

ARCHITECTURE

ELSEVIER

NEW RELEASE



Architectural Press

The famous little blue book that no architect or student should be without

Architect's Pocket Book, 3e

Charlotte Baden-Powell

Jonathan Hetreed

Hetreed Ross Architects

Ann Ross

Hetreed Ross Architects

"It is invaluable for the smaller architectural practice. Packed with drawings, tables and symbol guides, this is a must for use at the drawing board, computer or on-site."--Stadia magazine

KEY FEATURES:

- * The invaluable reference book for all student and professional architects and other building professionals
- * Clear and concise presentation of information saves readers valuable time and effort
- * Well-known and well-loved title, fully updated with new references, diagrams and text

DESCRIPTION:

This handy pocketbook contains all kinds of useful information that student and professional architects need on a daily basis, whether on site or at the drawing board.

The book provides guidance on a range of tasks, from complying with the Building Regs, to helping with planning, measurement and detailing. It is also loaded with tips and tricks of the trade.

Compact and affordable, the *Architect's Pocketbook* has sold well over 40,000 copies to successive generation of architects and designers. It is also extremely popular for other building and design professionals who do not have an architecture background but need to understand the basics, fast.

RELATED TITLES:

Architect's Pocket Book of Kitchen Design, Baden-Powell, 2005, \$20.95, 9780750661324

ISBN 13: 978-0-7506-8617-4

PREVIOUS EDITION ISBN-13/10:

9780750647649
0750647647

PUB DATE: late April 2008

LIST PRICE: \$31.95

DISCOUNT: Agency

FORMAT: Paperback

Illustrated

PAGES: c. 320

TRIM SIZE: 7 1/4 X 4 3/4 in

PRINT RUN: 15000

AUDIENCE: Students, architects, surveyors, professional urban planners, designers

SHELVING CLASSIFICATIONS:

ARCHITECTURE / General,
ARCHITECTURE / Design & Drafting, ARCHITECTURE / Professional Practice

BISAC CODES: ARC000000;
ARC004000; ARC015000

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NB/TECHNICAL/KID - April 2008 Package
Mail Date 11/2007

ART & PHOTOGRAPHY

ELSEVIER

NEW RELEASE



**Focal
Press®**

Practical coverage of all the essential skills needed to shed light on photographic lighting techniques in any environment

Photographic Lighting Essential Skills, 4e

John Child

Photography Lecturer at the Royal Melbourne Institute of Technology, Australia

Mark Galer

Senior Photography Lecturer, School of Creative Media, RMIT University, Australia;
Official Adobe Ambassador for Photoshop and Photoshop Elements

KEY FEATURES:

- * Creative examples throughout the book that can be applied immediately to develop the professional in you
- * Features full-color photographs taken by amateurs, professionals, and the authors specifically for this book to inspire and motivate
- * Two all-new chapters cover the latest postproduction and composite imagery techniques and provide the necessary tools needed to refine and improve your photos
- * Completely updated web site includes image files used in the book for even better hands-on training

DESCRIPTION:

Photographic Lighting Essential Skills covers all of the essential concepts, theories and techniques an aspiring photographer needs to successfully manipulate light. This clear and comprehensive book is ideal for hopeful professionals and students who are looking for a sound hands-on learning tool. John Child and Mark Galer explain, in an easy-to-read, practical tone, the skills needed to understand the characteristics and behavior of light as well as the foundations of photographic lighting, including film, filters, exposure, compensation, zone system and an array of creative techniques that spark the imagination.

RELATED TITLES:

Hicks and Shultz, Learning to Light (Amphoto Books, November 1, 1998, \$24.95, 160pp, 0817441794)
US Bookscan: 13,040 (YTD: 281)

Don Marr. Beginner's Guide to Photographic Lighting: Techniques for Success in the Studio or on Location (Amherst Media, July 1, 2004, \$29.95/£21.99, 1584281332)
US Bookscan: 5,498 (YTD: 219)

ISBN 13: 978-0-240-52095-7

PREVIOUS EDITION ISBN-13/10:
9780240519647

PUB DATE: April 2008

LIST PRICE: \$29.95

DISCOUNT: Trade

FORMAT: Paperback

PAGES: c. 192

TRIM SIZE: 7 1/16 X 9 11/16 in

AUDIENCE: Amateur photographers and self learners who need to develop or brush up their skills. Students studying photography/digital imaging/art and design both at school and full-time tertiary education worldwide.

SHELVING CLASSIFICATIONS: PHOTOGRAPHY / Techniques

BISAC CODES: PHO018000

MARKETING: Space ads in PC photo(195k), PDN(40k). Email campaigns with Shutterbug Mag(10k). Full publicity campaign.

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KEY TITLE



**Focal
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The essential guide to making money from microstocks, one of the world's fastest growing imaging phenomena.

Microstock Photography

How to Make Money from Your Digital Images

Douglas Freer

Douglas Freer is the former principal of a niche online rights managed stock photo library, a semi-professional photographer and the London based senior partner of the law firm he founded in 2004. He is highly regarded in the industry of microstock photography and has founded one of the largest microstock forums. He is a contributing photographer for iStock, Shutterstock, Dreamstime, 123Royaltyfree and Fotolia and a member of the Royal Photographic Society.

KEY FEATURES:

*A huge market: iStockphoto.com alone has over 1.3 million contributors, and well over 2 million images in its library

*A complete reference for amateur and professional photographers covering technical details and legal issues as well as aesthetic advice on what will sell and what won't

*Packed with practical tips and 60+ color images to help the novice understand the market and start making money fast

DESCRIPTION:

It is now easier than ever for both amateur and professional photographers to make money by selling their images on stock sites such as iStockphoto.com. However, in order to be successful some guidance is necessary. Douglas Freer is a lawyer and a photographer who is highly recognized in the microstock community and the perfect author to explain the current state of play from the viewpoint of both the buyer and the seller (the photographer). In this must-read for any photographer wishing to succeed in the microstock world, he covers everything from how to choose the right microstock agency to how to shoot work that will sell, and everything in between.

RELATED TITLES:

Engl: SellPhotos.com: Your Guide to Establishing a Successful Stock Photography Business on the Internet (Writer's Digest Books, January 2000, 276 pg, \$18.99, 9780898799446) US Bookscan: 8662

*Note that this is one of only two books specifically covering online stock photography. Another title (Heron/Digital Stock Photography: How to Shoot and Sell/9781581154849) has just released so does not have accurate Bookscan figures yet. There are many titles that cover stock photography in general with a chapter or two devoted to online stock, but they are for a different market.

ISBN 13: 978-0-240-80896-3

ISBN 10: 0-240-80896-7

PUB DATE: April 2008

LIST PRICE: \$24.95

DISCOUNT: Trade

FORMAT: Paperback

Approx. 120 illustrations

PAGES: c. 264

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

AUDIENCE: Amateur and professional photographers looking to diversify their incomes by contributing images to online stock libraries.

SHELVING CLASSIFICATIONS:

PHOTOGRAPHY / General,
PHOTOGRAPHY / Techniques

BISAC CODES: PHO000000;
PHO018000

MARKETING: Space ads in PC photo(195k), PDN(40k). Email campaigns with Shutterstock Mag(10k), PC Photo(30k), Poppphoto.com(100k). Full publicity campaign.

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BUSINESS & ECONOMICS

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NEW RELEASE

B H

The first text to explore sport's contribution to the hot topic of social capital, in an expertly edited collection of contributions from an internationally renowned author team

Sport and Social Capital

Edited By:

Matthew Nicholson

Senior Lecturer in Sport Management, La Trobe University, Australia

Russell Hoye

Associate Professor, School of Tourism and Hospitality, La Trobe University, Australia

KEY FEATURES:

- * A progressive text, and the first book to explore sport's increasingly important contribution to social capital
- * Written by the top authors in this field and comprehensively edited into a unified volume
- * Analyzes the importance of sport and its relationship to social capital within local, national and international communities

DESCRIPTION:

Despite the importance of sport as a social, economic and political institution, research into sport and social capital has not been extensive. *Sport and Social Capital* is the first book to examine this increasingly high-profile area in detail. It explores the ways in which sport contributes to the creation, development, maintenance and, in some cases, diminution of social capital.

Written by an internationally renowned author team who are leading figures in this area of study, this engaging and far-reaching text brings leading research from around the world into one comprehensively edited volume. Themes covered in the book include: education, gender, policy, community, youth sport, diversity and many more. It is essential reading for sport management, sport development and sport sociology students around the globe and offers fascinating and invaluable insight to interested stakeholders from industry, community and government.

RELATED TITLES:

Houlihan: *Sport Policy*, 978-0-7506-8364-7, \$47.95, pb, 304 pp, June 2007

ISBN 13: 978-0-7506-8586-3

PUB DATE: late April 2008

LIST PRICE: \$52.95

DISCOUNT: Trade

FORMAT: Paperback

Illustrated

PAGES: c. 416

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

AUDIENCE: Level 3
undergraduates and
postgraduates on sports studies,
sport management, sport
development and sport sociology
courses, researchers, academics.

SHELVING CLASSIFICATIONS:
BUSINESS & ECONOMICS /
General, BUSINESS &
ECONOMICS / Human Resources
& Personnel Management

BISAC CODES: BUS000000;
BUS030000

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NEW RELEASE

CIMA PUBLISHING

A practical & quick reference guide for accountants to establish a robust and workable governance framework for their enterprise

Corporate Governance

A practical guide for accountants

Catherine Turner

Group Compliance Officer, Maitland, UK

KEY FEATURES:

- * Covers the concept of Corporate Governance from the point of view of accountants and explains what they need to be aware of
- * Explains sensible steps to be taken to document evidence of compliance with various legislations
- * A quick-start guide for accountants who are not experts in corporate governance

DESCRIPTION:

A jargon-free, user-friendly guide to current and emerging issues in Corporate Governance, especially for accountants and Directors. The author, a financial and regulatory consultant, offers her extensive experience in corporate governance on a range of issues, including corporate social responsibility; emerging UK and international trends; guidance on Turnbull, Cadbury, Combined Code, Higgs, and Sarbanes-Oxley; practical steps to establish a governance framework; the role of the company director, non-executives, company secretaries and shareholders; balance of responsibilities and powers; internal controls and risk management issues; audit and risk committees; whistle-blowing provisions; disclosure and reporting responsibilities; and directors remuneration.

RELATED TITLES:

- The Sarbanes-Oxley Act: Overview and Implementation Procedures, Mike Holt, 2005, 0-7506-6823-7, £39.99 / 57.95 / \$54.95
- Corporate Governance: how to add value to your company, a practical implementation guide, Alex Knell, 2006, 0-7506-6924-1, £29.99 / 44.95 / £49.95
- Due Diligence and Corporate Governance, Linda Spedding, 2004, 0-7545-2622-4, £49.99 / 72.95 / \$79.95

ISBN 13: 978-0-7506-8382-1

ISBN 10: 0-7506-8382-1

PUB DATE: late April 2008

LIST PRICE: \$52.95

DISCOUNT: Agency

FORMAT: Paperback

PAGES: c. 216

TRIM SIZE: 7 5/16 X 9 1/5 in

AUDIENCE: Accountants

SHELVING CLASSIFICATIONS:

BUSINESS & ECONOMICS / Accounting / General, BUSINESS & ECONOMICS / Accounting / Financial

BISAC CODES: BUS001000; BUS001010

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NEW RELEASE

B H

Business students learn firsthand what global intercultural experts believe to be the essential competencies for business leaders.

Global Management and Leadership

Strategies in Intercultural Business

Eileen Sheridan Wibbeke

Independent cross-cultural communications consultant, GeoLeadership Group and lecturer in cross-cultural management, leadership and management strategy, California School of International Management

KEY FEATURES:

- * A goal-directed approach following adult learning principles and case studies to immerse the student in the learning context
- * Research specifically targets intercultural experts worldwide and focuses on the leadership competencies necessary for business leaders in the era of globalization.
- * Discusses the urgent issues facing global leaders and presents strategies necessary for successful intercultural business ventures

DESCRIPTION:

Global Management Leadership discusses the urgent issues facing global business leaders and presents seven strategies necessary for successful intercultural business ventures. This book provides business schools with insight into the failure of U.S. businesses to prepare leaders for stepping into complex intercultural contexts.

The Intercultural Leadership Model (ILM) is applied to global business situations using cases taken from leading companies such as Google and eBay.

The book uses a case study format to present salient issues related to intercultural leadership, and then principles of the model are applied to the case in discussion format.

Global Management Leadership provides instruction about entry into cultural contexts, negotiating, preventing and managing cultural-based local-global conflict, and preparing global leaders to increase intercultural awareness and sensitivity.

RELATED TITLES:

Katsioloudes and Hadjidakis: *International Business* (Feb 2007, ISBN-10/13: 0-7506-7983-2/ 978-0-7506-7983-1)

Moran et al: *Managing Cultural Differences, 7e* (Feb 2007, ISBN-10/13: 0-7506-8247-7/ 978-0-7506-8247-3)

ISBN 13: 978-0-7506-8408-8

ISBN 10: 0-7506-8408-9

PUB DATE: April 2008

LIST PRICE: \$35.95

DISCOUNT: TextBook

FORMAT: Paperback

PAGES: c. 300

TRIM SIZE: 6 X 9 in

AUDIENCE: *Global Management Leadership* is designed for MBA courses and as a supplementary text for International Business and Global Business programs.

SHELVING CLASSIFICATIONS:

BUSINESS & ECONOMICS /
Management

BISAC CODES: BUS041000

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NEW RELEASE

B H

"95% of retailers are trying to implement some kind of multi channel marketing" (Direct Marketing Association)- this book shows you how!

The Multi Channel Challenge

Channel Management and Channel Innovation

Hugh Wilson

Director of the Centre for e-Marketing at Cranfield School of Management, UK

Rod Street

Head of Customer Management, IBM Business Consulting, UK

Lindsay Bruce

Research Fellow, Cranfield School of Management, UK

KEY FEATURES:

- Shows how you can employ channel management to maximize the success of your channel strategy - integrating existing and new avenues
- Based on IBM's worldwide experience and the huge research reach of Cranfield, this practical, tried and tested guide is full of major international cases to enable easy implementation
- From strategy to metrics, the book shows how the best companies blend and balance channels to maximum sales effect, and how you can apply this in your own organization

DESCRIPTION:

While innovation in products and services continues apace, today's competitive strategy is equally based on innovation in the route to market. Tesco.com, Direct Line, First Direct and easyJet are just a few examples of innovative channel strategies as a key component of the value proposition. We find ourselves in a multi-channel world. Drawn from the experience of major companies such as IBM, First Direct, Taylor Woodrow and BT, the key concepts are backed by carefully tested practical advice based on work from Cranfield's world-leading Customer Management Forum.

RELATED TITLES:

9780750640985/The Channel Advantage/Lawrence Friedman, Tim Furey/
Butterworth-Heinemann/Hardcover/1999/£36.99 (over 25,000 copies sold)

9781591397663/Transforming Your Go-to-Market Strategy: The Three
Disciplines of Channel Management/Rangan and Bell/Harvard Business
School Press/2006/£19.99

ISBN 13: 978-0-7506-8711-9

PUB DATE: late April 2008

LIST PRICE: \$60.95

DISCOUNT: Agency

FORMAT: Paperback

PAGES: c. 350

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

AUDIENCE: Marketing, sales and customer service professionals, covered in courses in CRM and sales/marketing management.

SHELVING CLASSIFICATIONS:

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

BISAC CODES: BUS000000;
BUS043000; BUS041000

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Hospitality, Travel & Tourism

