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Agriculture & Animal Husbandry

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NEW RELEASE



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Chemical Bioavailability in Terrestrial Environment, Volume 32

Edited By:

Ravendra Naidu

Cooperative Centre for Contamination Assessment and Remediation of the Environment (CRC CARE), Mawson Lakes, South Australia

A Volume in the Developments in Soil Science Series.

KEY FEATURES:

* Provides the latest information on developing concepts and definitions of bioavailability

* Includes a discussion of bioavailability and ecotoxicity of contaminants and bioavailability of nutrients and agrichemicals for applications in agriculture

* Analyzes tools for assessing bioavailability and the role of bioavailability in risk assessment and remediation

DESCRIPTION:

This book begins with an overview of current thinking on bioavailability, its definition, cutting-edge research in speciation and advancement in tools for assessing chemical bioavailability in the terrestrial environment. The second section of the book focuses on the role of chemical speciation in bioavailability. Section three addresses bioavailability and ecotoxicity of contaminants and leads into the next section on bioavailability of nutrients and agrichemicals. Subsequent sections provide an overview of tools currently being used and new cutting-edge techniques to assess contaminant bioavailability. The last section of the book builds on previous sections in relating bioavailability to risk assessment and how this could be used for managing risks associated with contaminated land.

RELATED TITLES:

Lagacherie: Digital Soil Mapping (DSS vol. 31)
97804444529589; Dec 2006

Papchepsky: Developments in Pedotransfer (DSS vol. 30); 9780444517050;
Dec 2005

Doelman and Eijsackers: Vital Soil (DSS vol. 29)
9780444517722; Dec 2004

ISBN 13: 978-0-444-52169-9

ISBN 10: 0-444-52169-0

PUB DATE: May 2008

LIST PRICE: \$99.95

DISCOUNT: Agency

FORMAT: Hardback

PAGES: c. 648

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

AUDIENCE: Researchers and scientists in soil science, agricultural science, crop science, ecology, microbiology, and environmental microbiology

SHELVING CLASSIFICATIONS:
TECHNOLOGY / Agriculture & Animal Husbandry / General,
SCIENCE / Biology, SCIENCE / Life Sciences / General

BISAC CODES: TEC003000;
SCI008000; SCI086000

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JP/Life Sciences ABBP/AMS - May 2008 Package
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ENGINEERING/TECHNOLOGY
Electrical Engineering/Electronics

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KEY TITLE



The FIRST book on Microchip's 32-bit architecture: the PIC32 written by a true Microchip insider!

Programming 32-bit Microcontrollers in C

Exploring the PIC32

Lucio Di Jasio

Application Segments Manager, Microchip, Chandler, AZ, USA

KEY FEATURES:

*32-bit microcontrollers are the choice for many high-volume embedded control applications such as portable media players, cell phones, and GPS receivers

*Presented using the most popular programming language in embedded systems, C, used by more than 70% of programmers

*All code examples and software tools required to get acquainted with Microchip's MPLAB development environment, and to complete all the projects described in the book, are offered in the attached CD-ROM including the MPLAB C32 C Compiler (free Student Edition) and the full source code for more than 15 entertaining projects

DESCRIPTION:

Higher performance of embedded applications has been demanded by consumers across the board. With the cost barriers of 32-bit microcontrollers being eliminated, more and more designers are choosing to use them. They offer more power, memory, and versatility to applications such as portable media players, cell phones, and GPS receivers.

Lucio Di Jasio, a long-time Microchip insider, after the successful book on the 16-bit PIC24 architecture published in early 2007, has now taken on the new challenge of exploring the PIC32 architecture to verify the claims of compatibility, ease of use and performance. Follow him through 15 extraordinary and fun projects (including audio and video) while learning to program in C language for 32-bit embedded control applications.

RELATED TITLES:

Di Jasio: Programming 16-Bit PIC Microcontrollers in C (Newnes, 3/2007)
ISBN: 9780750682923 400 pages. \$49.95 UNITS SOLD: 1986

Sloss, et al.: ARM System Developer's Guide (MK, 2004) ISBN: 1558608745
689 pages. \$72.95 UNITS SOLD: 7600

ISBN 13: 978-0-7506-8709-6

PUB DATE: April 2008

LIST PRICE: \$59.95

DISCOUNT: Agency

FORMAT: Paperback

PAGES: c. 400

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

AUDIENCE: Embedded
Programmers and Designers

SHELVING CLASSIFICATIONS:

TECHNOLOGY / Electronics /
Microelectronics, TECHNOLOGY
/ Electronics / Digital

BISAC CODES: TEC008070;
TEC008060

MARKETING: Email campaign to
key industry lists; Featured in
cluster catalog emailed/mailed to
engineering targets; Featured at
key industry conferences; Direct
Mail/Email/Advertising to targeted
audiences: EDN, EE Times,
Embedded Systems Design,
Circuit Cellar, etc.; Online
Bookstore; Co-market with
Microchip along with other related
titles

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KEY TITLE



A complete guide to the ZigBee protocol, hardware, and networking.

Designing ZigBee Networks and Transceivers

The Complete Guide for RF/Wireless Engineers

Shahin Farahani

Senior System Design Architect, Freescale Semiconductor Inc., Tempe, AZ, USA

KEY FEATURES:

*Step-by-step instructions for implementing ZigBee networks

*Explores techniques for ZigBee co-existence with other wireless technologies such as 802.11 and Bluetooth

*Forecasters expect rapid growth and adoption of ZigBee by 2008, with approximately 150 million devices in use

DESCRIPTION:

ZigBee is globally leading the course for implementing low-cost, low data rate, short-range wireless networks with extended battery life. It is backed by such industry leaders as Motorola, Texas Instruments, Philips, Samsung, Siemens, and Freescale, among other electronics heavy hitters. It has more robust short-range technology, better security, and supports mesh networking.

This book will detail the ZigBee protocol, discuss the design of ZigBee hardware, and describe how to develop and implement ZigBee networks. It is a complete reference for implementing any size ZigBee wireless network.

RELATED TITLES:

*Eady: Hands-On ZigBee (Newnes, 2007)

ISBN: 9780123708878 \$59.95 352 pages.

*Di Jasio: Programming 16-Bit PIC Microcontrollers in C (Newnes, 2007)

ISBN: 9780750682923 \$49.95 400 pages.

*Eady: Implementing 802.11 with Microcontrollers (Newnes, 2006) ISBN: 9780750678650 \$62.95 400 pages.

ISBN 13: 978-0-7506-8393-7

ISBN 10: 0-7506-8393-7

PUB DATE: May 2008

LIST PRICE: \$69.95

DISCOUNT: Agency

FORMAT: Paperback

Approx. 150 illustrations

PAGES: c. 400

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

AUDIENCE: This is a complete design engineering guide to the ZigBee standard, hardware, and networking with numerous actual design examples.

SHELVING CLASSIFICATIONS:

TECHNOLOGY / Engineering / Electrical, TECHNOLOGY / Telecommunications, TECHNOLOGY / Electronics / General, TECHNOLOGY / Electronics / Microelectronics

BISAC CODES: TEC009030; TEC041000; TEC008000

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KEY TITLE



Streamline all your embedded code projects with just one book

Practical UML Statecharts in C/C++, 2e

Event-Driven Programming for Embedded Systems

Miro Samek

President, Quantum Leaps, Chapel Hill, NC, USA

KEY FEATURES:

- *Focuses on core concepts rather than tools, which are always changing, allowing the reader to continue to use this information with various projects
- *Provides a complete, ready-to-use, open-source software architecture for small and large embedded systems
- *Includes an extensive example using the ARM Cortex-M3 throughout the book, highlighting issues programmers and architects encounter every day.

DESCRIPTION:

The sheer volume of embedded code produced by programmers demands a unified language and framework to create efficient and maintainable systems. UML (unified modeling language) statecharts are a practical way in which to create this framework. The software framework from the first edition is now open source and has been significantly improved and expanded. It is now compatible with the very popular ARM7 architecture and Cortex-M3.

This book is presented in two parts. The first introduces statecharts, how to design with them and how to code them directly into C/C++ without the use of expensive tools. Part two introduces the author's event-driven framework for executing the material presented in part one.

RELATED TITLES:

Douglass: Real-Time UML Workshop for Embedded Systems (Newnes, 9/2006) ISBN: 0750679069 432 pages. \$49.95 UNITS SOLD: 1382

Li: Real-Time Concepts for Embedded Systems (CMP, 2003) ISBN: 9781578201242 294 pages. \$46.95 UNITS SOLD: 2773

Larman: Applying UML and Patterns: An Introduction to Object-Oriented Analysis and Design and Iterative Development (Pearson, 2004) ISBN: 9780131489066 736 pages. \$59.99 BOOKSCAN: 6547

ISBN 13: 978-0-7506-8706-5

PREVIOUS EDITION ISBN-13/10:

9781578201105 (1/02)

PUB DATE: May 2008

LIST PRICE: \$49.95

DISCOUNT: Agency

FORMAT: Paperback

Illustrated

PAGES: c. 400

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

AUDIENCE: Embedded programmers; real-time system architects; code developers using C or C++

SHELVING CLASSIFICATIONS: TECHNOLOGY / Engineering / Electrical

BISAC CODES: TEC009030

MARKETING: Email blasts to end users; Banner ads on key websites; Published in cluster piece; Key industry conferences.

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NEW RELEASE



The essential guide to designing cost- and energy-efficient power systems for LED devices.

Power Supplies for LED Drivers

Steve Winder

Supertex Inc., Ipswich, Suffolk, UK

KEY FEATURES:

- * Practical, "hands-on" approach to power supply design for LED drivers
- * Detailed examples of what works and why, throughout the design process
- * Commentary on how the calculated component value compares with the actual value used, including a description of why the choice was made

DESCRIPTION:

Light-emitting diodes are widely used due to their efficient use of power. The applications for power LEDs include traffic lights, street lamps, automotive lighting, architectural lights, household light replacements, signage lighting (replacing neon strip lights and fluorescent tubes), and many more.

Powering (driving) these LEDs is not always simple. Linear driving is inefficient and generates far too much heat. With a switching supply, the main issues are EMI and efficiency, and of course cost. The problem is to get a design that meets legal requirements and is efficient, while costing the least. This book covers the design trade-offs involved in LED driving applications, from low-power to UB-LEDs and beyond.

RELATED TITLES:

Brown: Power Supply Cookbook, 2e (May 2001, ISBN-10/13: 0-7506-7329-X/978-0-7506-7329-7)

Maniktala: Switching Power Supplies A to Z (Jun 2006, ISBN-10/13: 0-7506-7970-0/ 978-0-7506-7970-1)

ISBN 13: 978-0-7506-8341-8

ISBN 10: 0-7506-8341-4

PUB DATE: April 2008

LIST PRICE: \$59.95

DISCOUNT: Agency

FORMAT: Paperback

Approx. 100 illustrations

PAGES: c. 240

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

AUDIENCE: Electronics engineers/circuit designers concerned with designing power supplies for LED driver circuits.

SHELVING CLASSIFICATIONS:

TECHNOLOGY / Engineering / Electrical, TECHNOLOGY / Electronics / Microelectronics, TECHNOLOGY / Electronics / Circuits / General

BISAC CODES: TEC009030; TEC008070; TEC008010

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Mail Date 1/2008

ENGINEERING/TECHNOLOGY
Television & Video
Technology/Communications/
Telecommunications

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NEW RELEASE



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Monomers, Polymers and Composites from Renewable Resources

Edited By:

Mohamed Naceur Belgacem

École Française de Papeterie et INPG, Laboratoire de Génie des Procédés Papetiers, Saint Martin d'Hères, France

Alessandro Gandini

University of Aveiro, CICECO, Chemistry Department, Portugal

KEY FEATURES:

- The future is in renewable resources, as opposed to dwindling fossil counterparts
- The bio-refinery concept finds here its most explicit application to materials
- The book is replete with examples of applications of the concept of sustainable development
- No previous book covers this topic so thoroughly
- All authors are world specialists in the field of their chapter
- An impressive variety of novel macromolecular materials is illustrated
- The book will interest specialized scientists in virtually every country, because of the ubiquitous character of the raw materials used as precursors to the polymers

DESCRIPTION:

Most plastics are produced from petrochemicals. Given the dwindling fossil resources and the dramatic increase in the price of petrol, it is urgent to devote an important effort to research and development aimed at producing novel plastic materials based on agricultural, forest and animal resources, such as sugars, fats and oils, natural fibers, etc.

This book provides the state-of-the-art related to this search. Each chapter, written by internationally recognized expert(s), deals with a different natural source and with the types of materials it can provide.

Both editors have been involved in the general area of polymers from renewable resources during most of their professional careers and have contributed substantially to its advancement through the results of their research and their scientific publications.

ISBN 13: 978-0-08-045316-3

ISBN 10: 0-08-045316-3

PUB DATE: May 2008

LIST PRICE: \$180.00

DISCOUNT: Agency

FORMAT: Hardback

PAGES: c. 512

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

AUDIENCE: This book is suitable for university chemistry, materials science and physics departments, research institutions dealing with the use of natural resources and with materials science, industrial laboratories involving polymer science and academic, research and industrial libraries.

SHELVING CLASSIFICATIONS:

TECHNOLOGY / Engineering / Chemical & Biochemical, TECHNOLOGY / Textiles & Polymers, TECHNOLOGY / Material Science, SCIENCE / Chemistry / Physical & Theoretical

BISAC CODES: TEC009010; TEC055000; TEC021000

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TM/MATERIALS SCIENCE & ENG/KID - May 2008 Package
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NEW RELEASE

B H

This book is essential on a nearby shelf to solve your most difficult project management problems

Managing Difficult Projects

Andre A Costin

Xemplar Inc. Management Consultants, Montreal, Canada

KEY FEATURES:

- * Enables project managers to identify root causes and to apply the right solutions
- * Shows exactly how to identify project opportunities and then how to apply clear methodologies to set corporate strategy
- * Case studies the learning process-the reader can skip forward to solutions and help resolve problems at work

DESCRIPTION:

Managing Difficult Projects pulls together the principles and practice of project management and presents useful diagnostic approaches, tools and structures in a clear and practical way.

The book focuses on the diagnosis and resolution of "difficult" problems whether in large or small complex projects. The intent is to help corporate executives and project management practitioners apply proven processes, methodologies, systems, structures and tools to rally the information and the resources required for better decisions, faster delivery and improved results.

This essential book shows how to plan effectively and to reduce risk at every step of project delivery, particularly vital during project implementation when 90% of project funding is spent.

It covers new ground by proposing the use of the project management process as an integral part of setting and updating corporate strategy. In projects, context is everything! The text is amply illustrated with international case studies, charts, photos, graphs and data tables.

RELATED TITLES:

Cagle, Ronald B. *Blueprint for Project Recovery: A Project Management Guide: The Complete Process for Getting Derailed Projects Back on Track*, 284pp, \$59.95, £36.66 AMACOM, 2003.

Dinsmore, Paul and Jeannette Cabanis-Brewin (eds.). *The AMA Handbook of Project Management*, 2e, 496pp, \$79.95, £45.99 2006

Newton, Project Manager: *Mastering the Art of Delivery in Project Management*, 240pp, \$55.00, £21.99, FT Prentice Hall, 2005

ISBN 13: 978-0-7506-8591-7

PUB DATE: late May 2008

LIST PRICE: \$49.95

DISCOUNT: Agency

FORMAT: Hardback

Illustrated

PAGES: c. 352

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

AUDIENCE: Primary market is Project Managers, Project Controllers, Marketing and Product Development Managers, Production, and Purchasing Managers.
Secondary market is MBA and Project Management MSc level as supplementary reading.

SHELVING CLASSIFICATIONS:

TECHNOLOGY / Engineering / Industrial, BUSINESS & ECONOMICS / General, BUSINESS & ECONOMICS / Management

BISAC CODES: TEC009060;
BUS000000; BUS041000

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