

ENGINEERING/TECHNOLOGY
Agriculture & Animal Husbandry

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NEW RELEASE



The most comprehensive book on detection, prevention, and control of mycotoxins in fruits and vegetables

Mycotoxins in Fruits and Vegetables

Edited By:

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Department of Postharvest Science of Fresh Produce, Institute of Technology and Storage of Agricultural Products, The Volcani Center, Israel

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Head, Department of Food Science,
Agricultural Research Organization, The Volcani Center, Israel

KEY FEATURES:

- * Presents mycological, mycotoxicological and phytopathological aspects of fruits and vegetables
- * Includes an analysis of detection, prevention and control methods for mycotoxigenic fungi and the mycotoxins they produce
- * Provides a complete risk assessment and safety evaluation of mycotoxins in perishable produce

DESCRIPTION:

Mycotoxins, which are produced by aerobic, microscopic fungus under special conditions of moisture and temperature, colonize in a variety of foods from harvest to the grocer. Mycotoxins have gained worldwide interest in recent years with the revelation of the effect on health and food safety. Increased concern over levels in grown food and stringent regulations governing mycotoxin limits has enhanced the need for research and reference works on this subject.

Presented in three defined sections, this is the first book to provide comprehensive analysis of the main mycotoxins contaminating fruits and vegetables and their derived products. The first section provides a safety evaluation of mycotoxins in fruits and vegetables and recent methods for detection of mycotoxigenic fungi and mycotoxins produced by the fungi. The second part takes a critical look at the main individual mycotoxins, and the third section focuses on approaches for prevention and control.

RELATED TITLES:

Carlile et al: The Fungi, 2e (Jan 2001, ISBN-10/13: 0-12-738446-4/ 978-0-12-738446-7)

Agrios: Plant Pathology, 5e (Dec 2004, ISBN-10/13: 0-12-044565-4/ 978-0-12-044565-3)

Nobel: Physicochemical and Environmental Plant Physiology, 3e (Jan 2005, ISBN-10/13: 0-12-520026-9/ 978-0-12-520026-4)

ISBN 13: 978-0-12-374126-4

ISBN 10: 0-12-374126-2

PUB DATE: April 2008

LIST PRICE: \$110.00

DISCOUNT: Agency

FORMAT: Hardback

PAGES: c. 368

TRIM SIZE: 6 X 9 in

AUDIENCE: Researchers, scientists and students who focus on postharvest pathology, plant pathology and toxicology; those dealing with fruit and vegetable preservation technologies; valuable in extension and training courses in food safety, toxicology, and public health; food technologists and engineers striving to improve the quality of harvested fruits and vegetables

SHELVING CLASSIFICATIONS:

TECHNOLOGY / Agriculture / Crop Science, SCIENCE / Biology, SCIENCE / Botany, SCIENCE / Ecology, SCIENCE / Microbiology, TECHNOLOGY / Agriculture & Animal Husbandry / General, TECHNOLOGY / Food Industry & Science, SCIENCE / Life Sciences / General

BISAC CODES: TEC003030;
SCI008000; SCI011000

MARKETING: Agronomy and Food catalog, cluster marketing, send to IFT, ASA

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TH/Life Sciences ABBP/KID - April 2008 Package
Mail Date 11/2007

ENGINEERING/TECHNOLOGY
Electrical Engineering/Electronics

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NEW RELEASE



The Ultimate Value for Engineering Professionals

Newnes Electronic Design Ultimate CD

Darren Ashby

Electronics Product Line Manager, ICON Fitness, one of the world's largest consumers of embedded chips, Salt Lake City, UT, USA

Tim Williams

Elmac Services, Wareham, UK

RC Cofer

Field Engineer and On-Site Training Specialist, Avnet Corp., Florida, USA

Benjamin F. Harding

Field Engineer and On-Site Training Specialist, Avnet Corp., Florida, USA

Linden T. Harrison

Analog Design Engineer, Consultant

Clive Maxfield

Analog Devices Inc., Engineering Staff

Norwood, MA, USA

Amit Dhir

Marketing Manager, Xilinx, Inc., San Jose, CA, USA

KEY FEATURES:

- * Over 2,200 pages of circuit design reference material
- * Includes 7 titles in full-function Adobe PDF format
- * Incredible value at a fraction of the cost of bound books

DESCRIPTION:

Most engineers rely on a small core of books that are specifically targeted to their job responsibilities. These dog-eared volumes are used daily and considered essential. But budgets and space commonly limit just how many books can be added to your core library.

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- EMC for Product Designers 4e (Williams) 0750681705
- Rapid System Prototyping with FPGAs (Cofer & Harding) 0750678666
- Current Sources & Voltage References (Harrison) 075067752X
- Data Conversion Handbook (Analog Devices Inc and staff) 0750678410
- The Design Warrior's Guide to FPGAs (Maxfield) 0750676043
- The Digital Consumer Technology Handbook (Dhir) 0750678151

ISBN 13: 978-0-7506-8724-9

PUB DATE: January 2008

LIST PRICE: \$99.95

DISCOUNT: Agency

FORMAT: Cd-rom

PAGES: c. 3984

TRIM SIZE: 5 1/4 X 7 1/2 in

AUDIENCE: Electrical Engineers /
Electronic Designers and EE
students at all levels.

SHELVING CLASSIFICATIONS:

TECHNOLOGY / Engineering /
Electrical, TECHNOLOGY /
Electronics / Microelectronics

BISAC CODES: TEC009030;
TEC008070

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Mail Date 1/1/2007

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NEW RELEASE



The best-selling classic in nonlinear optics - now fully revised!

Nonlinear Optics, 3e

Robert W. Boyd

Professor of Optics and Physics, The Institute of Optics, University of Rochester, NY, USA

KEY FEATURES:

- * Presents an introduction to the entire field of optical physics from the perspective of nonlinear optics
- * Combines first-rate pedagogy with a treatment of fundamental aspects of nonlinear optics
- * Covers all the latest topics and technology in this ever-evolving industry
- * Strong emphasis on the fundamentals

DESCRIPTION:

Nonlinear optics is the study of the interaction of intense laser light with matter. The third edition of this textbook has been rewritten to conform to the standard SI system of units and includes comprehensively updated material on the latest developments in the field.

The book presents an introduction to the entire field of optical physics and specifically the area of nonlinear optics, covering fundamental issues and applied aspects of this exciting area.

Nonlinear Optics will have lasting appeal to a wide audience of physics, optics, and electrical engineering students, as well as to working researchers and engineers. Those in related fields, such as materials science and chemistry, will also find this book of particular interest.

RELATED TITLES:

- Boyd: Nonlinear Optics 2e (ISBN 0121216829, 2002, \$97.95)
Agrawal: Nonlinear Fiber Optics 4e (ISBN 0123695163, 2006, \$89.95)
Agrawal: Applications of Nonlinear Optics (ISBN 0120451441, 2001, \$101.00)

ISBN 13: 978-0-12-369470-6

ISBN 10: 0-12-369470-1

PREVIOUS EDITION ISBN-13/10:
978-0-12-121682-5
0121216829

PUB DATE: April 2008

LIST PRICE: \$99.95

DISCOUNT: Agency

FORMAT: Hardback

Approx. 220 illustrations

PAGES: c. 640

TRIM SIZE: 6 X 9 in

AUDIENCE:

SHELVING CLASSIFICATIONS:
TECHNOLOGY / Optics,
TECHNOLOGY / Engineering /
Electrical

BISAC CODES: TEC030000;
TEC009030

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NEW RELEASE



The Ultimate Value for Wireless Networking Professionals

Newnes Wireless Networking Ultimate CD

Praphul Chandra

Texas Instruments, Germantown, MD, USA

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Ron Olexa

Consultant, RF Networks, Gainesville, GA, USA

Chris Braithwaite

Cellular Telecoms trainer and consultant; clients include Nokia, Viag-Interkom, Vodafone, Digicell

Mike Scott

Cellular telecoms implementation consultant; clients including Orange, Ericsson, O2 (Cellnet), BT and T-Mobile

KEY FEATURES:

- * Over 2,200 pages of wireless networking reference material
- * Includes 7 titles in full-function Adobe PDF format
- * Incredible value at a fraction of the cost of bound books

DESCRIPTION:

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ISBN 13: 978-0-7506-8731-7

PUB DATE: January 2008

LIST PRICE: \$99.95

DISCOUNT: Agency

FORMAT: Cd-rom

PAGES: c. 2256

TRIM SIZE: 5 1/4 X 7 1/2 in

AUDIENCE: RF/wireless engineers and designers, computer/data network engineers; engineering managers, graduate students

SHELVING CLASSIFICATIONS:
TECHNOLOGY / Engineering / Electrical, TECHNOLOGY / Telecommunications

BISAC CODES: TEC009030; TEC041000

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KEY TITLE



Multicore is a must! Programming secrets from Intel ensure embedded designers don't get left in the dust.

Software Development for Embedded Multi-core Systems

A Practical Guide Using Embedded Intel® Architecture

Max Domeika

Senior Software Engineer, Intel Corp.

KEY FEATURES:

- * Get up to speed on multicore design! This is the only book to explain software optimization for embedded multicore systems
- * Helpful tips, tricks and design secrets from an Intel programming expert, with detailed examples using the popular X86 architecture
- * Covers hot topics, including ultramobile devices, low-power designs, Pthreads vs. OpenMP, and heterogeneous cores

DESCRIPTION:

The multicore revolution has reached the deployment stage in embedded systems ranging from small ultramobile devices to large telecommunication servers. The transition from single to multicore processors, motivated by the need to increase performance while conserving power, has placed great responsibility on the shoulders of software engineers. In this new embedded multicore era, the toughest task is the development of code to support more sophisticated systems. This book provides embedded engineers with solid grounding in the skills required to develop software targeting multicore processors. Within the text, the author undertakes an in-depth exploration of performance analysis and a close-up look at the tools of the trade. Both general multicore design principles and processor-specific optimization techniques are revealed. Detailed coverage of critical issues for multicore employment within embedded systems is provided, including the Threading Development Cycle, with discussions of analysis, design, development, debugging, and performance tuning of threaded applications. Software development techniques engendering optimal mobility and energy efficiency are highlighted through multiple case studies, which provide practical "how-to" advice on implementing the latest multicore processors. Finally, future trends are discussed, including terascale, speculative multithreading, transactional memory, interconnects, and the software-specific implications of these looming architectural developments.

RELATED TITLES:

Maxfield: The Design Warrior's Guide to FPGAs (Apr 2004, ISBN-10/13: 0-7506-7604-3/ 978-0-7506-7604-5)

ISBN 13: 978-0-7506-8539-9

ISBN 10: 0-7506-8539-5

PUB DATE: April 2008

LIST PRICE: \$49.95

DISCOUNT: Agency

FORMAT: Paperback w/ CDROM

Illustrated

PAGES: c. 352

TRIM SIZE: 7 1/2 X 9 1/4 in

AUDIENCE:

SHELVING CLASSIFICATIONS:

TECHNOLOGY / Engineering / Electrical, TECHNOLOGY / Engineering / General, COMPUTERS / Computer Science, COMPUTERS / Programming / Software Development, COMPUTERS / Programming / General

BISAC CODES: TEC009030; TEC009000; COM014000

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The Ultimate Value for Embedded Systems Professionals

Newnes Embedded Ultimate CD

Bruce Powel Douglass

Chief Evangelist, I-Logix Corporation, Madison, WI, USA

Doug Abbott

President, Intellimetrix, Inc., Silver City, New Mexico, USA.

Tammy Noergaard

Embedded Engineer, Consultant, Redwood City, CA, USA

Jack Ganssle

Founder and Principal Consultant, The Ganssle Group, Baltimore, MD, U.S.A.
Technical editor and columnist for *Embedded Systems Programming* magazine

Stuart Ball

Embedded Systems consultant and author

Lewin Edwards

Digi-Frame Inc., Port Chester, N.Y., U.S.A.

KEY FEATURES:

- * Over 2,000 pages of circuit reference material
- * Includes 7 titles in full-function Adobe PDF format
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DESCRIPTION:

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The *Newnes Embedded Ultimate CD* solves this problem. It contains seven of our best-selling titles, providing the "next level" of reference you will need for a fraction of the price of the hard-copy books purchased separately. The CD contains the complete PDF versions of the following Newnes titles:

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- Linux for Embedded and Real-Time Applications 2e (Abbott) 0750679328
- Embedded Systems Architecture (Noergaard) 0750677929
- The Firmware Handbook (Ganssle) 075067606X
- Analog Interfacing to Embedded Microprocessor Systems 2e (Ball) 0750677236
- Embedded System Design on a Shoestring (Edwards) 0750676094
- The Art of Designing Embedded Systems (Ganssle) 0750698691

ISBN 13: 978-0-7506-8725-6

PUB DATE: January 2008

LIST PRICE: \$99.95

DISCOUNT: Agency

FORMAT: Cd-rom

PAGES: c. 2613

TRIM SIZE: 5 1/4 X 7 1/2 in

AUDIENCE: PRIMARY MARKET:

Embedded Design Engineers,
Electrical Engineers, Computer
Engineers, Software Engineers,
System Engineers, System
Architects

SECONDARY MARKET: Upper-
level undergrad and post-graduate
level electrical and computer
engineering students

SHELVING CLASSIFICATIONS:

TECHNOLOGY / Engineering /
Electrical, TECHNOLOGY /
Electronics / Microelectronics,
TECHNOLOGY / Electronics /
Digital

BISAC CODES: TEC009030;
TEC008070; TEC008060

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NEW RELEASE



The Ultimate Value for RF Students and Professionals

Newnes RF Ultimate CD

Ian Hickman

Electronics author and freelance journalist

Leo Maloratsky

Principal Engineer, Rockwell Collins, Indialantic, FL, USA

Ron Schmitt

Ronald Kitchen

MIEE; MIQA

Norman Dye

Began his electrical engineering career in 1946 with the U.S. Navy as an electronics technician. After receiving engineering degrees from Vanderbilt University and the Massachusetts Institute of Technology, he worked nearly 34 years for Motorola, Inc.

Helge Granberg

Native of Finland. Electronics specialist who has held a number of positions with General Electric and Motorola.

William Gosling

Visiting Professor at University of Bath, consultant to a number of major companies.

KEY FEATURES:

- * Over 2,500 pages of RF reference and tutorial material
- * Includes 8 titles in full-function Adobe PDF format
- * Incredible value at a fraction of the cost of bound books

DESCRIPTION:

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- Passive RF & Microwave Integrated Circuits (Maloratsky) 075067699X
- Electromagnetics Explained (Schmitt) 0750674032
- RF and Microwave Radiation Safety 2e (Kitchen) 0750643552
- Radio Frequency Transistors 2e (Dye & Granberg) 0750672811
- Radio Spectrum Conservation (Gosling) 0750637404
- Radio Antennas and Propagation (Gosling) 0750637412
- Hickman's Analog and RF Circuits (Hickman) 0750637420

ISBN 13: 978-0-7506-8728-7

PUB DATE: January 2008

LIST PRICE: \$99.95

DISCOUNT: Agency

FORMAT: Cd-rom

PAGES: c. 2551

TRIM SIZE: 5 1/4 X 7 1/2 in

AUDIENCE: Design engineers, advanced-level technicians, engineering students, electronics hobbyists and amateur radio operators. Engineers from other disciplines looking to broaden their knowledge of RF/communications technology.

SHELVING CLASSIFICATIONS:

TECHNOLOGY / Electronics / General, TECHNOLOGY / Telecommunications

BISAC CODES: TEC008000; TEC041000

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NEW RELEASE



The Ultimate Value for Power Electronics Professionals

Newnes Power Electronics Ultimate CD

Sanjaya Maniktala

Principal Engineer, National Semiconductor, Santa Clara, CA, USA

Raymond A. Mack

Conexant Systems, Austin, TX, USA

KEY FEATURES:

- * Over 1,000 pages of Power Electronics material
- * Includes 2 titles in full-function Adobe PDF format
- * Incredible value at a fraction of the cost of bound books

DESCRIPTION:

Most engineers rely on a small core of books that are specifically targeted to their job responsibilities. These dog-eared volumes are used daily and considered essential. But budgets and space commonly limit just how many books can be added to your core library.

The *Newnes Power Electronics Ultimate CD* solves this problem. It contains two of our best-selling titles, providing the "next level" of reference you will need for a fraction of the price of the hard-copy books purchased separately. The CD contains the complete PDF versions of the following Newnes titles:

- Switching Power Supplies A to Z (Maniktala) 0750679700
- Demystifying Switching Power Supplies (Mack) 0750674458

ISBN 13: 978-0-7506-8729-4

PUB DATE: January 2008

LIST PRICE: \$99.95

DISCOUNT: Agency

FORMAT: Cd-rom

PAGES: c. 872

TRIM SIZE: 5 1/4 X 7 1/2 in

AUDIENCE: PRIMARY MARKET

Power supply design engineers

SECONDARY MARKET

Power engineering graduate students

SHELVING CLASSIFICATIONS:

TECHNOLOGY / Engineering / Electrical, TECHNOLOGY / Power Resources

BISAC CODES: TEC009030; TEC031000

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