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## NEW RELEASE



*A sweeping review of the field of neuroscience - of interest to anyone involved in neuroscience or related areas of research.*

## Encyclopedia of Neuroscience, Ten-Volume Set

Edited By:

**Larry R. Squire**

VA Medical Center and University of California, La Jolla, California, USA

### KEY FEATURES:

- \* Provides comprehensive coverage of neuroscience in 10 volumes
- \* 32 separate areas of neuroscience and neurology covered for breadth and depth of content
- \* Language is accessible for undergraduates, depth appropriate for scientists
- \* Authored and edited by world class researchers in neuroscience, followed by peer review
- \* Extensive use of figures, tables, and color illustrations and photographs
- \* Glossaries, further reading suggestions, and cross-references provide additional tools to understand material
- \* Index provides opportunities to find entries under multiple relevant terms or find related material easily
- \* Available in print and online versions

### DESCRIPTION:

The *Encyclopedia of the Neuroscience* explores all areas of the discipline in its focused entries on a wide variety of topics in neurology, neurosurgery, psychiatry and other related areas of neuroscience. Each article is written by an expert in that specific domain and peer reviewed by the advisory board before acceptance into the encyclopedia. Each article contains a glossary, introduction, a reference section, and cross-references to other related encyclopedia articles. Written at a level suitable for university undergraduates, the breadth and depth of coverage will appeal beyond undergraduates to professionals and academics in related fields. Arranged alphabetically by title, the articles encompass 10 volumes, making this the authoritative reference for the field.

### RELATED TITLES:

Brown: *Encyclopedia of Language and Linguistics*, 14-Volume Set, 2e (Dec 2005, ISBN-10/13: 0-08-044299-4/ 978-0-08-044299-0)

Schubert: *Treatise on Geophysics*, 11-Volume Set (Oct 2007, ISBN-10/13: 0-444-51928-9/ 978-0-444-51928-3)

ISBN 13: 978-0-08-044617-2

ISBN 10: 0-08-044617-5

PUB DATE: October 2008

INTRODUCTORY PRICE: (valid through third month following publication): \$2560.00

LIST PRINT PRICE: \$3200.00

DISCOUNT: Encyclopedia

FORMAT: Hardback

PAGES: c. 7900

TRIM SIZE: 11 X 8 1/4 in

AUDIENCE: Academic, medical, corporate, and institutional libraries serving neuroscience and related fields of research.

SHELVING CLASSIFICATIONS: MEDICAL / Neuroscience, MEDICAL / Neurology, MEDICAL / General

BISAC CODES: MED057000; MED056000; MED000000

MARKETING: MRW marketing including wholesale flyer, prospectus mailing, e-mail campaign, dedicated website, and advertising in library journals.

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# SERIALS

# ELSEVIER

## NEW RELEASE



### Advances in Applied Microbiology, Volume 63

Edited By:

**Allen I. Laskin**

Ethigen Corporation, Somerset, NJ, USA

**Geoffrey M. Gadd**

University of Dundee, Scotland, UK

**Sima Sariaslani**

DuPont Central Research and Development, Biochemical Sciences and Engineering, Wilmington, DE, USA

#### PRAISE FOR THE SERIES

"No laboratory scientist, field worker or technical administrator can afford to pass it up."-ASM NEWS

"The topics are well supported by an extensive bibliography and provide a rich source of current information."-BIOPHARM

#### DESCRIPTION:

Published since 1959, *Advances in Applied Microbiology* continues to be one of the most widely read and authoritative review sources in Microbiology.

The series contains comprehensive reviews of the most current research in applied microbiology. Recent areas covered include bacterial diversity in the human gut, protozoan grazing of freshwater biofilms, metals in yeast fermentation processes and the interpretation of host-pathogen dialogue through microarrays.

Eclectic volumes are supplemented by thematic volumes on various topics including Archaea and "Sick Building Syndrome". Impact factor for 2003: 1.893

#### RELATED TITLES:

Tickner et al: *Methods in Microbiology*, Vol 35: Extremophiles (2006, , ISBN - 10/13: 0-12-521536-3/978-0-12-521536-7)

Sariaslani et al: *Advances in Applied Microbiology*, Vol 58 (2005, , ISBN - 10/13: 0-12-002660-0/978-0-12-002660-9)

Gonzalez et al: *Advances in Microbial Physiology*, Vol 50 (2005, , ISBN - 10/13: 0-12-027750-6/978-0-12-027750-6)

ISBN 13: 978-0-444-53191-9

PUB DATE: April 2008

LIST PRICE: \$124.95

DISCOUNT: Serial

FORMAT: Hardback

PAGES: c. 352

TRIM SIZE: 6 X 9 in

**AUDIENCE:** Researchers in applied microbiology, molecular biology, mycology, biotechnology, biochemistry

#### SHELVING CLASSIFICATIONS:

SCIENCE / Microbiology,  
SCIENCE / Biotechnology

**BISAC CODES:** SCI045000;  
SCI010000

**MARKETING:** Included in subject area mailings, displayed at related exhibits and online

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## NEW RELEASE



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*The latest technological advancements in understanding the development of cardiovascular systems*

## Advances in Developmental Biology, Volume 18

*Cardiovascular Development*

Edited By:

**Rolf Bodmer**

### KEY FEATURES:

- \* Ties together the development of heart morphology and conduction system
- \* The latest developments in vertebrate and invertebrate genetic model systems
- \* Technological advancements in cardiovascular science

### DESCRIPTION:

In 1993, Rolf Bodmer described a gene he named tinman that was required for the formation of the dorsal aorta of the fly. Flies without a functional tinman gene had no heart. Quickly, mammalian counterparts of the tinman gene were identified and found to be expressed by early cardiomyogenic precursors and by cardiomyocytes throughout heart development. Since then, significant progress has been made in the understanding of molecular and genetic determinants of heart formation. An ever growing number of genes have been identified that are required for cardiogenesis, as evidenced by severe abnormalities in cardiac development produced by inactivation in the mouse or inhibition of gene function in other model organisms.

*Cardiovascular Development* covers some of the latest research in the study of heart formation. Volume Editor Rolf Bodmer has assembled a world-class list of contributors whose research uses a variety of animal models and whose findings are certain to enhance our understanding of this exciting field.

### RELATED TITLES:

Sokol: *Advances in Developmental Biology, Vol 17: Wnt Signaling in Embryonic Development* (Jan 2007, ISBN-10/13: 0-444-52874-1/ 978-0-444-52874-2)

Taneja: *Advances in Developmental Biology, Vol 16: Nuclear Receptors in Development* (Nov 2006, ISBN-10/13: 0-444-52873-3/ 978-0-444-52873-5)

Miner: *Advances in Developmental Biology, Vol 15: Extracellular Matrix in Development and Disease* (Nov 2005, ISBN-10/13: 0-444-51846-0/ 978-0-444-51846-0)

ISBN 13: 978-0-444-53014-1

ISBN 10: 0-444-53014-2

PUB DATE: November 2007

LIST PRICE: \$149.95

DISCOUNT: Serial

FORMAT: Hardback

PAGES: c. 454

TRIM SIZE: 6 X 9 in

AUDIENCE: Developmental biologists, cardiologists

SHELVING CLASSIFICATIONS: SCIENCE / Developmental Biology, SCIENCE / Microbiology

BISAC CODES: SCI072000; SCI045000

MARKETING: SDB meeting

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### Advances in Experimental Social Psychology, Volume 40

Edited By:

**Mark P. Zanna**

University of Waterloo, Ontario, Canada

**DESCRIPTION:**

*Advances in Experimental Social Psychology* continues to be one of the most sought after and most often cited series in this field. Containing contributions of major empirical and theoretical interest, this series represents the best and the brightest in new research, theory, and practice in social psychology.

This serial is part of the Social Sciences package on ScienceDirect. Visit [info.sciencedirect.com](http://info.sciencedirect.com) for more information.

*Advances Experimental Social Psychology* is available online on ScienceDirect — full-text online of volumes 32 onward.

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**RELATED TITLES:**

Zanna: *Advances in Experimental Social Psychology*, Vol 39 (May 2007, ISBN-10/13: 0-12-015239-8/ 978-0-12-015239-1)

**ISBN 13:** 978-0-12-015240-7

**ISBN 10:** 0-12-015240-1

**PUB DATE:** April 2008

**LIST PRICE:** \$84.95

**DISCOUNT:** Serial

**FORMAT:** Hardback

**PAGES:** c. 416

**TRIM SIZE:** 6 X 9 in

**AUDIENCE:** Researchers, librarians, and academics in social psychology and personality.

**SHELVING CLASSIFICATIONS:**

PSYCHOLOGY / Experimental Psychology, PSYCHOLOGY / Social Psychology, PSYCHOLOGY / General

**BISAC CODES:** PSY040000; PSY031000; PSY000000

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## NEW RELEASE



### Advances in Imaging and Electron Physics, Volume 151

**Peter W. Hawkes**

CEMES/Laboratoire d'Optique Electronique du Centre National de la Recherche Scientifique, Toulouse, France

A Volume in the Advances in Imaging and Electron Physics Series.

**DESCRIPTION:**

Advances in Imaging and Electron Physics merges two long-running serials-Advances in Electronics and Electron Physics and Advances in Optical and Electron Microscopy. This series features extended articles on the physics of electron devices (especially semiconductor devices), particle optics at high and low energies, microlithography, image science and digital image processing, electromagnetic wave propagation, electron microscopy, and the computing methods used in all these domains.

**ISBN 13:** 978-0-12-374218-6

**PUB DATE:** late March 2008

**LIST PRICE:** \$190.00

**DISCOUNT:** Serial

**FORMAT:** Hardback

Illustrated

**PAGES:** c. 300

**TRIM SIZE:** 6 X 9 in

**AUDIENCE:** Physicists, electrical engineers and applied mathematicians in all branches of image processing and microscopy as well as electron physics in general

**SHELVING CLASSIFICATIONS:**  
TECHNOLOGY / Electronics / Microelectronics, TECHNOLOGY / Electronics / General, TECHNOLOGY / Optics, TECHNOLOGY / Material Science, TECHNOLOGY / Engineering / Mechanical, COMPUTERS / Data Processing / General

**BISAC CODES:** TEC008070; TEC008000; TEC030000

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*The latest volume in the series that has been internationally acclaimed for 40 years*

## The Alkaloids, Volume 65

*Chemistry and Biology*

Edited By:

**Geoffrey A. Cordell**

Department of Oral Medicine and Diagnostic Science, College of Dentistry, Chicago, IL, USA

A Volume in the The Alkaloids Series.

### KEY FEATURES:

- \* Up-to-date reviews on a large and very important group of natural products from both a chemical and biological perspective
- \* Comprehensive dynamic reviews written by leading authors in their respective fields
- \* Broader coverage than before on the biological aspects

### DESCRIPTION:

This series is world-renowned as the leading compilation of current reviews of this vast field. Internationally acclaimed for more than 40 years, *The Alkaloids: Chemistry and Biology*, founded by the late Professor R.H.F. Manske, continues to provide outstanding coverage of this rapidly expanding field. Each volume provides, through its distinguished authors, up-to-date and detailed coverage of particular classes or sources of alkaloids.

**ISBN 13:** 978-0-12-374296-4

**PUB DATE:** April 2008

**LIST PRICE:** \$165.00

**DISCOUNT:** Serial

**FORMAT:** Hardback

**PAGES:** c. 476

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

**AUDIENCE:** For chemists, pharmacologists and biochemists

### SHELVING CLASSIFICATIONS:

SCIENCE / Chemistry / General,  
SCIENCE / Chemistry / Organic,  
MEDICAL / Pharmacology,  
MEDICAL / General

**BISAC CODES:** SCI013000;  
SCI013040; MED071000

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## NEW RELEASE



### Annual Reports on NMR Spectroscopy, Volume 63

Edited By:

**Graham A. Webb**

Royal Society of Chemistry, Burlington House, London, UK

#### *Praise for the Series*

"...an eclectic and timely collection of reviews on recent advances and hot topics in nuclear magnetic resonance spectroscopy. ...faithful in citing seminal literature and past reviews, while including most, if not all, recent work in the past 10 years. For those who have an interest in NMR spectroscopy, this book would be an excellent resource."

--JOURNAL OF THE AMERICAN CHEMICAL SOCIETY

#### KEY FEATURES:

- \* Provides updates on the latest developments in NMR spectroscopy
- \* Includes comprehensive review articles
- \* Highlights the increasing importance of NMR spectroscopy as a technique for structural determination

#### DESCRIPTION:

Nuclear magnetic resonance (NMR) is an analytical tool used by chemists and physicists to study the structure and dynamics of molecules. In recent years, no other technique has grown to such importance as NMR spectroscopy. It is used in all branches of science when precise structural determination is required and when the nature of interactions and reactions in solution is being studied. *Annual Reports on NMR Spectroscopy* has established itself as a premier means for the specialist and non-specialist alike to become familiar with new techniques and applications of NMR spectroscopy.

#### RELATED TITLES:

Webb: Annual Reports on NMR Spectroscopy, Vol 62 (Nov 2007, ISBN-10/13: 0-12-373919-5/ 978-0-12-373919-3)

Webb: Annual Reports on NMR Spectroscopy, Vol 61 (Jun 2007, ISBN-10/13: 0-12-373918-7/ 978-0-12-373918-6)

Webb: Annual Reports on NMR Spectroscopy, Vol 60 (Mar 2007, ISBN-10/13: 0-12-505460-2/ 978-0-12-505460-7)

ISBN 13: 978-0-12-374294-0

PREVIOUS EDITION ISBN-13/10:

978-0-12-373919-3  
0-12-373919-5

PUB DATE: April 2008

LIST PRICE: \$165.00

DISCOUNT: Serial

FORMAT: Hardback

PAGES: c. 400

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

AUDIENCE: Organic, inorganic, analytical and physical chemists, biochemists, structural biologists, physicists and all those studying and using NMR spectroscopy.

#### SHELVING CLASSIFICATIONS:

TECHNOLOGY / Engineering / Chemical & Biochemical, SCIENCE / Chemistry / Technical & Industrial, SCIENCE / Chemistry / Organic, SCIENCE / Chemistry / Physical & Theoretical, SCIENCE / Spectrum Analysis

BISAC CODES: TEC009010; SCI013060; SCI013040

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*The latest advancements in the study of red cell developments*

### **Current Topics in Developmental Biology, Volume 82**

*Red Cell Development*

Edited By:

**James Bieker**

Mount Sinai School of Medicine, Department of Molecular, Cell & Developmental Biology, New York, NY, USA

#### **KEY FEATURES:**

- \*The first comprehensive volume covering the breadth of the topic
- \*The latest advancements that lead to novel directions in the study of red cells
- \*An informative discussion of red cells as they relate to the essential oxygen-carrying component of the body

#### **DESCRIPTION:**

This compendium provides a concise and up-to-date assessment of critical recent issues related to erythroid biology. Developmental, epigenetic, methodological, biochemical, and clinical aspects are integrated to provide a powerful overview of their interrelationships and importance to the generation of the red cell. The excitement generated by these novel observations and the anticipation of future directions in studies of the red cell is a highlight of this volume.

#### **RELATED TITLES:**

- Schatten: Current Topics in Developmental Biology, Vol 79 (May 2007, ISBN-10/13: 0-12-373913-6/ 978-0-12-373913-1)
- Schatten: Current Topics in Developmental Biology, Vol 78 (Feb 2007, ISBN-10/13: 0-12-373748-6/ 978-0-12-373748-9)
- Schatten: Current Topics in Developmental Biology, Vol 80 (Oct 2007, ISBN-10/13: 0-12-373914-4/ 978-0-12-373914-8)

**ISBN 13:** 978-0-12-374366-4

**PUB DATE:** March 2008

**LIST PRICE:** \$149.95

**DISCOUNT:** Serial

**FORMAT:** Hardback

**PAGES:** c. 227

**TRIM SIZE:** 6 X 9 in

**AUDIENCE:** developmental biologists, molecular biologists, stem cell biologists, pediatric and adult hematologists

#### **SHELVING CLASSIFICATIONS:**

SCIENCE / Developmental Biology, MEDICAL / General, SCIENCE / Life Sciences / Cytology, SCIENCE / Molecular Biology

**BISAC CODES:** SCI072000; MED000000; SCI017000

**MARKETING:** Author flyers and sent to SDB meeting

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