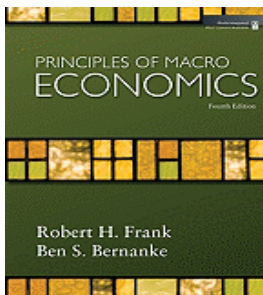


**SENARAI BAHAN BARU PERPUSTAKAAN KAMPUS**  
**BANDAR BAGI BULAN JUN 2009**

<b>Call Number</b>	<b>HB172.5.F72 2009 osf</b>		
<b>Title</b>	Principles of macroeconomics. 4 <sup>th</sup> . ed		
<b>Responsibility</b>	Robert H.Frank , Ben S. Bernanke		
<b>Publisher</b>	McGraw-Hill	<b>Year</b>	2009
<b>Subject</b>	Macroeconomics		
<b>Item Category</b>	(Open Shelf )		
<b>SMD</b>	Book		

**REVIEW**

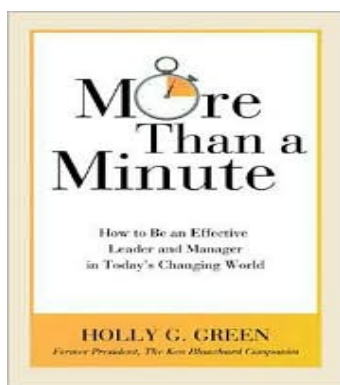


In recent years, innovative texts in mathematics, science, foreign languages, and other fields have achieved dramatic pedagogical gains by abandoning the traditional encyclopedic approach in favor of attempting to teach a short list of core principles in depth. Two well-respected writers and researchers, Bob Frank and Ben Bernanke, have shown that the less-is-more approach affords similar gains in introductory economics. Although a few other texts have paid lip service to this new approach, Frank/Bernanke is by far the best throughout, and the best executed principles text in this mold. Avoiding excessive reliance on formal mathematical derivations, it presents concepts intuitively through examples drawn from familiar contexts. The authors introduce a coherent short list of core principles and reinforce them by illustrating and applying each in numerous contexts. Students are periodically asked to apply these principles and to answer related questions and exercises.

Frank/Bernanke also encourages students to become “Economic Naturalists,” by employing basic economic principles to understand and explain what they observe in the world around them. An economic naturalist understands, for example, that infant safety seats are required in cars but not in airplanes because the marginal cost of space to accommodate these seats is typically zero in cars but often hundreds of dollars in airplanes. Such examples engage student interest while teaching them to see each feature of their economic landscape as the reflection of an implicit or explicit cost-benefit calculation.

<b>Call Number</b>	<b>HD31 .G73 2009.os</b>		
<b>Title</b>	More than a minute : how to be an effective leader and manager in today's changing worl		
<b>Responsibility</b>	Holly G. Green..		
<b>Publisher</b>	Career Press	<b>Year</b>	2009
<b>Subject</b>	1. Strategic planning 2. Communication in organizations 3. Management 4. Leadership		
<b>Item Category</b>	(Open Shelf)		
<b>SMD</b>	Book		

### REVIEW



*More Than a Minute* provides a refreshing look at the original "secrets" of effective managers explored in *The One Minute Manager* more than 25 years ago. It offers up-to-date methods and practices to prompt the thinking required to address today's challenges. Unlike many other management books, it is based on time-proven practices and actual business applications used by companies around the globe. *More Than a Minute* is written by a practitioner. As president of The Ken Blanchard Companies, Holly Green worked closely with Ken, co-author of *The One Minute Manager*. But much has changed since that book was published...and *More Than a Minute* is the title today's managers desperately

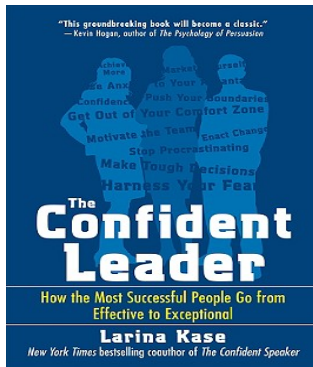
By following the simple processes outlined in this book and utilizing the tools and templates provided, you'll have what you need to apply these principles effectively to:

- \* Think about and conduct strategic planning at the company and team levels
- \* Set or uncover the goals in your organization
- \* Inform, inspire, and engage your employees in the strategies and goals
- \* Realign actions of employees to achieve higher results
- \* Continue learning and leveraging your strengths

*More Than a Minute* is not about the theory of leading and managing. It is about the doing it in today's context.

<b>Call Number</b>	<b>HD57.7 .K37 2009.os</b>		
<b>Title</b>	The confident leader : how the most successful people go from effective to exceptiona		
<b>Responsibility</b>	Larina Kase.		
<b>Publisher</b>	McGraw Hill	<b>Year</b>	2009
<b>Subject</b>	Leadership		
<b>Item Category</b>	(Open Shelf )		
<b>SMD</b>	Book		

### REVIEW



"This groundbreaking book will become a classic. I'll be recommending it to all of my readers."  
 -Kevin Hogan, author of *The Psychology of Persuasion*

*New York Times* bestselling author Larina Kase explains how to accomplish the things you think you can't, but really wish you could . . .

Many people who want to advance in their career or business are faced with an innate fear of change--even positive change that could move them forward. Using cutting-edge research to help readers become true leaders in their fields, Larina Kase provides strategies to help readers move out of their comfort zones and better distinguish the positive decisions and actions that will dramatically propel their success. She includes interviews with top business thinkers such as Seth Godin, Joe Vitale, Annie McKee, and Tim Sanders. Apply the lessons in this book to:

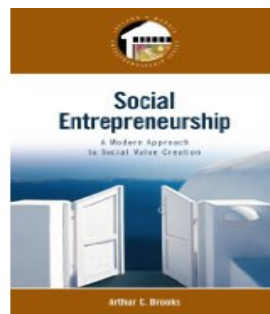
- Discover why you don't do what you need to do
- Empower yourself and others to stay motivated
- Transform fear of change into a positive driver for success
- Face uncomfortable situations with grace and poise

"Imagine what you could accomplish with the confidence of the world's top leaders . . . Read this book for a step-by-step plan to make it happen."  
 —Dr. Joe Vitale, author of *The Key*

"The success of coaches, clients, and self-help aficionados, in particular, will dramatically increase after putting Larina's powerful wisdom to work."  
 —Marilee Adams, Ph.D., author of *Change Your Questions, Change Your Life*

<b>Call Number</b>	<b>HD62.6 .B76 2009 os</b>		
<b>Title</b>	Social entrepreneurship : a modern approach to social value creation		
<b>Responsibility</b>	Arthur C. Brooks.		
<b>Publisher</b>	Prentice Hall	<b>Year</b>	2009
<b>Subject</b>	1) Nonprofit organizations -- Management 2) Social entrepreneurship		
<b>Item Category</b>	(Open Shelf )		
<b>SMD</b>	Book		

### REVIEW

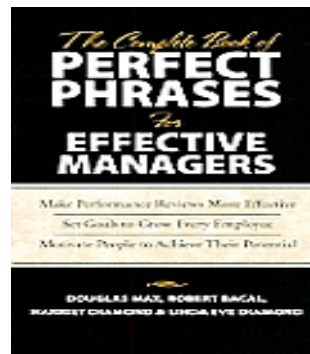


**This text brings together the established pedagogy of entrepreneurship with cutting edge nonprofit and public management tools.**

**Measuring social value, earned income, donations and government income, entrepreneurial fundraising and marketing, and social enterprise business plans. For the entrepreneur who seeks to understand the social and non-for-profit sectors.**

<b>Call Number</b>	HF5549.5.C6 .C65 2009.os		
<b>Title</b>	The complete book of perfect phrases for effective managers		
<b>Responsibility</b>	Douglas Max ... [et al.].		
<b>Publisher</b>	McGraw -Hill	<b>Year</b>	2009
<b>Subject</b>	Communication in personnel management		
<b>Item Category</b>	(Open Shelf )		
<b>SMD</b>	Book		

**REVIEW**



The average manager doesn't have time to take classes or read lengthy volumes on managing techniques. Instead, you need to know *right now* what to say to coach and motivate your employees. With hundreds of ready-to-use phrases you can use in a wide variety of situations, *The Complete Book of Perfect Phrases for Managers* is the ultimate reference for motivating, managing, and growing employees.

<b>Call Number</b>	<b>HF5821 .A74 2009 osf</b>		
<b>Title</b>	Essentials of contemporary advertising		
<b>Responsibility</b>	William F. Arens, David H. Schaefer, Michael Weigold.		
<b>Publisher</b>	McGraw-Hill	<b>Year</b>	2009
<b>Subject</b>	Advertising		
<b>Item Category</b>	(Open Shelf Folio)		
<b>SMD</b>	Book		

**REVIEW**



**Essentials of Contemporary Advertising, 2/e by William Arens and David Schaefer explores the core principles that drive advertising, using a lively voice that goes beyond academic theory. The authors' goal is to present advertising as it is actually practiced and make the fundamentals accessible and relevant to the student's "real life." This approach truly transcends the conceptual and propels students into an exciting and practical dimension.**

<b>Call Number</b>	<b>HG4011 .G58 2009 os</b>		
<b>Title</b>	Principles of managerial finance : brief		
<b>Responsibility</b>	Lawrence J. Gitman.		
<b>Publisher</b>	Prentice Hall	<b>Year</b>	2009
<b>Subject</b>	1. Corporations -- Finance 2. Business enterprises -- Finance		
<b>Item Category</b>	(Open Shelf )		
<b>SMD</b>	Book		

### REVIEW



Gitman's proven Learning Goal System—a hallmark feature of *Principles of Managerial Finance, Brief, 5,e*—weaves pedagogy into concepts and practice, providing readers with a road map to guide them through the text and supplementary tools. The *Fifth Edition* now includes an emphasis on personal finance issues to add currency and relevance to the already cohesive learning framework.

**Introduction to Managerial Finance: The Role and Environment of Managerial Finance; Financial Statements and Analysis; Cash Flow and Financial Planning. Important Financial Concepts: Time Value of Money; Risk and Return; Interest Rates and Bond Valuation; Stock Valuation. Long-Term Investment Decisions: Capital Budgeting; Capital Budgeting Techniques: Certainty and Risk. Long-Term Financial Decisions: The Cost of Capital; Leverage and Capital Structure; Dividend Policy. Short-Term Financial Decisions: Working Capital and Current Assets Management; Current Liabilities Management; Financial Institutions and Markets; International Managerial Finance. For all readers interested in managerial finance.**

<b>Call Number</b>	<b>QA76.73.J38 .L48 2009 os</b>		
<b>Title</b>	Java software solutions : foundations of program design. 6 <sup>th</sup> ed.		
<b>Responsibility</b>	John Lewis, William Loftus.		
<b>Publisher</b>	Pearson	<b>Year</b>	2009
<b>Subject</b>	<ol style="list-style-type: none"> <li>1. Object-oriented programming (Computer science).</li> <li>2. Java (Computer program language)</li> </ol>		
<b>Item Category</b>	(Open Shelf )		
<b>SMD</b>	Book		

### REVIEW



As the worldwide best seller for introductory programming using the Java programming language, Java Software Solutions is the premiere model of text that teaches a foundation of programming techniques to foster well-designed object-oriented software. Heralded for its integration of small and large realistic examples, the authors' emphasize building solid problem-solving and design skills. The Sixth Edition introduces improvements that make the text a better teaching and learning tool. Revolutionary Video Notes featuring author John Lewis work in conjunction with the text to visually explain challenging topics and in-text Programming Projects. New vignettes explaining real-world software failures emphasize why good design is important, and novel section-level exercises let students check their comprehension before moving on.

<b>Call Number</b>	<b>QA76.76.H94 .M69 2009 osf</b>		
<b>Title</b>	Web development & design foundations with XHTML. 4 <sup>th</sup> ed.		
<b>Responsibility</b>	Terry Felke-Morris.		
<b>Publisher</b>	Pearson	<b>Year</b>	2009
<b>Subject</b>	1. Web sites -- Design 2. Web site development -- Computer programs 3. XHTML (Document markup language)		
<b>Item Category</b>	(Open Shelf Folio)		
<b>SMD</b>	Book		

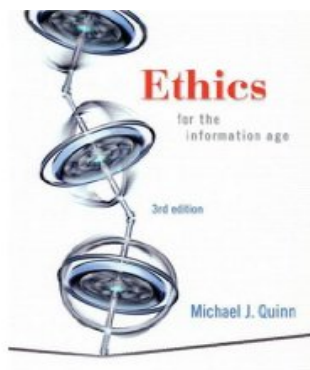
### REVIEW



Using Hands-On Practice exercises and Web Site Case Studies to motivate readers, **Web Development and Design Foundations with XHTML** includes all the necessary lessons to guide students in developing highly effective Web sites. A well-rounded balance of hard skills (such as XHTML, CSS, and JavaScript ) and soft skills (such as accessibility, ethics, e-commerce, and Web site promotion strategies) presents everything beginning Web developers need to know. In the **Fourth Edition**, cascading style sheets--now the standard in Web design--are introduced earlier in the text and are then integrated throughout. Ethics and accessibility issues receive increased coverage, and a new **Design Activities** supplement offers hands-on design projects to supplement those presented in the text.

<b>Call Number</b>	QA76.9.M65 .Q56 2009 os		
<b>Title</b>	Ethics for the information age. 3 <sup>rd</sup> .ed		
<b>Responsibility</b>	Michael J. Quinn.		
<b>Publisher</b>	Pearson	<b>Year</b>	2009
<b>Subject</b>	1. Computers and civilization 2. Electronic data processing -- Moral and ethical aspects		
<b>Item Category</b>	(Open Shelf )		
<b>SMD</b>	Book		

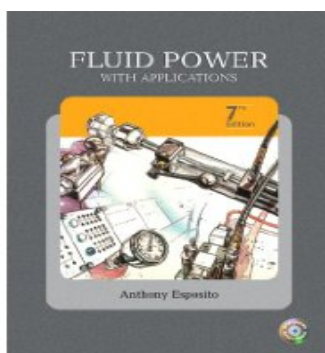
**REVIEW**



In an era where information technology changes constantly, a thoughtful response to these rapid changes requires a basic understanding of IT history, an awareness of current issues, and a familiarity with ethics. Ethics for the Information Age provides an overview of ethical theories and problems encountered by computer professionals in today's environment. By presenting provocative issues such as social networking, government surveillance, and intellectual property from all points of view, this market-leading text challenges students to think critically and draw their own conclusions, which ultimately prepares them to become responsible, ethical users of future technologies. This book is appropriate for any standalone "computers and society" or "computer ethics" course offered by a computer science, business, or philosophy department.

<b>Call Number</b>	<b>TJ843 .E86 2009 os</b>		
<b>Title</b>	Fluid power with applications. 7 <sup>th</sup> . ed		
<b>Responsibility</b>	Anthony Esposito.		
<b>Publisher</b>	Prentice Hall	<b>Year</b>	2009
<b>Subject</b>	Fluid power technology		
<b>Item Category</b>	(Open Shelf )		
<b>SMD</b>	Book		

### **REVIEW**



**Fluid Power with Applications, Seventh Edition** presents broad coverage of fluid power technology in a readable and understandable fashion. An extensive array of industrial applications is provided to motivate and stimulate students' interest in the field. Balancing theory and applications, this book is updated to reflect current technology; it focuses on the design, analysis, operation, and maintenance of fluid power systems. It also includes an Automation Studio CD (produced by Famic Technologies Inc.) that contains simulations and animations of many of the fluid power circuits presented throughout the book as well as a variety of additional fluid power applications.