

ARCHITECTURE

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NEW RELEASE



Architectural Press

Guiding designers along the ethical pathway

Architectural Design and Ethics

Tools for Survival

Thomas Fisher

Professor and Dean, College of Design, University of Minnesota, USA

KEY FEATURES:

- * A new approach to the application of ethics in architecture
- * Well-known and respected author in the field
- * Broad appeal for both professional and student architects

DESCRIPTION:

This book looks at some of the major ethical ideas of the past and considers what they mean in terms of how architects have shaped the built environment, and how they could be interpreted in the future. It sees in ethics the source of aesthetic decisions, and in aesthetics, the reflection of our values. While laying down a theory of architecture based on ethics, the book also has practical goals, showing how architects can make better and more beautiful buildings and more responsible, sustainable development. The book will be welcomed by a wide range of professionals and students in this vitally important yet sadly under-published subject area.

ISBN 13: 978-0-7506-6985-6

ISBN 10: 0-7506-6985-3

PUB DATE: late May 2008

LIST PRICE: \$35.95

DISCOUNT: Agency

FORMAT: Paperback

PAGES: c. 192

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

AUDIENCE: Professional and student architects, as well as academics in architecture and related disciplines

SHELVING CLASSIFICATIONS:
ARCHITECTURE / General

BISAC CODES: ARC000000

MARKETING: Direct: Author flyer for distribution and support at author attended conferences on request. Publicity: Press Release on publication, review copies sent on request.

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NB/TECHNICAL/KID - May 2008 Package
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ART & PHOTOGRAPHY

ELSEVIER

KEY TITLE



**Focal
Press®**

The number of entry-level pro photographers is growing and this book is the next best thing to having renowned food stylist Linda Bellingham by your side.

Food Styling for Photographers

A Guide to Creating Your Own Appetizing Art

Linda Bellingham

Former full-time stylist and trainer for Harry & David's in house photography studio and a freelance food stylist in the Dallas commercial market for over 20 years. Client list includes Bennigan's, Chili's, Braum's Ice Cream, Neiman Marcus, Quaker, Weight Watcher's, Baskin Robin's Ice Cream, McDonalds, Tyson Foods, and Frito Lay.

Jean Ann Bybee

Freelance photographer; Clients include: Harry & David, Domino's Pizza, Dr. Pepper/Cadbury, Miller Brewing Company, International Wine Accessories, Sara Lee, Seven-Up Company, Triad Foods, Smithsonian Institute, American Express, Victoria's Secret, Motorola, Walt Disney, and Abercrombie & Fitch

KEY FEATURES:

- * Packed with detailed information: supply lists, settings and props, handling and care of products, on-set practices, and lighting techniques
- * Inside secrets from a professional food stylist and photographer with over 40 years experience between them—photographers at any level can make the most of their qualified advice
- * No other book like it: includes foolproof step-by-step instructions with hundreds of vibrant, high-quality illustrations to inspire and instruct

DESCRIPTION:

"You eat with your eyes first," and no one turns a photograph of food into a culinary masterpiece like a food stylist. *Food Styling for Photographers* is the next best thing to having renowned food stylist Linda Bellingham by your side. Linda has worked with clients Baskin Robbins Ice Cream, McDonald's, Tyson Foods, Frito Lay, and many, many more. Professional photographer Jean Ann Bybee has worked with Harry & David, Domino's, Sara Lee, Seven-Up Company, and more. Jean Ann provides a seasoned photographer's point of view with helpful tips throughout.

If you are hungry for unique photo assignments and want to expand your portfolio, this guide provides the well-kept secrets of food styling techniques that can make your photos good enough to eat. Each chapter covers step-by-step instructions with mouth-watering photographs illustrating techniques for the creation of hero products that photographers at any level can whip up.

RELATED TITLES:

Lou Manna: Digital Food Photography (2005, \$39.99, 9781592008209)
Bookscan: 2,872

ISBN 13: 978-0-240-81006-5

PUB DATE: May 2008

LIST PRICE: \$39.95

DISCOUNT: Trade

FORMAT: Paperback

Approx. 200 illustrations

PAGES: c. 256

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

AUDIENCE: Professional and aspiring photographers who have accepted a job/client working with food and no food stylist.

SHELVING CLASSIFICATIONS:
PHOTOGRAPHY / Techniques

BISAC CODES: PHO018000

MARKETING: Print and Online Advertising: Shutterbug, Pop Photo, PC Photo, Photo Techniques, Photoshop User Inclusion in e-news blast to internal list

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KEY TITLE



**Focal
Press®**

A unique perspective on a fundamental skill - Character Design is necessary for animators, game designers, comic book artists and illustrators

Force: Character Design from Life Drawing

Mike Mattesi

Director of the Entertainment Art Academy based in Southern California. He has been a professional production artist and instructor for almost 20 years with clients including Disney, Marvel Comics, Hasbro Toys, ABC, Microsoft, Electronic Arts, Dreamworks and Nickelodeon.

KEY FEATURES:

- * Written and illustrated by the Director of the Entertainment Art Academy. Mike Mattesi is also the author of *Force: Dynamic Life Drawing for Animators*
- * Visual learning for a visual audience: with color photographs of models and 200 drawings of the characters they inspired
- * Artists can put the theory into practice with detailed exercises to sharpen their skills

DESCRIPTION:

Mike Mattesi shows animators and comic book artists how to use life drawing models as an inspiration for characters that audiences can relate to. He then encourages them to build on this to develop and PUSH their character designs to new heights of dramatic and visual impact with universal principles that can be adapted to meet specific project needs.

Packed with color illustrations from the author and 15 other professional character designers, including the artists who designed *The Incredibles*, *The Lion King*, and *Finding Nemo*.

RELATED TITLES:

Bancroft: *Creating Characters with Personality: For Film, TV, Animation, Video Games, and Graphic Novels* (Feb 2006, Watson-Guptill Publications, 160 pp black and white, \$19.95/£12.99, 0823023494) US Bookscan: 6,228 UK Bookscan: 213

Mattesi: *Force - Dynamic Life Drawing for Animators* (Sept 2006, 256 pp, \$24.95/£15.99, 248pp, B/W, 0240808452) US Bookscan: 1,642 UK Bookscan: 230

ISBN 13: 978-0-240-80993-9

PUB DATE: May 2008

LIST PRICE: \$29.95

DISCOUNT: Trade

FORMAT: Paperback

Approx. 260 illustrations

PAGES: c. 243

TRIM SIZE: 8 1/2 X 11 in

PRINT RUN: 6200

AUDIENCE: Novice animators who want to break into the business, animation professionals who want to expand their talent. Also, illustrators, concept artists, games designers and comic book artists.

SHELVING CLASSIFICATIONS:

ART / Drawing, COMPUTERS / Computer Graphics / General

BISAC CODES: ART010000;
COM012000

MARKETING: Online: Email blast to in-house 3D, Game and Animation list, e-news blast to list rented from awn.com, Webbanner on industry site. Print: Animation Magazine advertisement promoting titles at SIGGRAPH, Studio Monthly print advt

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BUSINESS & ECONOMICS

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NEW RELEASE

B H

Cary Cooper and Erik Bichard provide a route map for corporate social responsibility that improves profit growth

Positively Responsible

How Business Can Save the Planet

Erik Bichard

University of Salford

Cary L. Cooper

Lancaster University, UK

KEY FEATURES:

- * Shows how being "positively responsible" can be a market advantage
- * Provides innovations not yet seen in the marketplace with scientifically robust insights
- * Gives positive incentives to businesses to make meaningful and permanent change to avoid environmental and social harm without affecting profits

DESCRIPTION:

This book shows how sustainable development can be achieved without having a negative influence on either corporate leaders or their employees, by using the forces of market advantage rather than opposing them.

This breakthrough approach examines the varying influences of incentives on human behavior and how these can be used to chart a coherent and effective course of action within organizations. It provides a new strategy for corporate social responsibility, built on a market-based justification for change, and within the crucial timescales predicted by climate researchers.

With a unique combination of experience and skills, the authors combine a penetrating understanding of sustainable development issues with a comprehensive description of what motivates or doesn't motivate human beings.

ISBN 13: 978-0-7506-8475-0

ISBN 10: 0-7506-8475-5

PUB DATE: late May 2008

LIST PRICE: \$35.95

DISCOUNT: Trade

FORMAT: Paperback

PAGES: c. 192

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

AUDIENCE: Senior managers of corporates and mid-corporates, owner managers of smaller businesses, and senior figures associated with business support and representative bodies and business advice organizations. Officers involved in inward investment of economic development and those working in the wider sustainable development community. Supplementary courses in sustainable business.

SHELVING CLASSIFICATIONS:

BUSINESS & ECONOMICS / General, BUSINESS & ECONOMICS / Management

BISAC CODES: BUS000000;
BUS041000

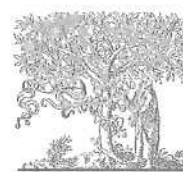
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NEW RELEASE



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A hard-headed, data-based analysis of this emotive topic.

Challenges of the Muslim World, Volume 19

Present, Future and Past

William W. Cooper

University of Texas at Austin, USA

Piyu Yue

University of Texas at Austin, USA

A Volume in the International Symposia in Economic Theory and Econometrics Series.

KEY FEATURES:

*New volume in the established ISETE series

*Focuses on the economics of the Muslim world, including hot topics such as terrorism and oil prices

DESCRIPTION:

This book provides a data-based approach to present and future developments in the Muslim world. This is an unusual approach to this topic that highlights important underlying forces in current and projected future economic and social behavior that range from prices of gasoline to terrorism and related activities.

In the context of the rich histories of Muslim cultures, the effects of rapid changes in economic and social trends are examined, as well as the effect of Western policies, which have often exacerbated underlying tensions in these fast-growing populations, extending to the trouble and hostilities that are currently being manifested in proposed interpretations by al-Qaeda and similar organizations. This volume also suggests an approach that deals with the high illiteracy rates and inadequate education facilities in many Muslim countries.

RELATED TITLES:

Barnett et al: International Symposia in Economic Theory and Econometrics, Vol 14: Economic Complexity (Feb 2004, ISBN-10/13: 0-444-51433-3/ 978-0-444-51433-2)

Welfe: Contributions to Economic Analysis, Vol 269: New Directions in Macromodelling (Mar 2005, ISBN-10/13: 0-444-51633-6/ 978-0-444-51633-6)

ISBN 13: 978-0-444-53243-5

PUB DATE: late March 2008

LIST PRICE: \$140.00

DISCOUNT: Agency

FORMAT: Hardback

PAGES: c. 300

TRIM SIZE: 5 15/16 X 9 in

AUDIENCE: Policymakers, graduates and practitioners in international economics and social science

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

BISAC CODES: BUS069000;
BUS021000

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NEW RELEASE

B H

The first book to offer a holistic approach to the process of sports development

Management of Sports Development

Edited By:

Vassil Girginov

Reader in Sport Management and Development, Brunel university, UK.

KEY FEATURES:

- * A unique book that covers all the key issues in the growing field of sports development
- * Written by an internationally renowned author team and concisely edited into a logical and comprehensively structured volume
- * Accompanied by a dedicated website with updates, further articles and features

DESCRIPTION:

Management of Sports Development is the first book to offer a holistic approach to a field that has been growing in importance for some years. Although many books exist on various aspects of development, never before has there been a text that addresses the process of development in such a comprehensive manner. This is a "one-stop-shop" to understanding the process of sports development, offering the reader:

- comprehensive coverage of the major themes in the process of sports development
- contributions from an internationally renowned author team
- a concisely edited text with a logical and well-developed structure
- a dedicated accompanying website with updates and new material

This accessible book is essential reading for students or lecturers in the field of sports development and is set to be a vital contribution to the literature in this area.

RELATED TITLES:

Comparative Elite Sport Development: HOULIHAN & GREEN: 0750682817
Sport Policy: HOULIHAN: 0750683643

ISBN 13: 978-0-7506-8562-7

ISBN 10: 0-7506-8562-X

PUB DATE: late May 2008

LIST PRICE: \$43.95

DISCOUNT: TextBook

FORMAT: Paperback

Illustrated

PAGES: c. 264

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

AUDIENCE: Primary: students enrolled on sports development, sports sciences, sports studies and sports management courses; academics and researchers.
Secondary: Sports development professionals

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

BISAC CODES: BUS000000;
BUS030000

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Step-by-step explanation for bankers of how to comply with new Basel II credit management regulations

The Banker's Handbook on Credit Risk

Implementing Basel II

Morton Glantz

Morton Glantz has had an accomplished career in banking, specializing in credit analysis and credit risk management. He is a Professor of Finance at the Fordham Graduate School of Business, NY, NY. He travels worldwide teaching professional level seminars on credit risk management and related subjects.

Johnathan Mun

Founder and CEO of Real Options Valuation, Inc., a consulting, training, and software development firm specializing in Basel II analytics and modeling

"At GECC, we use both Dr. Mun's Risk Simulator and his Real Options software. Every book he has ever written is lined up within easy reach on my office bookshelf. His latest book, written with Morton Glantz, a well-known scholar in International Banking and Risk Management, is another gem from two of the most original thinkers in quantitative risk analysis in the world today." --Brian Watt, CRM Chief Risk Officer, Chief Financial Officer, GECC - Certified in Risk Management

KEY FEATURES:

- * Only book to show bankers step by step how to comply with Basel II regulations on credit risk
- * Over 150 hands-on software applications included on the DVD accompanying the book, including sample modeling videos
- * Provides all the latest quantitative tools for credit risk, including credit spreads, default risk, VAR, Monte Carlo, and portfolio optimization

DESCRIPTION:

The current "credit crunch" due to the subprime mortgage market meltdown is just the most immediate illustration of the importance of robust credit risk measurement and modeling for bankers. Thanks in part to Basel II and its requirements, banking has evolved into a rigorous discipline based on advanced quantitative tools. Many otherwise capable bankers find it difficult to keep up with the sophisticated quantitative methods being employed today. This handbook puts real tools into bankers' hands.

RELATED TITLES:

de Servigny: Standard & Poor's Guide to Measuring and Managing Credit Risk (2004, McGraw-Hill, \$65.00, ISBN: 007417559)
Glantz: Managing Bank Risk (2003, Academic Press, \$79.95, ISBN: 0122857852)

ISBN 13: 978-0-12-373666-6

ISBN 10: 0-12-373666-8

PUB DATE: May 2008

LIST PRICE: \$79.95

DISCOUNT: Agency

FORMAT: Hardback

Approx. 240 illustrations

PAGES: c. 400

TRIM SIZE: 7 X 10 in

AUDIENCE: bankers; bank regulators; risk managers, traders, consultants, academics

SHELVING CLASSIFICATIONS:
BUSINESS & ECONOMICS / Finance, BUSINESS & ECONOMICS / Banks & Banking

BISAC CODES: BUS027000;
BUS004000

MARKETING: Publicity with leading magazines such as The Economist, Risk Magazine and Financial Times; Direct mailing 25,000 to end users to drive demand; Banner adverts on leading websites that deal with credit risk.

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