

# ARCHITECTURE

# ELSEVIER

## NEW RELEASE



Architectural Press

*A how-to guide to deliver microgeneration solutions for new and existing buildings*

## Microgeneration

**Dave Parker**

### KEY FEATURES:

- \* Shows how to assess/compare/combine the merits of the available systems
- \* Gives hard information on how to adopt appropriate microgeneration technology for a specific project
- \* Describes solutions for individual homes, residential developments, offices and light industry

### DESCRIPTION:

Spiraling fuel costs, frequent power cuts, "energy wars" with fuel-rich countries holding consumers to ransom--these are just some of the issues that are helping to ensure that microgeneration of power, at the individual building level, is becoming a more and more attractive option to grid power.

In this book author Dave Parker describes the many and varied microgeneration options, from wind turbines and solar power to biomass and heatsinks, and even gives advice on how architects and developers can best access the increasingly large amount of government funding to help implement these strategies.

This book can help those in the building and construction industry to really make a difference in the fight against climate change, by explaining how to utilize the technology already within our reach.

### RELATED TITLES:

Roaf, Ecohouse 3e, Architectural Press, 2007, 9780750669030  
Smith, Sustainability at the Cutting Edge 2e, Architectural Press, 2007, 9780750683005

**ISBN 13:** 978-0-7506-8470-5

**ISBN 10:** 0-7506-8470-4

**PUB DATE:** late March 2008

**LIST PRICE:** \$43.95

**DISCOUNT:** Agency

**FORMAT:** Paperback

**PAGES:** c. 192

**TRIM SIZE:** 7 7/16 X 9 11/16 in

**AUDIENCE:** Architects, developers, urban planners, self builders

**SHELVING CLASSIFICATIONS:**  
ARCHITECTURE / General

**BISAC CODES:** ARC000000

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# ELSEVIER

## NEW RELEASE



Architectural Press

*The secrets of planning for cohesive communities*

## Design for Diversity

*Exploring Socially Mixed Neighbourhoods*

**Emily Talen**

Professor, Urban & Metropolitan Studies Program, Arizona State University, USA

### KEY FEATURES:

- \* Explores the link between urban form and social diversity
- \* Based on detailed studies of social diverse neighborhoods in cities
- \* Outlines urban design strategies to support diverse communities

### DESCRIPTION:

The city is more than just a sum of its buildings; it is the sum of its communities. The most successful urban communities are very often those that are the most diverse – in terms of income, age, family structure and ethnicity. Just as poor urban design can lead to sterile monoculture, successful planning can support the conditions needed for diverse communities. Emily Talen explores the linkage between urban forms and social diversity, and how the one impacts on the other. Learning the lessons from past successes and failures, and building from detailed case studies of different neighborhoods, she sets out design strategies and tools to ensure that urban planning sustains and nurtures social diversity.

As cities all over the world come to terms with the fact that they need to be diverse to be sustainable and successful, *Design for Diversity* is a timely lesson on the crucial relationship between how a city is designed and built and the how the people of that city will live together.

### RELATED TITLES:

Towers, Introduction to Urban Housing Design, April/May 2005, 384pp, £21.99/€31.95/\$34.95, 9780750659024  
Carmona, Public Places – Urban Spaces, 2003, 320pp, £24.99/€36.95/\$39.95, 9780750636322

**ISBN 13:** 978-0-7506-8117-9

**ISBN 10:** 0-7506-8117-9

**PUB DATE:** late March 2008

**LIST PRICE:** \$52.95

**DISCOUNT:** Agency

**FORMAT:** Paperback

**PAGES:** c. 224

**TRIM SIZE:** 7 7/16 X 9 11/16 in

**AUDIENCE:** Urban planners, architects, landscape architects, other professionals and policy makers in design and planning. Suitable for undergraduate and graduate students in planning, urban design courses.

**SHELVING CLASSIFICATIONS:**  
ARCHITECTURE / Urban & Land Use Planning

**BISAC CODES:** ARC010000

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# ART & PHOTOGRAPHY

# ELSEVIER

## KEY TITLE



**Focal  
Press®**

*Every piece of essential information a photographer needs to know to become a successful exhibitor.*

## Exhibiting Photography

*A Practical Guide to Choosing a Space, Displaying Your Work, and Everything in Between*

### Shirley Read

Shirley Read is an independent curator based in London. She teaches exhibition workshops at universities and writes for numerous magazines including Portfolio, Source, and Creative Camera.

*"There is a crying need for a business perspective to the contemporary creative arts."*

*-Geoff Clark, photographer and exhibitor with 40 years' experience*

### KEY FEATURES:

\*The main venue for exhibiting is gallery expos, also called art fairs. Photo-LA (just one of many throughout the country and worldwide) had over 70 galleries exhibit in 2006

\*Contains case studies written by established exhibitors highlighting what works and what doesn't

\*Full of practical, straightforward advice, such as checklists that photographers can bring with them when they work on an exhibit

### DESCRIPTION:

Photographers are notoriously horrible businesspeople, afraid of budgets and timetables and typically unaware of how best to self promote. However, most have a strong desire to see their work in exhibits, for both professional and financial advancement. This book tells them everything they need to know about exhibiting, from how to find an appropriate space and approach a gallery owner, to how to hang their images and promote their show, plus all the crucial steps in between. These business skills are essential to a photographer's success in the often intimidating world of exhibiting, yet there is very little information available on the subject. This book will fill a gap in the market and become an essential reference guide for both newcomers and established professionals needing a refresher on good business practices.

### RELATED TITLES:

Grant: *The Business of Being an Artist*, 3e, (Allworth Press, 2000, 352 pp, \$19.95, 9781581150568). US Bookscan: 8830. No UK info

Abbott: *Fine Art Publicity: The Complete Guide for Artists, Galleries, and Museums*, 2e, (Allworth Press, 2005, 192 pp, \$19.95, 9781581154016). US Bookscan: 1681. No UK Bookscan information

ISBN 13: 978-0-240-80939-7

ISBN 10: 0-240-80939-4

PUB DATE: March 2008

LIST PRICE: \$29.95

DISCOUNT: Trade

FORMAT: Paperback

Illustrated

PAGES: c. 280

TRIM SIZE: 7 7/16 X 9 11/16 in

PRINT RUN: 6000

**AUDIENCE:** Amateur and professional photographers looking to exhibit their work in galleries, museums, or alternative venues.

**SHELVING CLASSIFICATIONS:**  
PHOTOGRAPHY / Techniques

**BISAC CODES:** PHO018000

**MARKETING:** Space ads and email campaigns w/ PhotoTechniques, Shutterbug. Ad and mailing to Society for Photographic Education (SPE). Full publicity campaign.

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MK/MEDIA TECHNOLOGY/BUR - March 2008 Package  
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# BUSINESS & ECONOMICS

# ELSEVIER

## NEW RELEASE

# CIMA PUBLISHING

*Toward sustainable development--from research to practice*

## Accounting for sustainable development performance

**Jan Bebbington**

Professor of Accounting and Sustainable Development, University of St Andrews

### KEY FEATURES:

- \* Shows how Sustainability Assessment Model (SAM) performance data is perceived by project management teams
- \* Provides a broad perception of the SAM from the oil and gas industry
- \* Evaluates the usefulness of the SAM in the electricity and building industry

### DESCRIPTION:

This CIMA research project provides insights into the interrelationship among existing management accounting practices and accounting tools that seek to guide organizations toward sustainable development and create information about accounting techniques that addresses the issue of sustainable development. The research project pays attention to the interactions among sustainable development performance data, management accountants, management accounting processes and management accounting generated data. It also draws from FCA (full accounting technique)--an accounting technique gaining currency within policy and business circles. The project points out that the SAM (Sustainability Assessment Model) is a form of full cost accounting and the research furthers knowledge of FCA and its usefulness as an accounting tool. There is a featured case study (BP) within the book.

### RELATED TITLES:

Environmental Cost Accounting: An Introduction and Practical Guide (CIMA Research S.) Rupert, Howes, 1859715370, CIMA Publishing (15 Jun 2002)

**ISBN 13:** 978-0-7506-8559-7

**ISBN 10:** 0-7506-8559-X

**PUB DATE:** late July 2007

**LIST PRICE:** \$39.95

**DISCOUNT:** Agency

**FORMAT:** Paperback

Illustrated

**PAGES:** c. 144

**TRIM SIZE:** 6 1/8 X 9 1/5 in

**AUDIENCE:** Academics and Students of sustainability; Specialists in the corporate and public sector; Public and management accountants; Policy makers in the area of sustainability.

**SHELVING CLASSIFICATIONS:**  
BUSINESS & ECONOMICS / Accounting / General, BUSINESS & ECONOMICS / Accounting / Financial

**BISAC CODES:** BUS001000;  
BUS001010

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## NEW RELEASE

# B H

*The definitive step-by-step guide to researching and implementing world-class strategic marketing*

## Marketing Strategy Masterclass

*Implementing Market Strategies*

### Paul Fifield

CIM Senior Examiner, Analysis and Decision module (1994-98), independent marketing consultant and Visiting Professor in Marketing Strategy, Southampton University School of Management

### KEY FEATURES:

- \* Contains a host of practical tools to improve marketing performance, including questionnaires, templates and models
- \* Written by a highly experienced practitioner, who also holds a senior academic post, practical application is blended with solid academic marketing knowledge
- \* Based on the unique SCORPIO model supported by 20 years of successful use in the international strategy market

### DESCRIPTION:

A highly structured and fully developed practical companion to Fifield's successful *Marketing Strategy*. It is also a standalone text for those executives whose needs are for guidance on implementing marketing strategy rather than doing the background thinking and covering the key conceptual issues.

Taking the same underlying format as *Marketing Strategy*, the book does not cover the corporate/business strategy content (which takes up Part 2 of the earlier title), but focuses overwhelmingly on the practical details of using a real strategy model (SCORPIO) to develop a plan. The book will be in three parts all based on how to research, create and then activate a strategic market plan. Great emphasis is placed on the clarity of the planning model--used internationally with major companies and refined over many years.

### RELATED TITLES:

Marketing Strategy 3e Paul Fifield £22.50, 2007 978-0-7506-5675-7  
Strategic Marketing Management 3e  
planning, implementation and control Richard Wilson £26.99 978-0-7506-5938-3

ISBN 13: 978-0-7506-8631-0

PUB DATE: March 2008

LIST PRICE: \$52.95

DISCOUNT: Trade

FORMAT: Paperback

Approx. 100 illustrations

PAGES: c. 350

TRIM SIZE: 6 1/8 X 9 1/5 in

**AUDIENCE:** MBA level strategy modules, Masters in Marketing programs, senior level executive courses; Practitioner managers, specifically: Marketing Managers with customer contact or responsibility; Marketing directors; Senior general managers in a market-facing function; Directors of mid-corporations and large organizations of all disciplines but who are required to contribute to the market strategy; CIM members and Prof Dip level students.

### SHELVING CLASSIFICATIONS:

BUSINESS & ECONOMICS /  
General, BUSINESS &  
ECONOMICS / Marketing /  
General

**BISAC CODES:** BUS000000;  
BUS043000

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## NEW RELEASE

# B H

*The first and much-needed international, comprehensive comparative text on policy systems adopted for elite sport development*

## Comparative Elite Sport Development

*systems, structures and public policy*

Edited By:

**Barrie Houlihan**

Professor at the Institute of Sport and Leisure Policy, Loughborough University

**Mick Green**

Lecturer in Sport and Leisure Policy and Management at Loughborough University

### KEY FEATURES:

- \* A revealing and unique comparative study of policy rivals, leading "sports powers" and policy innovators--including China, Japan, Singapore, Germany, France, Poland, Norway, New Zealand and the United States
- \* Edited by well-established experts in the field and contributed to by a global team of cutting-edge researchers
- \* Focuses on the hot-topic of identifying and developing elite sporting talent especially in Olympic sports

### DESCRIPTION:

There is a lack of academic literature in the area of elite sport development despite there being substantial evidence that achieving international sporting success is of increasing importance to the public (exemplified by consistent media interest in elite success or the lack of it) and to governments in most developed countries who have, almost without exception, increased the level of public funding for elite squad development often to the detriment of other sports policy objectives such as increasing general levels of participation.

**Comparative Elite Sport Development: systems, structures and public policy** focuses on the identification and development of elite sporting talent especially in Olympic sports. Written by a team of international contributors it applies a reflective and analytical approach, and both informs, and is informed by, established bodies of theory in policy analysis. Uniquely, it adopts a comparative approach of policy rivals, leading 'sports powers' and policy innovators, which provides broad and thorough analytical coverage.

### RELATED TITLES:

Houlihan & Green: Elite Sport Development: 0415331838: 2005: £23.99 (Routledge)

ISBN 13: 978-0-7506-8281-7

ISBN 10: 0-7506-8281-7

PUB DATE: December 2007

LIST PRICE: \$43.95

DISCOUNT: Agency

FORMAT: Paperback

Illustrated

PAGES: c. 316

TRIM SIZE: 6 1/2 X 9 1/5 in

AUDIENCE: Primary: Final year undergraduate and postgraduate students  
Secondary: Researchers; academics; practitioners

SHELVING CLASSIFICATIONS:  
BUSINESS & ECONOMICS / General. SPORTS & RECREATION / General

BISAC CODES: BUS000000;  
SPO000000

MARKETING: Catalogue (12k circ), Subject mailing, promoted at key conferences, feature on [textbooks.elsevier.com](http://textbooks.elsevier.com) and [books.elsevier.com](http://books.elsevier.com), feature in monthly email newsletter and publicity to key press.

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## NEW RELEASE



*Expert advice on the best way to build or buy an automated trading system*

## Quality Money Management

*Process Engineering and Best Practices for Systematic Trading and Investment*

### Andrew Kumiega

Adjunct Professor, Stuart Graduate School of Business, Illinois Institute of Technology, formerly Director of Research at TD Waterhouse Securities Options, one of the largest option market making firms in the US; Head of Financial Engineering at TFM Investments, LLC and Market Liquidity Networks, both major options market makers, and Vice President of Quantitative Research at Calamos Asset Management

### Benjamin Van Vliet

Lecturer in and the Associate Director of the Masters in Financial Markets Program, Stuart School of Business, Illinois Institute of Technology, USA

### KEY FEATURES:

- \* Presents a robust framework for developing and evaluating automated trading systems based on the business problem at hand
- \* Case studies illustrate the step-by-step process utilizing a mix of programming environments from Excel/VBA to Visual C++.Net
- \* Chapters are supported by screenshots, equations, sample Excel spreadsheets, and programming code

### DESCRIPTION:

Right now the financial markets industry is at the same crossroads as the automotive industry of the late 1970s. Margins are collapsing. Customization is rapidly increasing. The mutual and hedge fund industries as well as the proprietary securities and derivatives trading industry are migrating to automated trade selection and execution systems to address these challenges. Currently, there is no standard for developing and evaluating automated trading systems. Kumiega and Van Vliet address this problem by presenting the KJV model, a robust and solid methodology for developing and evaluating automated trading systems.

### RELATED TITLES:

Van Vliet: Building Automated Trading Systems, AP, Mar 2007, \$79.95, 9780750682510, 971cc sold, Bkscn: 274 sales  
Kim, Electronic and Algorithmic Trading Technology, AP, Jun 2007, \$69.95, 9780123724915, 400 sales, Bkscn: 144 sold  
Weiss: After the Trade Is Made Rev 3e, Penguin, Aug 2006, 544pp, \$55.00, ISBN: 978-1591841272 Bkscn: 2,292 sold RTD

ISBN 13: 978-0-12-372549-3

ISBN 10: 0-12-372549-6

PUB DATE: March 2008

LIST PRICE: \$79.95

DISCOUNT: Agency

FORMAT: Hardback

Illustrated

PAGES: c. 224

TRIM SIZE: 7 1/4 X 10 1/4 in

**AUDIENCE:** CIOs and IT Directors in financial services industry, particularly investment houses and banks; software vendors and technology companies who provide solutions for financial services industry

**SHELVING CLASSIFICATIONS:**  
BUSINESS & ECONOMICS / Finance, BUSINESS & ECONOMICS / Investments & Securities

**BISAC CODES:** BUS027000;  
BUS036000

**MARKETING:** On landing page: [www.financialtechnologybooks.com](http://www.financialtechnologybooks.com); Banner ads + mailings driving customers to landing page, inclusion on IT Mgt Web Site, Finance web site.

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