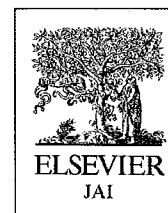


SERIALS

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NEW RELEASE



A state-of-the-art study in the application of forecasting methodologies to such areas as sales, marketing, and strategic decision making.

Advances in Business and Management Forecasting, Volume 5

Edited By:

Kenneth D Lawrence

New Jersey Institute of Technology, USA

Michael D Geurts

KEY FEATURES:

*Presents state-of-the-art studies in the application of forecasting methodologies to such areas as sales, marketing, and strategic decision making

*Publishes annually

DESCRIPTION:

Advances in Business and Management Forecasting is a blind refereed serial publication published annually. The objective of this research annual is to present state-of-the-art studies in the application of forecasting methodologies to such areas as sales, marketing, and strategic decision making. (An accurate, robust forecast is critical to effective decision making.) It is the hope and direction of the research annual to become an applications and practitioner-oriented publication.

The topics will normally include sales and marketing, forecasting, new product forecasting, judgmentally based forecasting, the application of surveys to forecasting, forecasting for strategic business decisions, improvements in forecasting accuracy, and sales response models. It is both the hope and direction of the editorial board to stimulate the interest of the practitioners of forecasting to methods and techniques that are relevant.

In Volume 5, there are sections devoted to financial applications of forecasting, as well as demand forecasting. There is, also, a section on general business applications of forecasting, as well as one on forecasting methodologies.

RELATED TITLES:

Lawrence: *Advances in Business and Management Forecasting*, Vol 3 (2002, ISBN 0762304375)

Lawrence: *Advances in Business and Management Forecasting*, Vol 4 (2006) ISBN 978-0-08-045658-4

ISBN 13: 978-0-7623-1478-2

PUB DATE: late February 2008

LIST PRICE: \$99.95

DISCOUNT: Serial

FORMAT: Hardback

PAGES: c. 312

TRIM SIZE: 5 15/16 X 9 in

AUDIENCE: Researchers and students in the business, economics, management, and social science fields

SHELVING CLASSIFICATIONS:

BUSINESS & ECONOMICS / Forecasting, BUSINESS & ECONOMICS / Management

BISAC CODES: BUS086000; BUS041000

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NEW RELEASE



This is the latest volume in the Advances in Chemical Engineering series and entitled Automotive Emission Control.

Advances in Chemical Engineering, Volume 33

Edited By:

Guy B. Marin

Ghent University, Belgium

A Volume in the Advances in Chemical Engineering Series.

KEY FEATURES:

- *Provides original reviews
- *Contains features by leading chemical engineers
- *Reviews state-of-the-art developments

DESCRIPTION:

This volume on automotive emission control emphasizes the role of chemical engineering in automotive emission control. Clearly the development of mathematical models describing the different functions of the converter(s), as well as their interaction, has been and still is crucial. Each of the contributions advocates the implementation of the latter, combined with experimental validation, rather than engaging into elaborate experimental programs.

RELATED TITLES:

Marin: Advances in Chemical Engineering, Vol. 32 (Sept 2007, ISBN: 978-0-12-373899-8)

Marin: Advances in Chemical Engineering, Vol. 31 (Nov 2006, ISBN-10/13: 0-12-008531-3/ 978-0-12-008531-6)

Marin: Advances in Chemical Engineering, Vol. 30 (Oct 2005, ISBN-10/13: 0-12-008530-5/ 978-0-12-008530-9)

Peppas: Advances in Chemical Engineering, Vol. 29 (Jul 2004, ISBN-10/13: 0-12-008529-1/ 978-0-12-008529-3)

ISBN 13: 978-0-12-373900-1

ISBN 10: 0-12-373900-4

PUB DATE: April 2008

LIST PRICE: \$165.00

DISCOUNT: Serial

FORMAT: Hardback

Approx. 110 illustrations

PAGES: c. 320

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

AUDIENCE: Chemical engineers, materials scientists, bioengineers, biologists and biomedical scientists

SHELVING CLASSIFICATIONS: SCIENCE / Chemistry / General

BISAC CODES: SCI013000

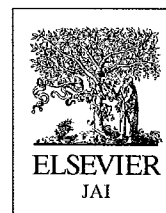
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NEW RELEASE



An examination of The National Board for Professional Teaching Standards (NBPTS)

Advances in Program Evaluation, Volume 11

Assessing Teachers for Professional Certification

Edited By:

Lawrence Ingvarson

Australian Council for Educational Research

John Hattie

Department of Teaching, Learning, and Development, Faculty of Education, The University of Auckland, New Zealand

KEY FEATURES:

* A special volume focusing on The National Board for Professional Teaching Standards (NBPTS)

DESCRIPTION:

Nothing is as fundamental to the quality of a school system as the quality of its teachers. For this reason many countries are seeking policies that meet the challenge of promoting quality teaching.

The National Board for Professional Teaching Standards (NBPTS) in the USA is the most ambitious and successful attempt by any country to establish a certification system for recognizing and rewarding teachers who reach high professional standards. Established in 1987, the Board's mission has been driven by a simple principle; to place more value on accomplished teaching, we must learn how to evaluate teacher performance in ways that are valid, reliable and fair. By late 2007, over 60,000 teachers had become National Board Certified Teachers.

As other countries place increasing importance on policies designed to attract, develop, and retain effective teachers there is growing interest in the extensive research and development work that has underpinned the Board's certification system and guided its implementation. The main purpose of this book is to bring together, for international as well as non-specialist audiences, papers written by the key researchers involved in the development of National Board assessments between 1987 and 1997.

RELATED TITLES:

Gullickson et al: Evaluating the Upgrading of Technical Courses at Two-Year Colleges (2004, ISBN: 978-0-7623-1120-0)

Kushner and Norris: Advances in Program Evaluation, Vol 10: Dilemmas of Engagement (Jul 2007, ISBN: 978-0-7623-1342-6)

ISBN 13: 978-0-7623-1055-5

ISBN 10: 0-7623-1055-3

PUB DATE: February 2008

LIST PRICE: \$160.00

DISCOUNT: Serial

FORMAT: Hardback

PAGES: c. 475

TRIM SIZE: 5 7/8 X 8 7/8 in

AUDIENCE: Graduates, researchers and practitioners in the area of sociology in particular those with an interest in education.

SHELVING CLASSIFICATIONS: EDUCATION / General

BISAC CODES: EDU000000

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NEW RELEASE



Advances in Quantum Chemistry, Volume 55

Applications of Theoretical Methods to Atmospheric Science

Edited By:

Michael E. Goodsite

Department of Physics and Chemistry, University of Southern Denmark, Odense

Matthew S. Johnson

Copenhagen Center for Atmospheric Research, Department of Chemistry, University of Copenhagen, Denmark

John R. Sabin

Quantum Theory Project, University of Florida, USA

Erkki J. Brandas

Uppsala University, Sweden

KEY FEATURES:

- * Publishes articles, invited reviews and proceedings of major international conferences and workshops
- * Written by leading international researchers in quantum and theoretical chemistry
- * Highlights important interdisciplinary developments

DESCRIPTION:

Advances in Quantum Chemistry presents surveys of current developments in this rapidly developing field. With invited reviews written by leading international researchers, each presenting new results, it provides a single vehicle for following progress in this interdisciplinary area.

ISBN 13: 978-0-12-374335-0

PUB DATE: May 2008

LIST PRICE: \$165.00

DISCOUNT: Serial

FORMAT: Hardback

PAGES: c. 460

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

AUDIENCE: Quantum chemists, physical chemists, physicists

SHELVING CLASSIFICATIONS:

SCIENCE / Chemistry / General,
SCIENCE / Chemistry / Physical &
Theoretical, SCIENCE / Physics,
SCIENCE / Nuclear Physics,
SCIENCE / Molecular Physics,
SCIENCE / Biophysics

BISAC CODES: SCI013000;
SCI013050; SCI055000

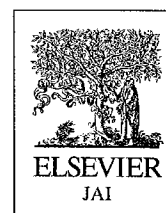
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NEW RELEASE



An examination of how demographic and societal changes affect the contexts of childhood and the experience of being children

Comparative Social Research, Volume 25

Childhood: Changing Contexts

Edited By:

Arnlaug Leira

University of Oslo, Norway

Chiara Saraceno

University of Turin, Italy

A Volume in the Comparative Social Research Series.

KEY FEATURES:

- * A comparative look at the experience of childhood
- * Contributions from an international group of leading researchers

DESCRIPTION:

Demographic and societal changes are strongly affecting the contexts of childhood and the experience of being children. At the same time, across social groups and across societies, diversities and inequalities in childhood are taking new forms. In the developed world, in particular, children – their number, their welfare, their education, the division of power and responsibilities over them among the different social actors – have entered the public agenda, at the national and supranational level. Public concern over issues such as fertility rates, mothers' working, early childhood education and care as well as solemn international declarations of children's rights are examples of the ongoing politicization of childhood. Drawing both on micro and macro, national and comparative studies, this volume of *Comparative Social Research* traces some of the trends and analyses in comparative perspective how they affect images and practices of childhood and transforms responsibilities for children. The volume's focus is mainly on children in developed countries, but attention is also paid to transnational diversities and to the impact of globalization through the experiences of migrant children and of children living through the processes of modernization in the developing world.

RELATED TITLES:

Engelstad and Gulbrandsen: *Comparative Social Research, Vol 23: Comparative Studies of Social and Political Elites* (2006, ISBN: 978-0-7623-1379-2)

Brochmann: *The Multicultural Challenge* (2003, ISBN: 978-0-7623-1064-7)

Mjoset: *Comparative Social Research, Vol 24: Capitalisms Compared* (May 2007, ISBN: 978-0-7623-1313-6)

ISBN 13: 978-0-7623-1419-5

ISBN 10: 0-7623-1419-2

PUB DATE: April 2008

LIST PRICE: \$99.95

DISCOUNT: Serial

FORMAT: Hardback

Illustrated

PAGES: c. 313

TRIM SIZE: 5 15/16 X 9 in

AUDIENCE: Social scientists, researchers and students

SHELVING CLASSIFICATIONS:

SOCIAL SCIENCE / Sociology / General, SOCIAL SCIENCE / General

BISAC CODES: SOC026000; SOC000000

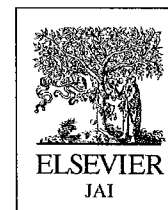
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NEW RELEASE



22 original papers focus on the Asia-Pacific financial markets

International Finance Review, Volume 8

Asia-Pacific Financial Markets

Edited By:

Suk-Joong Kim

University of New South Wales, Sydney, Australia

Michael McKenzie

RMIT University, Melbourne, Australia

KEY FEATURES:

*Articles contributed by experts in their fields

*Truly international in scope

DESCRIPTION:

This volume of *International Finance Review* focuses on the Asia-Pacific financial markets. A total of 22 original papers, not published elsewhere, have been selected from a competitive field. These papers utilize a variety of methods, including theoretical, empirical and qualitative to highlight a range of issues across the region. Several papers offer combinations of these different categories and among the empirical papers, there are a wide variety of datasets analyzed. While China does play a significant part in the analysis of five of the papers in this volume (this is to be expected given its importance in the region), a host of other countries are also considered. This ensures the volume is truly international in its scope. These papers each serve to contribute to the knowledge on a particular issue related to the financial markets within this region and for this volume, three main issues have been identified: integration, innovation and challenges.

RELATED TITLES:

Choi and Hiraki: *International Finance Review*, Vol 4: The Japanese Finance (Dec 2003, ISBN-10/13: 0-7623-1068-5/ 978-0-7623-1068-5)

Choi: *International Finance Review*, Vol 1: Asian Financial Crisis (Jan 2001, ISBN-10/13: 0-7623-0686-6/ 978-0-7623-0686-2)

ISBN 13: 978-0-7623-1471-3

PUB DATE: late December 2007

LIST PRICE: \$150.00

DISCOUNT: Serial

FORMAT: Hardback

PAGES: c. 538

TRIM SIZE: 5 15/16 X 9 in

AUDIENCE: Graduates, researchers and practitioners in economics and finance, particularly those with an interest in the Asia-Pacific markets.

SHELVING CLASSIFICATIONS: BUSINESS & ECONOMICS / Economics / General, BUSINESS & ECONOMICS / Economics / International, BUSINESS & ECONOMICS / Econometrics

BISAC CODES: BUS069000; BUS069020; BUS021000

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NEW RELEASE



A compilation of reviews on the latest research in memory formation.

Progress in Brain Research, Volume 169

Essence of Memory

Edited By:

Wayne S. Sossin

Jean-Claude Lacaille

Vincent F. Castellucci

Sylvie Belleville

A Volume in the Progress in Brain Research Series.

KEY FEATURES:

- * Provides an unique overview that covers all perspectives and methodological approaches to memory
- * Broad coverage of memory research from molecular to human studies in one source
- * Up-to-date reviews give the latest important ideas on memory formation

DESCRIPTION:

This selection of reviews gives an up-to-date picture of memory research. Great progress has been made in identifying the memory trace at the molecular and cellular level and individual reviews address the major mechanisms by which changes in synaptic strength can persist. Exciting research at the systems level is also reviewed, including the growing importance of changes in inhibitory interneurons and how they play a role in memory formation. Finally, reviews present cognitive and neurobiological models of human memory that explain, characterize and organize the act of memory within a coherent framework.

RELATED TITLES:

Anders et al: Progress in Brain Research, Vol 156: Understanding Emotions (Nov 2006, ISBN-10/13: 0-444-52182-8/ 978-0-444-52182-8)

Neuper and Klimesch: Progress in Brain Research, Vol 159: Event-Related Dynamics of Brain Oscillations (Dec 2006, ISBN-10/13: 0-444-52183-6/ 978-0-444-52183-5)

Moller: Progress in Brain Research, Vol 157: Reprogramming the Brain (Nov 2006, ISBN-10/13: 0-444-51602-6/ 978-0-444-51602-2)

ISBN 13: 978-0-444-53164-3

ISBN 10: 0-444-53164-5

PUB DATE: May 2008

LIST PRICE: \$225.00

DISCOUNT: Serial

FORMAT: Hardback

Illustrated

PAGES: c. 450

TRIM SIZE: 7 9/16 X 10 5/16 in

AUDIENCE: Neuroscientists, psychologists, psychiatrists and basic and clinical researches in medical fields interested in memory research.

SHELVING CLASSIFICATIONS:

MEDICAL / Neuroscience,
PSYCHOLOGY /
Neuropsychology, PSYCHOLOGY
/ Cognitive Psychology,
PSYCHOLOGY / Physiological
Psychology

BISAC CODES: MED057000;
PSY020000; PSY008000

MARKETING: Clustered with related titles in online and print catalogs; displayed at key meetings.

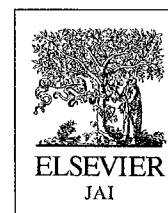
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KB/Psychology and neuroscience/AMS - May 2008 Package
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NEW RELEASE



Progress in International Business Research, Volume 2

Foreign Direct Investment, Location and Competitiveness

**John Dunning
Philippe Gugler**

A Volume in the Progress in International Business Research Series.

KEY FEATURES:

*Addresses some of the critical issues now demanding the attention of International Business teachers and researchers

*Publishes annually

DESCRIPTION:

This volume addresses some of the critical issues now demanding the attention of international business teachers and researchers. From several angles, the contributions analyze factors which may explain, and/or influence the relationship between the competitiveness of multinational enterprises (MNEs) and the countries in which they operate. More particularly, the four main issues address: the recent advances in the determinants and strategy of multinational business activity; the determinants of location competitiveness of countries; the competitiveness of emergent and developing countries and the locational responses of both indigenous and foreign-owned firms; and the policy challenges raised by the highly fragmented, and commonly uncoordinated international regulatory framework on government FDI. It is hoped the contents of the volume will be of interest to international business scholars, senior executives of multinational enterprises and national policy makers interested in advancing their competitiveness by engaging in outward, and encouraging inward foreign direct investment.

ISBN 13: 978-0-7623-1475-1

PUB DATE: late December 2007

LIST PRICE: \$99.95

DISCOUNT: Serial

FORMAT: Hardback

PAGES: c. 222

TRIM SIZE: 5 15/16 X 9 in

AUDIENCE: International business scholars, senior executives of multinational enterprises and national policy makers interested in advancing their competitiveness by engaging in outward, and encouraging inward foreign direct investment.

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

BISAC CODES: BUS041000;
SOC000000

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