 of the *Advances in Clinical Chemistry* series contains review articles of wide interest to clinical laboratory scientists and diagnostic adventurers. Articles in this volume cover such topics as Inhibins as Diagnostic Markers in Human Reproduction; uPA and PAI-1 in Breast Cancer: Review of Their Clinical Utility and Current Validation in the Prospective NNBC-3 Trial; Advances in Multiple Analyte Profiling; Immune Monitoring of Clinical Trials with Biotherapies; Dietary Modification of Brain Function: Effects on Neuroendocrine and Psychological Determinants of Mental Health and Stress Related Disorders; Menopause, Estrogen and Gonadotropins in Alzheimer's Disease; Immunosuppression Routed via the Kynurenine Pathway: A Biochemical and Pathophysiological Approach; and Pathophysiology of Tumor-associated Macrophages.

#### RELATED TITLES:

Makowski: *Advances in Clinical Chemistry*, Vol 44 (Jul 2007, ISBN-10/13: 0-12-373704-4/ 978-0-12-373704-5)

Makowski: *Advances in Clinical Chemistry*, Vol 43 (Dec 2006, ISBN-10/13: 0-12-373703-6/ 978-0-12-373703-8)

**ISBN 13:** 978-0-12-374208-7

**PUB DATE:** February 2008

**LIST PRICE:** \$179.95

**DISCOUNT:** Serial

**FORMAT:** Hardback

**PAGES:** c. 224

**TRIM SIZE:** 6 X 9 in

**AUDIENCE:** Biochemists and clinical biochemists.

#### SHELVING CLASSIFICATIONS:

SCIENCE / Biochemistry,  
SCIENCE / Chemistry / Organic,  
SCIENCE / Chemistry / Clinical

**BISAC CODES:** SCI007000;  
SCI013040; SCI013020

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## NEW RELEASE



### Advances in Food and Nutrition Research, Volume 54

Edited By:

**Steve Taylor**

University of Nebraska, Lincoln, USA

A Volume in the Advances in Food and Nutrition Research Series.

#### KEY FEATURES:

\*Series established in 1948

\*Advisory Board consists of 8 respected scientists

\*Unique series as it combines food science and nutrition research

#### DESCRIPTION:

*Advances in Food and Nutrition Research* recognizes the integral relationship between the food and nutritional sciences and brings together outstanding and comprehensive reviews that highlight this relationship. Contributions detail the scientific developments in the broad areas of food science and nutrition and are intended to ensure that food scientists in academia and industry as well as professional nutritionists and dietitians are kept informed concerning emerging research and developments in these important disciplines.

**ISBN 13:** 978-0-12-373740-3

**ISBN 10:** 0-12-373740-0

**PUB DATE:** March 2008

**LIST PRICE:** \$149.95

**DISCOUNT:** Serial

**FORMAT:** Hardback

**PAGES:** c. 304

**TRIM SIZE:** 6 X 9 in

**AUDIENCE:** Food scientists in academia and industry and professional nutritionists and dieticians

**SHELVING CLASSIFICATIONS:**  
TECHNOLOGY / Food Industry & Science

**BISAC CODES:** TEC012000

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## NEW RELEASE



### Advances in Genetics, Volume 60, 2e

*Genetic Dissection of Complex Traits*

Edited By:

**D.C. Rao**

Washington University School of Medicine, St. Louis, MO, USA

#### KEY FEATURES:

- \* Five sections on the latest advances in complex traits
- \* Methods for testing with ethical, legal, and social implications
- \* Hot topics include discussions on systems biology approach to drug discovery; using comparative genomics for detecting human disease genes; computationally intensive challenges, and more

#### DESCRIPTION:

The field of genetics is rapidly evolving and new medical breakthroughs are occurring as a result of advances in knowledge of genetics. This series continually publishes important reviews of the broadest interest to geneticists and their colleagues in affiliated disciplines.

#### RELATED TITLES:

Yamamoto: *Advances in Genetics, Vol 59: Genetics of Sexual Differentiation and Sexually Dimorphic Behaviors* (Aug 2007, ISBN-10/13: 0-12-017660-2/ 978-0-12-017660-1)

Hall: *Advances in Genetics, Vol 58* (May 2007, ISBN-10/13: 0-12-373882-2/ 978-0-12-373882-0)

Dunlap: *Advances in Genetics, Vol 57: Fungal Genomics* (Mar 2007, ISBN-10/13: 0-12-017657-2/ 978-0-12-017657-1)

ISBN 13: 978-0-12-373883-7

ISBN 10: 0-12-373883-0

PREVIOUS EDITION ISBN-13/10:

9780120176427

PUB DATE: February 2008

LIST PRICE: \$149.95

DISCOUNT: Serial

FORMAT: Hardback

PAGES: c. 300

TRIM SIZE: 6 X 9 in

AUDIENCE: Geneticists, molecular biologists, neurobiologists

#### SHELVING CLASSIFICATIONS:

MEDICAL / Epidemiology, SCIENCE / Genetics, SCIENCE / Microbiology, SCIENCE / Molecular Biology, SCIENCE / Developmental Biology, SCIENCE / Life Sciences / Cytology

BISAC CODES: MED028000; SCI029000; SCI045000

MARKETING: Cluster email; American Society for Human Genetics

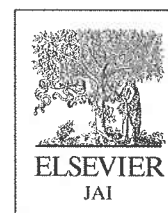
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### Advances in Global Leadership, Volume 5

Edited By:

**William Mobley**

China Europe International Business School (CEIBS)

A Volume in the Advances in Global Leadership Series.

#### DESCRIPTION:

As organizations and leadership become more global, there are pressing needs for better developed conceptual models and definitions of what is meant by global leadership. Further, there is a need to integrate models and empirical evidence from multiple cultures and from non-Western authors. This series will be of value to academics doing research and teaching on subjects related to leadership, international business, organizational behavior, and international management; practitioners and consultants who are managing global leadership development processes; and to individuals engaged in global leadership.

[Advances in Global Leadership](#) is now available online at [ScienceDirect](#) — full-text online from volume 2 onward.

Elsevier book series on ScienceDirect gives multiple users throughout an institution simultaneous online access to an important complement to primary research. Digital delivery ensures users reliable, 24-hour access to the latest peer-reviewed content. The Elsevier book series are compiled and written by the most highly regarded authors in their fields and are selected from across the globe using Elsevier's extensive researcher network.

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<http://www.info.sciencedirect.com/bookseries/>

#### RELATED TITLES:

Mobley and Weldon: *Advances in Global Leadership, Vol 4* (Oct 2006, ISBN-10/13: 0-7623-1160-6/ 978-0-7623-1160-6)

Mobley and Dorfman: *Advances in Global Leadership, Vol 3* (Apr 2003, ISBN-10/13: 0-7623-0866-4/ 978-0-7623-0866-8)

ISBN 13: 978-0-7623-1436-2

ISBN 10: 0-7623-1436-2

PUB DATE: November 2007

LIST PRICE: \$120.00

DISCOUNT: Serial

FORMAT: Hardback

PAGES: c. 300

TRIM SIZE: 5 15/16 X 9 in

**AUDIENCE:** Academics doing research and teaching on subjects related to leadership, international business, organizational behavior, and international management; practitioners and consultants who are managing global leadership development processes; and to individuals engaged in global leadership.

#### SHELVING

##### CLASSIFICATIONS:

BUSINESS & ECONOMICS / Management, SOCIAL SCIENCE / General, BUSINESS & ECONOMICS / Human Resources & Personnel Management, PSYCHOLOGY / Applied Psychology

**BISAC CODES:** BUS041000; SOC000000; BUS030000

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*The definitive serial in the field*

### Advances in Heterocyclic Chemistry , Volume 95

Edited By:

**Alan R. Katritzky**

University of Florida, Gainesville, FL, USA

A Volume in the Advances in Heterocyclic Chemistry Series.

#### KEY FEATURES:

- \* Provides up-to-date material on a fast growing and highly topical subject area
- \* Contains the latest research covering a wide variety of heterocyclic topics
- \* Written by leading authorities and designed as a handbook for students and industry and academic researchers

#### DESCRIPTION:

Volume 94 of *Advances in Heterocyclic Chemistry* commences with a review of cascade reactions on heterocyclic synthesis. The chapter presents a fascinating array of complex sequences that provide efficient routes to a wide variety of heterocyclic systems.

The second chapter is the 12th in the series on the organic chemistry of heterocyclic ligands in metallic complexes. The present contribution deals with the chemistry of polypyridine ligands in organomanganese and organorhenium complexes. Its current importance can be measured by the fact that, of the nearly 700 references, approximately half date from the past 10 years. Preparation of aminoisoxazoles and their utility in the synthesis of condensed systems are also covered.

In the final chapter, isothiazolium salts and their use in synthesis are reviewed. Many condensed S,N-heterocyclic systems are described in this, the first review dedicated to this topic.

#### RELATED TITLES:

Katritzky: *Advances in Heterocyclic Chemistry*, Vol 94 (May 2007, ISBN-13: 978-0-12-373963-6)

Katritzky: *Advances in Heterocyclic Chemistry*, Vol 93 (Mar 2007, ISBN-13: 978-0-12-373934-6)

Katritzky: *Advances in Heterocyclic Chemistry*, Vol 92 (Sep 2006, ISBN-13: 978-0-12-020792-3)

(see reverse side for Table of Contents)

ISBN 13: 978-0-12-374272-8

PUB DATE: February 2008

LIST PRICE: \$165.00

DISCOUNT: Serial

FORMAT: Hardback

PAGES: c. 272

TRIM SIZE: 6 1/2 X 9 7/16 in

AUDIENCE: Graduate students and researchers in academic and industrial laboratories.

#### SHELVING CLASSIFICATIONS:

SCIENCE / Chemistry / General,  
SCIENCE / Chemistry / Organic

BISAC CODES: SCI013000;  
SCI013040

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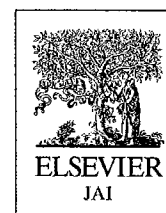
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*Explores the global mindset from all angles, how it is developed, when and how it's applied, and its consequences*

## Advances in International Management, Volume 19

*The Global Mindset*

Edited By:

**Mansour Javidan**

Thunderbird-The Garvin School of International Management, Glendale, AZ, USA

**Richard Steers**

College of Business, University of Oregon, Eugene, USA

**Michael Hitt**

Texas A&M University, College Station, USA

### KEY FEATURES:

- \* Gives a detailed account of the global mindset as an important competitive tool
- \* International in scope
- \* Edited by established field leaders

### DESCRIPTION:

A global mindset is "a set of individual attributes that enable an individual to influence individuals, groups, and organizations from diverse socio/cultural/institutional systems." The importance of this "global mindset" suggests that we need to better understand both its theoretical base and its practical relevance. The purpose of this book is to explore the content of a global mindset, how it is developed, when and how it should be applied, and what its consequences are.

The contributions in this volume suggest that the concept of global mindset represents an important competitive tool for today's managers. Corporate leaders are advised to develop, exhibit and act with a global mindset in order for their firms to achieve and maintain a competitive advantage in international markets. Without such a mindset, such firms are likely to encounter better prepared and more knowledgeable global competitors, thereby threatening their very survival.

### RELATED TITLES:

Hitt and Cheng: Theories of the Multinational Enterprise (Nov 2004, ISBN-13: 978-0-7623-1126-2)

Roehl and Bird: Advances in International Management, Vol 17: Japanese Firms in Transition (Dec 2004, ISBN-13: 978-0-7623-1157-6)

Shapiro et al: Advances in International Management, Vol 18: Managing Multinational Teams (Aug 2005, ISBN-13: 978-0-7623-1219-1)

ISBN 13: 978-0-7623-1402-7

ISBN 10: 0-7623-1402-8

PUB DATE: September 2007

LIST PRICE: \$99.95

DISCOUNT: Serial

FORMAT: Hardback

PAGES: c. 238

TRIM SIZE: 5 15/16 X 9 in

AUDIENCE: Academics, practitioners, management consultants, international business students.

SHELVING CLASSIFICATIONS:  
BUSINESS & ECONOMICS /  
Management, BUSINESS &  
ECONOMICS / General

BISAC CODES: BUS041000;  
BUS000000

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