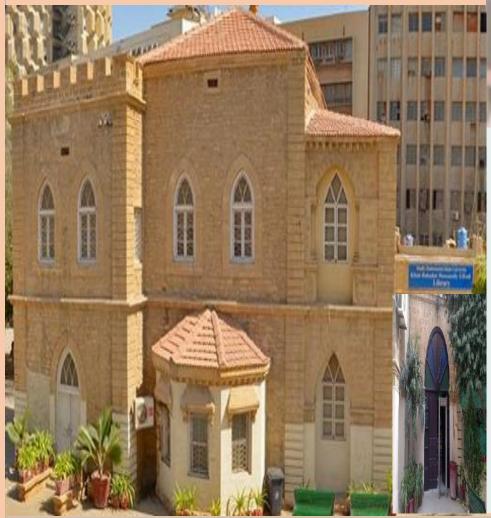


SINDH MADRESSATUL ISLAM UNIVERSITY

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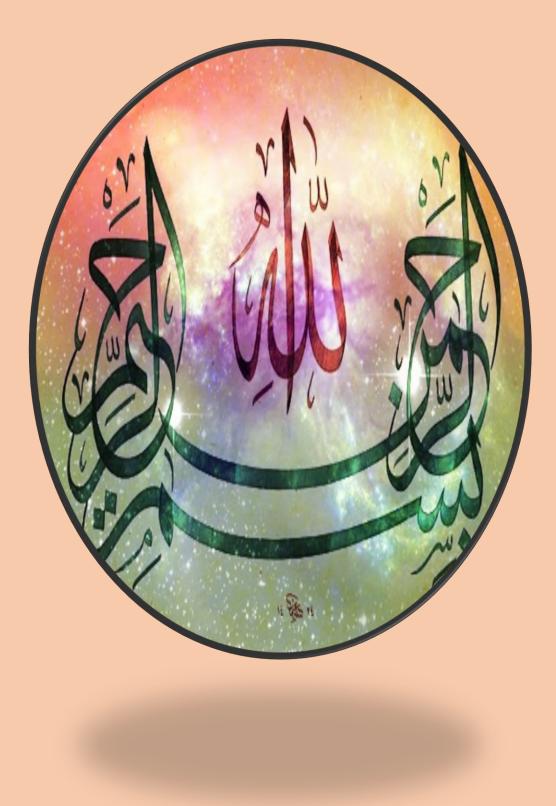
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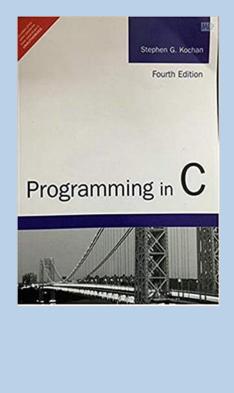


Programming in C

Programming in C will teach you how to write programs in the C programming language. Whether you're a novice or experienced programmer, this book will provide you with a clear understanding of this language, which is foundation for many object-oriented programming languages such as C++, Objective-C, C#, and Java. All the features of the C language are covered in this book, including the latest additions added with the C11 standard. Appendixes provide a detailed summary of the language and the standard C library, both organized for quick reference.

Author:Stephen G. KochanPublisher:Pearson Education

- Compiling and Running Your First Program
- Variables, Data Types, and Arithmetic Program Looping
- Making Decisions
- Working with Arrays
- Working with Functions
- Working with Structures
- Character Strings
- Pointers
- Operations on Bits
- The Preprocessor
- Extending Data Types with the Enumerated...
- Working with Larger Programs
- Input and Output Operations in C
- Miscellaneous and Advanced Features
- Debugging Programs
- Object-Oriented Programming

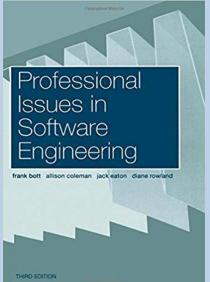


Professional Issues in Software Engineering

Professional Issues in Software Engineering is equally valuable to both students and practitioners, it brings together the expertise and experience of leading academics in software engineering, law industrial relations, and health and safety, explaining the central principles and issues in each field and their application in software engineering.

Author: Frank Bott Publisher: Tylor & Francis India

- The Engineering Profession
- The Structure of Organizations
- Finance and Accounting
- Anatomy of a Software House
- Computer Contracts
- Intellectual Property Rights
- The Framework of Employee Relations Law and Changing Management Practices
- Human Resource Management and Software Engineering
- Health and Safety at Work
- Software Liability: Liability and Practice
- Computer Misuse and the Criminal Law
- Regulation and Control of Personal Information: Data Protection, Defamation and Related Issues Appendix: The British Computer Society Code of Conduct



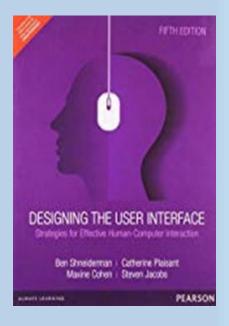
Designing the User Interface

Designing the User Interface: Strategies for Effective Human-Computer Interaction provides a comprehensive introduction to the dynamic field of human-computer interaction (HCI). An expanded author team brings unparalleled industry and academic experience to this latest edition. Practical techniques, research-supported design guidelines, and a multitude of current examples and figures illustrate good design principles and practices, effectively guiding readers through their first HCI design projects.

Author:Ben ShneidermanPublisher:Pearson India

- Part I: Introduction
 Chapter 1: Usability of Interactive Systems
 Chapter 2: Universal Usability
 Chapter 3: Guidelines, Principles, and Theories

 Part II: Design Processes
- Part II: Design Processes Chapter 4: Design Chapter 5: Evaluation and the User Experience Chapter 6: Design Case Studies
- Part III: Interaction Styles Chapter 7: Direct Manipulation and Immersive Environments Chapter 8: Fluid Navigation Chapter 9: Expressive Human and Command Languages Chapter 10: Devices Chapter 11: Communication and Collaboration
- Part IV: Design Issues Chapter 12: Advancing the User Experience Chapter 13: The Timely User Experience Chapter 14: Documentation and User Support (a.k.a Help) Chapter 15: Information Search Chapter 16: Data Visualization
- Afterword: Societal and Individual Impact of User Interfaces Afterword 1: Future Interfaces and Grand Challenges Afterword 2 Ten Plagues of the Information Age



Software Project Management

Software project management is a crucial element in successful software and IT development, and requires students to develop an understanding of technical methodology and an appreciation of the many human factors that can play a part in software projects. The new fifth edition of Software Project Management has been fully revised and updated to help students to grasp these contrasting skills, and learn about new developments in the discipline. It provides both undergraduate and postgraduate students with a comprehensive introduction to software project management and has enjoyed a loyal following of users since the first edition published.

Author:Bob HughesPublisher:Mc Graw Hill India

- Introduction to software project management
- Project evaluation and programme management
- An overview of project planning
- Selection of an appropriate project approach
- Software effect estimation
- Activity planning
- Risk management
- Resource allocation
- Monitoring and control
- Managing people in software environments
- Working in teams
- Software quality.



Computer Algorithms: Introduction to Design and Analysis

This Computer Algorithms: Introduction to Design and Analysis (3rd Edition) book is not ordinary book, after reading it, you will have the world in your hands. The benefit you receive by reading this book is usually information inside this guide which is incredible fresh. That Computer Algorithms: Introduction to Design and Analysis (3rd Edition) teaches to become critical in thinking and analyzing. This Computer Algorithms: Introduction to Design and Analysis (3rd Edition) having good arrangement in word and layout, so you will not truly feel uninterested in reading.

Author:	Sara Base
Publisher:	Pearson India

<mark>C O N T E N T S</mark>

- Analyzing Algorithms and Problems: Principles and Examples
- Data Abstraction and Basic Data Structures
- Recursion and Induction
- Sorting
- Selection and Adversary Arguments
- Dynamic Sets and Searching
- Graphs and Graph Traversals
- Graph Optimization Problems and Greedy Algorithms
- Transitive Closure, All-Pairs Shortest Paths
- Dynamic Programming
- String Matching
- Polynomials and Matrices
- NP-Complete Problems
- Parallel Algorithms



Computer Algorithms

Introduction to Design and Analysis

Third Edition

Sara Baase I Allen Van Gelder

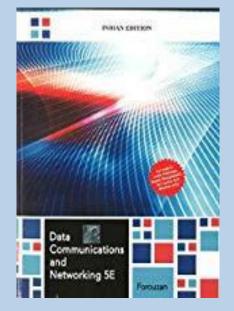
PLARSON

Data Communications and Networking

Data Communications and Networking is designed to help students understand the basics of data communications and networking, and the protocols used in the Internet in particular by using the protocol layering of the Internet and TCP/IP protocol suite. Technologies related to data communication and networking may be the fastest growing in today's culture. The appearance of some new social networking applications is a testimony to this claim. In this Internet-oriented society, specialists need to be trained to run and manage the Internet, part of the Internet, or an organization's network that is connected to the Internet. As both the number and types of students are increasing, it is essential to have a textbook that provides coverage of the latest advances, while presenting the material in a way that is accessible to students with little or no background in the field.

Author: Publisher: Behrouz A. Forouzan EPM

- **PART I**: Overview
- **PART II**: Physical Layer
- **PART III**: Data-Link Layer
- **PART IV**: Network Layer
- **PART V**: Transport Layer
- PART VI: Application Layer
- PART VII: Topics Related to All Layers



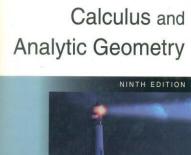
Calculus and Analytic Geometry

George Thomas' clear, precise Calculus and Analytic Geometry text with superior applications defined the modern-day, three-semester or four-quarter Calculus and Analytic Geometry course. The ninth edition of this proven text has been carefully revised to give students the solid base of material they will need to succeed in math, science, and engineering programs. This edition includes recent innovations in teaching and learning technology, projects, and group work.

Author:George B. ThomasPublisher:Pearson India

<mark>C O N T E N T S</mark>

- Preliminaries.
- Limits and Continuity.
- Derivatives.
- Applications of Derivatives.
- Integration.
- Applications of Integrals.
- Transcendental Functions.
- Techniques of Integration.
- Infinite Series.
- Conic Sections, Parametrized Curves, and Polar Coordinates.
- Vectors and Analytic Geometry in Space.
- Vector-Valued Functions and Motion in Space.
- Multivariable Functions and Partial Derivatives.
- Multiple Integrals.
- Integration in Vector Fields.
- Appendices.





PEARSON

Applied Numerical Methods with MATLAB for Engineers and Scientists

Applied Numerical Methods with MATLAB is written for students who want to learn and apply numerical methods to solve problems in engineering and science. As such, the methods are motivated by problems rather than by mathematics. That said, sufficient theory is provided so that students come across with insight into the techniques and their shortcomings.

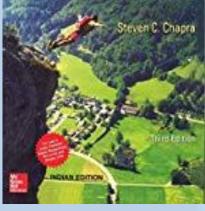
Author:Steven C. ChopraPublisher:Mc Graw India

<mark>C O N T E N T S</mark>

- Part One Modeling, Computers, and Error Analysis Mathematical Modeling, Numerical Methods, and Problem Solving MATLAB Fundamentals Programming with MATLAB Round off and Truncation Errors
- **Part Two** Roots and Optimization Roots: Bracketing Methods Roots: Open Methods Optimization
- Part Three Linear Systems

 Linear Algebraic Equations and Matrices
 Gauss Elimination
 LU Factorization
 Matrix Inverse and Condition
 Iterative Methods
 Eigenvalues
- **Part Four** Curve Fitting Linear Regression General Linear Least-Squares and Nonlinear Regression Fourier Analysis Polynomial Interpolation Splines and Piecewise Interpolation

Applied Numerical Methods with MATILAB for Engineers and Scientists

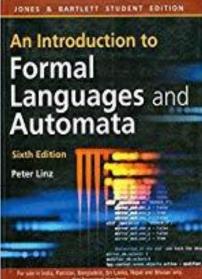


An Introduction to Formal Languages and Automata

This book provides an accessible, student-friendly presentation of all material essential to an introductory Theory of Computation course. Written to address the fundamentals of formal languages, automata, and computability, the text is designed to familiarize students with the foundations and principles of computer science and to strengthen the students' ability to carry out formal and rigorous mathematical arguments.

Author:	Peter Linz
Publisher:	Jones & Bartlett

- **Chapter 1**: Introduction to the Theory of Computation
- Chapter 2: Finite Automata
- **Chapter 3**: Regular Languages and Regular Grammars
- Chapter 4: Properties of Regular Languages
- Chapter 5: Context-Free Languages
- Chapter 6: Simplification of Context-Free Grammars and Normal.
- Chapter 7: Pushdown Automata
- Chapter 8: Properties of Context-Free Languages
- Chapter 9: Turing Machines
- Chapter 10: Other Models of Turing Machines
- Chapter 11: A Hierarchy of Formal Languages and Automata
- Chapter 12: Limits of Algorithmic Computation
- Chapter 13: Other Models of Computation



Advanced Engineering Mathematics

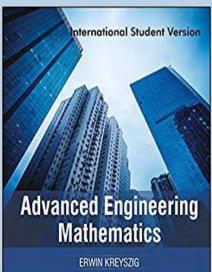
Advanced Engineering Mathematics, 10th Edition is known for its comprehensive coverage, careful and correct mathematics, outstanding exercises, and self-contained subject matter parts for maximum flexibility. The new edition continues the tradition of providing instructors and students with a comprehensive and up-to-date resource for teaching and learning engineering mathematics, that is, applied mathematics for engineers and physicists, mathematicians and computer scientists, as well as members of other disciplines.

Author: **Erwin Kreyszig** Publisher:

WILEY

CONTENTS

- Chapter 1: First-Order Odes
- Chapter 2: Second-Order Linear Odes
- Chapter 3: Higher Order Linear Odes
- Chapter 4: Systems Of Odes. Phase Plane. Qualitative Methods
- **Chapter 5**: Series Solutions Of Odes. Special Functions
- Chapter 6: Laplace Transforms
- Chapter 7: Linear Algebra: Matrices, Vectors, Determinants...
- Chapter 8: Linear Algebra: Matrix Eigenvvalue Problems
- Chapter 9: Vector Differential Calculus, Grad, Div, Curl
- Chapter 10: Vector Integral Calculus. Integral Theorems
- Chapter 11: Fourier Analysis
- Chapter 12: Partial Differential Equations (Pdes)
- Chapter 13: Complex Numbers And Functions. Complex...
- Chapter 14: Complex Integration
- Chapter 15: Power Series, Taylor Series
- Chapter 16: Laurent Series. Residue Integration
- **Chapter 17**: Confomal Mapping
- Chapter 18: Complex Analysis And Potential Theory
- Chapter 19: Numerics In General
- Chapter 20: Numeric Linear Algebra
- Chapter 21: Numerics For Odes And Pdes
- Chapter 22: Unconstrained Optimization. Linear Programming
- Chapter 23: Graphs. Combinatorial Optimization
- Chapter 24: Data Analysis, Probability Theory
- **Chapter 25**: Mathematical Statistics



TENTH EDITION

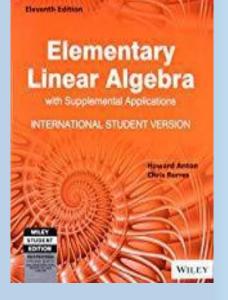
WILEY

Elementary Linear Algebra with Supplemental Applications

Elementary Linear Algebra 11th edition gives an elementary treatment of linear algebra that is suitable for a first course for undergraduate students. The aim is to present the fundamentals of linear algebra in the clearest possible way; pedagogy is the main consideration. Calculus is not a prerequisite, but there are clearly labeled exercises and for students who have studied calculus.

Author:	Howard Anton
Publisher:	WILEY

- Chapter 1: Systems of Linear Equations And Matrices
- Chapter 2: Determinants
- Chapter 3: Euclidean Vector Spaces
- Chapter 4: General Vector Spaces
- Chapter 5: Eigenvalues and Eigenvectors
- Chapter 6: Inner Product Spaces
- Chapter 7: Diagonalization and Quadratic Forms
- Chapter 8: Linear Transformations
- Chapter 9: Numerical Methods
- Chapter 10: Applications of Linear Algebra

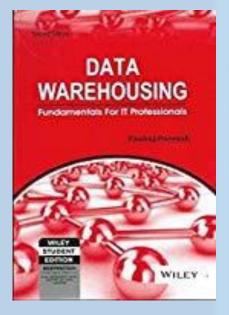


Data Warehousing: Fundamentals for IT Professionals

Data warehousing has revolutionized the way businesses in a wide variety of industries perform analysis and make strategic decisions. The author provides an enhanced, comprehensive overview of data warehousing together with in-depth explanations of critical issues in planning, design, deployment, and ongoing maintenance. This Second Edition highlights the areas of data warehousing and business intelligence where high-impact technological progress has been made. Discussions on developments include data marts, real-time information delivery, data visualization, requirements gathering methods, multi-tier architecture, OLAP applications, Web clickstream analysis, data warehouse appliances, and data mining techniques.

Author:	Paulraj Ponniah
Publisher:	WILEY

- **Part 1** OVERVIEW AND CONCEPTS. The Compelling Need for Data Warehousing. Data Warehouse: The Building Blocks. Trends in Data Warehousing.
- Part 2 PLANNING AND REQUIREMENTS. Planning and Project Management. Defining the Business Requirements. Requirements as the Driving Force for Data Warehousing.
- **Part 3** ARCHITECTURE AND INFRASTRUCTURE. The Architectural Components. Infrastructure as the Foundation for Data Warehousing. The Significant Role of Metadata.
- Part 4 DATA DESIGN AND DATA PREPARATION. Principles of Dimensional Modeling. Dimensional Modeling: Advanced Topics. Data Extraction, Transformation, and Loading. Data Quality: A Key to Success.
- Part 5 INFORMATION ACCESS AND DELIVERY. Matching Information to the Classes of Users. OLAP in the Data Warehouse. Data Warehousing and the Web. Data Mining Basics.
- **Part 6** IMPLEMENTATION AND MAINTENANCE. Data Warehouse Deployment. Growth and Maintenance.

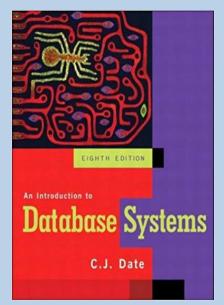


An Introduction to Database Systems

An Introduction to Database Systems provides a comprehensive introduction to the now very large field of database systems by providing a solid grounding in the foundations of database technology while shedding some light on how the field is likely to develop in the future. This new edition has been rewritten and expanded to stay updated with database system trends.

Author:	C.J. Date
Publisher:	Pearson

- Part I Preliminaries
- Part II The Relational Model
- Part III Database Design
- Part IV Transaction Management
- **Part V** Further Topics
- Part VI Objects, Relations, and XML

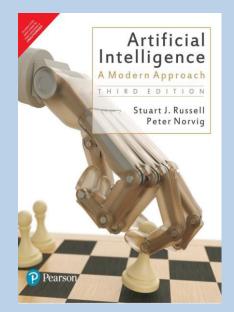


Artificial Intelligence A Modern Approach

Artificial Intelligence: A Modern Approach, 3edit. offers the most comprehensive, up-to-date introduction to the theory and practice of artificial intelligence. Number one in its field, this textbook is ideal for one or two-semester, undergraduate or graduate-level courses in Artificial Intelligence. According to an article in The New York Times, the course on artificial intelligence is "one of three being offered experimentally by the Stanford computer science department to extend technology knowledge and skills beyond this elite campus to the entire world." One of the other two courses, an introduction to database software, is being taught by Pearson author Dr. Jennifer Wisdom.

Author:	Stuart J. Russell
Publisher:	Pearson

- I Artificial Intelligence
- **II** Problem-solving
- III Knowledge, reasoning, and planning
- IV Uncertain knowledge and reasoning
- V Learning
- VI Communicating, perceiving, and acting



Bayesian Method for Data Analysis

The third edition of this classic book is widely considered the leading text on Bayesian methods, lauded for its accessible, practical approach to analyzing data and solving research problems. The book continues to take an applied approach to analysis using up to date Bayesian methods. The authors all leaders in the statistics community introduce basic concepts from a data-analytic perspective before presenting advanced methods. Throughout the text, numerous worked examples drawn from real applications and research emphasize the use of Bayesian inference in practice.

Author:	Bardley P.Carlin
Publisher:	CBC Press

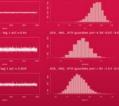
<mark>C O N T E N T S</mark>

 Part I: Fundamentals of Bayesian Inference Probability and inference Single-parameter models Introduction to multiparameter models Asymptotics and connections to non-Bayesian approaches Hierarchical models Part II: Fundamentals of Bayesian Data Analysis Model checking Evaluating, comparing, and expanding models Modeling accounting for data collection Decision analysis Part III: Advanced Computation Introduction to Bayesian computation Introduction to Bayesian computation Basics of Markov chain simulation Computationally efficient Markov chain simulation Modal and distributional approximations Part IV: Regression Models Introduction to regression models Hierarchical linear models Generalized linear models Models for robust inference Models for missing data Part V: Nonlinear and Nonparametric Models Parametric nonlinear models Gaussian process models 		
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Bayesian Methods for Data Analysis

Texts in Statistical Science

Third Edition



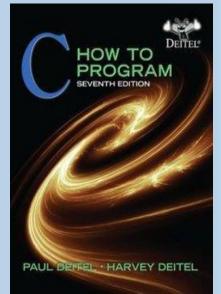
Bradley P. Carlin Thomas A. Louis

<u>C: How to Program</u>

The C: How to Program offers unparalleled breadth and depth of object-oriented programming concepts and intermediate-level topics. Introduction to C programming introduces fundamentals of structured programming, and covers relevant features of C language's C-201X standard. It also includes an updated treatment of C++ for those who want to transition to object-oriented concepts.

Author:Paul DeitalPublisher:Preason

- Chapter 1 Introduction to Computers, the Internet and the Web
- Chapter 2 Introduction to C Programming
- Chapter 3 Structured Program Development in C
- Chapter 4 C Program Control
- Chapter 5 C Functions
- Chapter 6 C Arrays
- Chapter 7 C Pointers
- Chapter 8 C Characters and Strings
- Chapter 9 C Formatted Input/Output
- Chapter 10 C Structures, Unions, Bit Manipulations and Enumerations
- Chapter 11 C File Processing
- Chapter 12 C Data Structures
- Chapter 13 C Preprocessor
- Chapter 14 Other C Topics
- Chapter 15 C++ as a Better C; Introducing Object Technology
- Chapter 16 Introduction to Classes and Objects
- Chapter 17 Classes: A Deeper Look, Part 1
- Chapter 18 Classes: A Deeper Look, Part 2
- Chapter 19 Introduction
- Chapter 20 Object-Oriented Programming: Inheritance
- Chapter 21 Object-Oriented Programming: Polymorphism
- Chapter 22 Templates
- Chapter 23 Stream Input/Output
- Chapter 24 Exception Handling



<u>C++ How To Program</u>

C++ How to Program is accessible to readers with little or no programming experience, yet comprehensive enough for the professional programmer. The early objects approach gets readers thinking about objects immediately allowing them to more thoroughly master the concepts. Emphasis is placed on achieving program clarity and building well-engineered software. Interesting, entertaining, and challenging exercises encourage students to make a difference and use computers and the Internet to work on problems.

Author:	Paul Deital
Publisher:	Pearson

<mark>C O N T E N T S</mark>

- 1 Introduction to Computers and C++ 1
- Introduction to C++ Programming, Input/Output and Operators
- Introduction to Classes, Objects, Member Functions and Strings
- Algorithm Development and Control Statements:
- Part 1: Control Statements: Part 2: Logical Operators
- Functions and an Introduction to Recursion
- Class Templates array and vector; Catching Exceptions
- Pointers
- Classes: A Deeper Look
- Operator Overloading; Class string
- Object-Oriented Programming: Inheritance
- Object-Oriented Programming: Polymorphism
- Stream Input/Output: A Deeper Look
- File Processing
- Standard Library Containers and Iterators
- Standard Library Algorithms
- Exception Handling: A Deeper Look
- Introduction to Custom Templates
- Custom Templatized Data Structures
- Searching and Sorting
- Class string and String Stream Processing: A Deeper Look
- Bits, Characters, C Strings and structs





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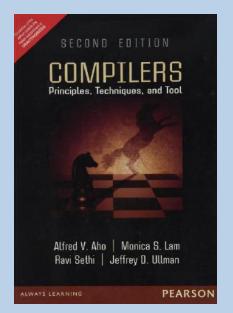


Compilers: Principles, Techniques, and Tools

Compilers is the direct descendant of the well-known book by Aho and Ullman, Principles of Compiler Design. The authors present updated coverage of compilers based on research and techniques that have been developed in the field over the past few years. The book provides a thorough introduction to compiler design and covers topics such as context-free grammars, fine state machines, and syntax-directed translation.

Author:	Alferd V Aho
Publisher:	Pearson

- Introduction
- A Simple Syntax-Directed Translator
- Lexical Analysis
- Synta x Analysis
- Syntax-Directed Translation
- Intermediate-Code Generation
- Run-Tim e Environments
- Cod e Generation
- Machine-Independent Optimizations
- Instruction-Leve 1 Parallelism
- Optimizing for Parallelism and Locality
- Interprocedural Analysis

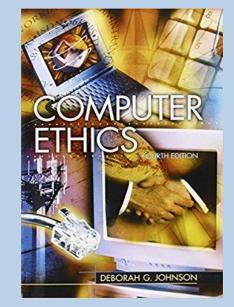


Computer Ethics

Written in clear, accessible prose, the Fourth edition of Computer Ethics brings together philosophy, law, and technology. The text provides an in-depth exploration and analysis of a broad range of topics regarding the ethical implications of widespread use of computer technology. The approach is normative while also exposing the student to alternative ethical stances.

Author:Deborah G JohnsonPublisher:Pearson

- Introduction to Sociotechnical Computer Ethics
- Ethics and Information Technology
- Ethics in IT-Configured Societies
- Information Flow, Privacy, and Surveillance
- Digital Intellectual Property
- Digital Order
- Professional Ethics in Computing

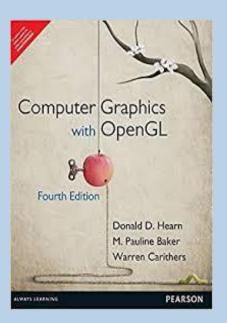


Computer Graphics with OpenGL

"Computer Graphics with OpenGL, 4/e" is appropriate for junior-to graduate-level courses in computer graphics. Assuming no background in computer graphics, this junior-to graduate-level course presents basic principles for the design, use, and understanding of computer graphics systems and applications. The authors, authorities in their field, offer an integrated approach to two-dimensional and three-dimensional graphics topics. A comprehensive explanation of the popular OpenGL programming package, along with C++ programming examples illustrates applications of the various functions in the OpenGL basic library and the related GLU and GLUT packages.

Author:	Donald D. Hearn
Publisher:	Pearson

- Computer Graphics Hardware
- Computer Graphics Software
- Graphics Output Primitives
- Attributes of Graphics Primitives
- Implementation Algorithms for Graphics Primitives...
- Two-Dimensional Geometric Transformations
- Two-Dimensional Viewing
- Three-Dimensional Geometric Transformations
- Three-Dimensional Viewing
- Hierarchical Modeling
- Computer Animation
- Three-Dimensional Object Representations
- Spline Representations
- Visible-Surface Detection Methods
- Illumination Models and Surface-Rendering Methods
- Texturing and Surface-Detail Methods
- Color Models and Color Applications

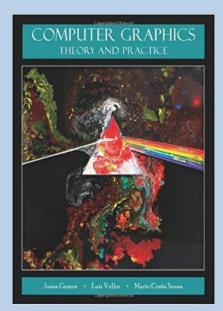


Computer Graphics: Theory and Practice

Computer Graphics: Theory and Practice provides a complete and integrated introduction to this area. The book only requires basic knowledge of calculus and linear algebra, making it an accessible introductory text for students. It focuses on conceptual aspects of computer graphics, covering fundamental mathematical theories and models and the inherent problems in implementing them. In so doing, the book introduces readers to the core challenges of the field and provides suggestions for further reading and studying on various topics. For each conceptual problem described, solution strategies are compared and presented in algorithmic form. This book, along with its companion Design and Implementation of 3D Graphics Systems, gives readers a full understanding of the principles and practices of implementing 3D graphics systems.

Author:	Jones Gomes
Publisher:	CRC Press

- Introduction
- Geometry
- Coordinates
- The Space of Rotations
- Color
- Image
- Planar Graphics Objects
- Spatial Graphics Objects
- Hierarchies
- Geometric Modeling
- Virtual Camera
- Clipping
- Visibility
- Illumination
- Rasterization
- Mappings
- Composition
- The Illumination Equation

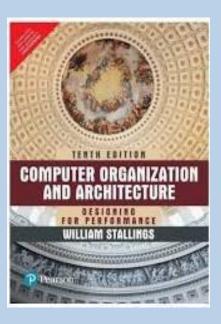


Computer Organization and Architecture

Computer Organization and Architecture is a comprehensive coverage of the entire field of computer design updated with the most recent research and innovations in computer structure and function. With clear, concise, and easy-to-read material, the Tenth Edition is a user-friendly source for people studying computers. Subjects such as I/O functions and structures, RISC, and parallel processors are explored integratively throughout, with real world examples enhancing the text for reader interest. With brand new material and strengthened pedagogy, this text engages readers in the world of computer organization and architecture

Author:	Stallings
Publisher:	Pearson

- Chapter 1: Basic Concepts and Computer Evolution
- Chapter 2: Performance Issues
- Chapter 3: A Top-Level View of Computer Function ...
- Chapter 4: Cache Memory
- Chapter 5: Internal Memory Technology
- Chapter 6: External Memory
- Chapter 7: Input/Output
- Chapter 8: Operating System Support
- Chapter 9: Number Systems
- Chapter 10: Computer Arithmetic
- Chapter 11: Digital Logic
- Chapter 12: Instruction Sets: Characteristics and Functions
- Chapter 13: Instruction Sets: Addressing Modes and Formats
- Chapter 14: Processor Structure and Function
- Chapter 15: Reduced Instruction Set Computers (RISCs)
- Chapter 16: Instruction-Level Parallelism and Superscalar Processors
- Chapter 17: Parallel Processing
- Chapter 18: Multicore Computers
- Chapter 19: General-Purpose Graphic Processing Units

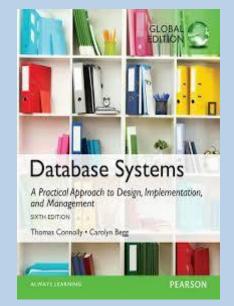


Database Systems A Practical Approach To Design, Implementation, and Management

Database Systems is ideal for a one- or two-term course in database management or database design in an undergraduate or graduate level course. With its comprehensive coverage, this book can also be used as a reference for IT professionals. This best-selling text introduces the theory behind databases in a concise yet comprehensive manner, providing database design methodology that can be used by both technical and non-technical readers. The methodology for relational Database Management Systems is presented in simple, step-by-step instructions in conjunction with a realistic worked example using three explicit phases—conceptual, logical, and physical database design

Author:	Connolly
Publisher:	Pearson

- The Relational Model and Languages
- Database Analysis and Design
- Selected Database Issues
- Distributed DBMSs and Replication
- Object DBMSs
- The Web and DBMSs
- Business Intelligence

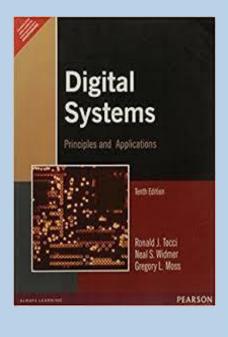


Digital Systems: Principles and Applications

It elucidates every point with numerous and well explained examples, from what binary numbers are to analog/digital conversion methods, memory, RAM structure, etc. It is worded in almost layman's terms so the essence is easy pick up. Practical and relevant problems are given which further reinforce understanding. You also can't explain digital systems today without talking about VHDL and AHDL (Hardware Description Languages - HDL). Not only are the concepts explained through examples and diagrams, they're also covered by the HDL's, so if you're a college student where you'll most likely be introduced to them, this is ideal.

Author:	Ronald et al.
Publisher:	Pearson

- Chapter 1 Introductory Concepts
- Chapter 2 Number Systems and Codes
- Chapter 3 Describing Logic Circuits
- Chapter 4 Combinational Logic Circuits
- Chapter 5 Flip-Flops and Related Devices
- Chapter 6 Digital Arithmetic: Operations and Circuits
- Chapter 7 Counters and Registers
- Chapter 8 Integrated-Circuit Logic Families
- Chapter 9 MSI Logic Circuits
- Chapter 10 Digital System Projects Using HDL
- Chapter 11 Interfacing with the Analog World
- Chapter 12 Memory Devices
- Chapter 13 Programmable Logic Device Architectures

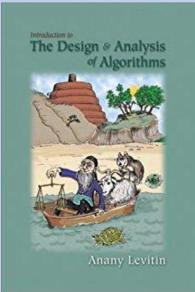


Introduction To The Design And Analysis Of Algorithms

Based on a new classification of algorithm design techniques and a clear delineation of analysis methods, "Introduction to the Design and Analysis of Algorithms" presents the subject in a coherent and innovative manner. Written in a student-friendly style, the book emphasizes the understanding of ideas over excessively formal treatment while thoroughly covering the material required in an introductory algorithms course.

Author:	Levitin
Publisher:	Pearson

- Fundamentals of the Analysis of Algorithm Efficiency
- Brute Force and Exhaustive Search
- Decrease-and-Conquer
- Divide-and-Conquer
- Transform-and-Conquer
- Space and Time Trade-Offs
- Dynamic Programming
- Greedy Technique
- Iterative Improvement
- Limitations of Algorithm Power
- Coping with the Limitations of Algorithm Power

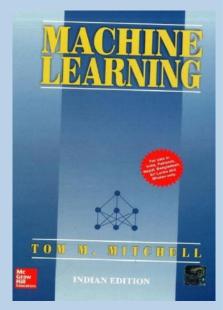


Machine Learning

This book covers the field of machine learning, which is the study of algorithms that allow computer programs to automatically improve through experience. The book is intended to support upper level undergraduate and introductory level graduate courses in machine learning.

Author:Tom .M MitchelPublisher:McGraw Hill

- Introduction
- Concept Learning and the General-to-Specific Ordering
- Decision Tree Learning
- Artificial Neural Networks
- Evaluating Hypotheses
- Bayesian Learning
- Computational Learning Theory
- Instance-Based Learning
- Genetic Algorithms
- Learning Sets of Rules
- Analytical Learning
- Combining Inductive and Analytical Learning
- Reinforcement Learning

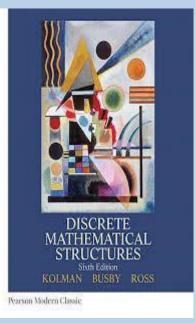


Discrete Mathematical Structures

Discrete Mathematical Structures, Sixth Edition, offers a clear and concise presentation of the fundamental concepts of discrete mathematics. Ideal for a one-semester introductory course, this text contains more genuine computer science applications than any other text in the field. This book is written at an appropriate level for a wide variety of majors and non-majors, and assumes a college algebra course as a prerequisite.

Author:	Kolman
Publisher:	McGraw

- The Foundations: Logic and Proofs
- Induction and Recursion
- Counting
- Relations
- Graphs
- Trees
- Boolean Algebra
- Modeling Computation

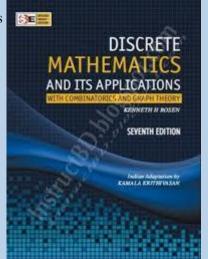


Discrete Mathematics and Its Applications

Discrete Mathematics and Its Applications is intended for one or two term introductory Discrete Mathematics courses taken by students from a wide variety of majors, including Computer Science, Mathematics, and Engineering. This renowned best-selling text, which has been used at over 500 institutions around the world, gives a focused introduction to the primary themes in a Discrete Mathematics course and demonstrates the relevance and practicality of Discrete Mathematics to a wide variety of real-world applications—from Computer Science to Data Networking, to Psychology, to Chemistry, to Engineering, to Linguistics, to Biology, to Business, and many other important fields.

Author:	Kenneth H. Rosen
Publisher:	McGraw

- Basic Structures: Sets, Functions, Sequences, Sums, and Matrices
- Algorithms
- Number Theory and Cryptography
- Induction and Recursion
- Counting
- Discrete Probability
- Advanced Counting Techniques
- Relations
- Graphs
- Trees
- Modeling Computation



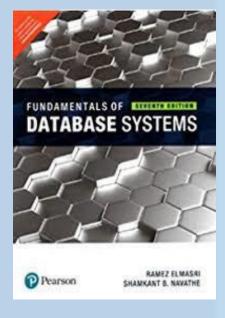
Fundamentals of Database Systems

This book introduces the fundamental concepts necessary for designing, using, and implementing database systems and database applications. Our presentation stresses the fundamentals of database modeling and design, the languages and models provided by the database management systems, and database system implementation techniques.

The book is meant to be used as a textbook for a one- or two-semester course in database systems at the junior, senior, or graduate level, and as a reference book. The goal is to provide an in-depth and up-to-date presentation of the most important aspects of database systems and applications, and related technologies. It is assumed that readers are familiar with elementary programming and data-structuring concepts and that they have had some exposure to the basics of computer organization.

Author:	Elmasri
Publisher:	Pearson

- Databases and Database Users
- Database System Concepts and Architecture
- Data Modeling Using the Entity–Relationship (ER) Model
- The Enhanced Entity–Relationship (EER) Model
- The Relational Data Model and Relational Database Constraints
- Basic SQL
- More SQL: Complex Queries, Triggers, Views, and Schema Modification
- The Relational Algebra and Relational Calculus
- Relational Database Design by ER- and EER-to-Relational Mapping
- Introduction to SQL Programming Techniques
- Object and Object-Relational Databases
- XML: Extensible Markup Language

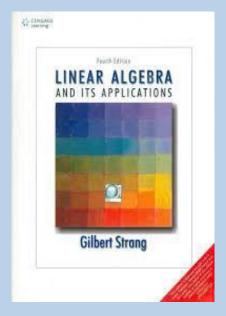


Linear Algebra And Its Applications

Renowned professor and author Gilbert Strang demonstrates that linear algebra is a fascinating subject by showing both its beauty and value. While the mathematics is there, the effort is not all concentrated on proofs. Strang's emphasis is on understanding. He explains concepts, rather than deduces. This book is written in an informal and personal style and teaches real mathematics. The gears change in Chapter 2 as students reach the introduction of vector spaces. Throughout the book, the theory is motivated and reinforced by genuine applications, allowing pure mathematicians to teach applied mathematics.

Author:	Gilbert Strang
Publisher:	Pearson

- Matrices and Gaussian Elimination
- Vector Spaces
- Orthogonality
- Determinants
- Eigenvalues and Eigenvectors
- Positive Definite Matrices
- Computations with Matrices
- Linear Programming and Game Theory
- Intersection, Sum, and Product of Spaces



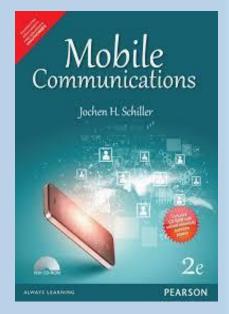
Mobile Communication

The mobile communications market remains the fastest growing segment of the global computing and communications business. The rapid progress and convergence of the field has created a need for new techniques and solutions, knowledgeable professionals to create and implement them, and courses to teach the background theory and technologies while pointing the way towards future trends. In this book Jochen Schiller draws on his extensive experience to provide a thorough grounding in mobile communications, describing the state of the art in industry and research while giving a detailed technical background to the area. The book covers all the important aspects of mobile and wireless communications from the Internet to signals, access protocols and cellular systems, emphasizing the key area of digital data transfer. It uses a wide range of examples and other teaching aids, making it suitable for self-study and university classes.

Author:StrangPublisher:Pearson

C O N T E N T S

- Introduction
- Wireless transmission
- Medium access control
- Telecommunications systems
- Satellite systems
- Broadcast systems
- Wireless LAN
- Mobile network layer
- Mobile transport layer
- Support for mobility



Modern Compiler Design

"Modern Compiler Design" makes the topic of compiler design more accessible by focusing on principles and techniques of wide application. By carefully distinguishing between the essential (material that has a high chance of being useful) and the incidental (material that will be of benefit only in exceptional cases) much useful information was packed in this comprehensive volume. The student who has finished this book can expect to understand the workings of and add to a language processor for each of the modern paradigms, and be able to read the literature on how to proceed. The first provides a firm basis, the second potential for growth.

Author:	Dick Grune
Publisher:	Springer

- Introduction
- Program Text to Tokens Lexical Analysis
- Tokens to Syntax Tree Syntax Analysis
- Grammar-based Context Handling
- Manual Context Handling
- Manual Context Handling
- Code Generation
- Assemblers, Disassemblers, Linkers, and Loaders
- Optimization Techniques
- Explicit and Implicit Memory Management
- Imperative and Object-Oriented Programs
- Functional Programs
- Logic Programs
- Parallel and Distributed Programs

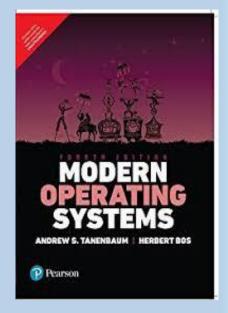


Modern Operating Systems

Modern Operating Systems, 3rd Edition was the recipient of the 2010 McGuffey Longevity Award. The McGuffey Longevity Award recognizes textbooks whose excellence has been demonstrated over time.

Author:Andrew TanenbaumPublisher:Pearson

- INTRODUCTION
- PROCESSES AND THREADS
- MEMORY MANAGEMENT
- FILE SYSTEMS
- INPUT/OUTPUT
- DEADLOCKS
- VIRTUALIZATION AND THE CLOUD
- MULTIPLE PROCESSOR SYSTEMS
- SECURITY
- CASE STUDY 1: UNIX, LINUX, AND ANDROID
- CASE STUDY 2: WINDOWS 8
- OPERATING SYSTEM DESIGN



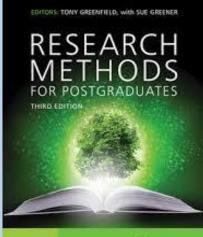
Research Methods for Postgraduates

Methods for Postgraduates brings together guidance for postgraduate students on how to organise, plan and do research from an interdisciplinary perspective. In this new edition, the already wide-ranging coverage is enhanced by the addition of new chapters on social media, evaluating the research process, Kansei engineering and medical research reporting. The extensive updates also provide the latest guidance on issues relevant to postgraduates in all subject areas, from writing a proposal and securing research funds, to data analysis and the presentation of research, through to intellectual property protection and career opportunities.

Author:	Greenfield
Publisher:	Wiley

<mark>C O N T E N T S</mark>

- Managing Your Doctorate
- Documenting Your Work
- Ethics of Research
- Plagiarism
- Critically Reviewing Your Own Research
- Research Proposals for Funding
- Who Can Help?
- Information and Library Services
- Research Methods for Advanced Web Searching
- Searching in Unfamiliar Fields
- Sources of Population Statistics
- An Introduction to Bibliometrics
- Choosing and Using Software for Statistics
- Computer Support for Data Analysis
- Instrumentation in Experimentation
- Randomised Trials



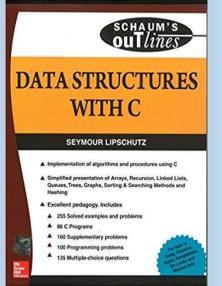
WILEY

Data Structures With C

This book demonstrates implementation of Algorithms and procedures related to data structure concepts using the C language. Offers Simplified presentation of important topics-Arrays, Recursion. Linked List, Stack, Queues, Graphs, Sorting, Searching, Hashing, and Trees.

Author:Seymour LipschutzPublisher:Mc Graw India

- Introduction and Overview
- Preliminaries.
- String Processing
- Arrays, Records and Pointers
- Linked Lists
- S tacks, Queues, Recursion
- Trees
- Graphs and Their Applications
- Sorting and Searching

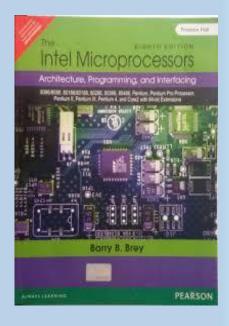


The Intel Microprocessor

The INTEL Microprocessors: 80185/8086/8088, 80186/80188, 80286, 80386, 80486, Pentium, Pentium Pro Processor, Pentium II, Pentium III, Pentium 4, and Core2 with 64-bit Extensions, 8e provides a comprehensive view of programming and interfacing of the Intel family of Microprocessors from the 8088 through the latest Pentium 4 and Core2 microprocessors. The text is written for students who need to learn about the programming and interfacing of Intel microprocessors, which have gained wide and at times exclusive application in many areas of electronics, communications, and control systems, particularly in desktop computer systems. A major new feature of this eighth edition is an explanation of how to interface C/C++ using Visual C++ Express (a free download from Microsoft) with assembly language for both the older DOS and the Windows environments. Many applications include Visual C++ as a basis for learning assembly language using the inline assembler. Updated sections that detail new events in the fields of microprocessors and microprocessor interfacing have been added. Organized in an orderly and manageable format, this text offers more than 200 programming examples using the Microsoft Macro Assembler program and provides a thorough description of each of the Intel family members, memory systems, and various I/O systems.

Author:Barry B. BreyPublisher:Pearson

- Introduction To The Microprocessor And Compute
- The Microprocessor And Its Architecture
- Addressing Modes
- Data Movement Instructions
- Arithmetic And Logic Instructions
- Program Control Instructions
- Using Assembly Language With C/C++
- Programming The Microprocessor
- 8086/8088 Hardware Specifications
- Memory Interface
- Basic I/O Interface
- Interrupts
- Direct Memory Access And Dma-Controlled I/O
- The Arithmetic Coprocessor, Mmx, And Simd Technologies
- Bus Interface
- The 80185, 80188, And 80286 Microprocessors
- The 80386 And 80486 Microprocessors
- The Pentium And Pentium Pro Microprocessors



USING INFORMATION TECHNOLOGY

The tumultuous changes in the landscape of information technology over the last two years have led us to make extensive modifications in this edition of Using Information Technology to do not just a revision but a remaking and reimagining of this computer concepts book."

Author:WilliamsPublisher:Mc Graw

- Introduction To Information Technology Your Digital World
- The Internet & The World Wide Web Exploring Cyberspace
- Software Tools For Productivity & Creativity
- Hardware: The CPU & Storage How To Choose A
 Multimedia Computer System
- Hardware: Input & Output Taking Charge Of Computing & Communications
- Communications, Networks, & Safeguards The Wired & Wireless World
- Personal Technology The Future Is You 361 8
- Databases & Information Systems Digital Engines For Today's
 Economy
- The Challenges Of The Digital Age Society & Information Technology Today
- Systems Analysis & Programming Software Development, Programming, & Languages

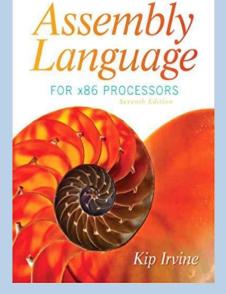


Assembly Language

This book is for undergraduate courses in assembly language programming and introductory courses in computer systems and computer architecture. This complete and fully updated study of assembly language for the IBM-PC teaches students how to write and debug programs at the machine level. Based on the Intel processor family, the text simplifies and demystifies concepts that students need to grasp before they can go on to more advanced computer architecture or operating systems courses.

Author:	Kip Irvine
Publisher:	Pearson

- Basic Concepts
- x86 Processor Architectures
- Assembly Language Fundamentals
- Data Transfers, Addressing, and Arithmetic
- Procedures
- Conditional Processing
- Integer Arithmetic
- Advanced Procedures
- Strings and Arrays
- Structures and Macros
- MS-Windows Programming
- Floating-Point Processing and Instruction Encoding
- High-Level Language Interface
- 16-Bit MS-DOS Programming

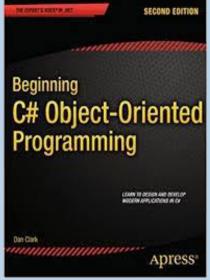


Beginning C# Object-Oriented Programming

With more than 30 fully hands-on activities, Beginning C# Object-Oriented Programming teaches you how to design a user interface, implement your business logic, and integrate your application with a relational database for data storage. Along the way, you will explore the .NET Framework, ASP.NET and WinRT. In addition, you will develop desktop, mobile and web-based user interfaces, and service-oriented programming skills, all using Microsoft's industry-leading Visual Studio 2012, C#, the Entity Framework, and more. Read this book and let Dan Clark guide you in your journey to becoming a confident C# programmer.

Author:	Dan Clark
Publisher:	A Press

- Overview of Object-Oriented Programming
- Designing OOP Solutions: Identifying the Class Structure
- Designing OOP Solutions: Modeling the Object Interaction
- Designing OOP Solutions: A Case Study
- Introducing the .NET Framework and Visual Studio
- Creating Classes
- Creating Class Hierarchies
- Implementing Object Collaboration
- Working with Collections
- Implementing the Data Access Layer
- Developing WPF Applications
- Developing Web Applications
- Developing Windows Store Applications
- Developing and Consuming Web Services

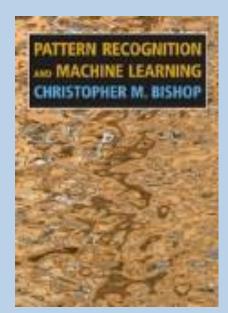


Pattern Recognition and Machine Learning

This is the first textbook on pattern recognition to present the Bayesian viewpoint. The book presents approximate inference algorithms that permit fast approximate answers in situations where exact answers are not feasible. It uses graphical models to describe probability distributions when no other books apply graphical models to machine learning. No previous knowledge of pattern recognition or machine learning concepts is assumed. Familiarity with multivariate calculus and basic linear algebra is required, and some experience in the use of probabilities would be helpful though not essential as the book includes a self-contained introduction to basic probability theory.

Author:Christopher M. BishopPublisher:Springer

- Introduction
- Probability Distributions
- Linear Models for Regression
- Linear Models for Classification
- Neural Networks
- Kernel Methods
- Sparse Kernel Machines
- Graphical Models
- Mixture Models and EM
- Approximate Inference
- Sampling Methods
- Continuous Latent Variables
- Sequential Data
- Combining Models

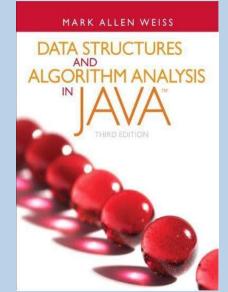


Data Structures And Algorithm Analysis In Java

Data Structures and Algorithm Analysis in Java is an "advanced algorithms" book that fits between traditional CS2 and Algorithms Analysis courses. In the old ACM Curriculum Guidelines, this course was known as CS7. This text is for readers who want to learn good programming and algorithm analysis skills simultaneously so that they can develop such programs with the maximum amount of efficiency. Readers should have some knowledge of intermediate programming, including topics as object-based programming and recursion, and some background in discrete math. As the speed and power of computers increases, so does the need for effective programming and algorithm analysis. By approaching these skills in tandem, Mark Allen Weiss teaches readers to develop well-constructed, maximally efficient programs in Java.

Author:	Mark Allen Weiss
Publisher:	Pearson

- Chapter 1 Introduction
- Chapter 2 Algorithm Analysis
- Chapter 3 Lists, Stacks, and Queues
- Chapter 4 Trees
- Chapter 5 Hashing
- Chapter 6 Priority Queues (Heaps)
- Chapter 7 Sorting
- Chapter 8 The Disjoint Set Class
- Chapter 9 Graph Algorithms
- Chapter 10 Algorithm Design Techniques
- Chapter 11 Amortized Analysis
- Chapter 12 Advanced Data Structures and Implementation

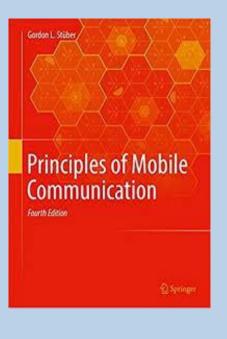


Principles Of Mobile Communication

Principles of Mobile Communication is an authoritative treatment of the fundamentals of mobile communications. The book stresses the "fundamentals" of wireless and mobile communications engineering important for the design of "any" wireless system. The book differs from others in the field by stressing mathematical modeling and analysis. It includes many detailed derivations from first principles, extensive literature references, and provides a level of depth that is necessary for graduate students wishing to pursue research on this topic.

Author:	Gordon L. Stuber
Publisher:	Springer

- Propagation Modeling
- Co-Channel Interference
- Modulated Signals and Their Power Spectra
- Digital Signaling on Flat Fading Channels
- Antenna Diversity
- Equalization and Interference Cancellation
- Error Control Coding
- Spread Spectrum Techniques
- TDMA Cellular Architectures
- Link Quality Measurement and Handoff Initiation
- Channel Assignment Techniques



Statistical Decision Theory And Bayesian Analysis

In this new edition the author has added substantial material on Bayesian analysis, including lengthy new sections on such important topics as empirical and hierarchical Bayes analysis, Bayesian calculation, Bayesian communication, and group decision making. With these changes, the book can be used as a self-contained introduction to Bayesian analysis. In addition, much of the decision-theoretic portion of the text was updated, including new sections covering such modern topics as minimax multivariate (Stein) estimation.

Author:	James O. Berger
Publisher:	Springer

<mark>C O N T E N T S</mark>

- Basic Concepts
- Utility and Loss
- Prior Information and Subjective Probability
- Bayesian Analysis
- Minimax Analysis
- Invariance
- Preposterior and Sequential Analysis
- Complete and Essentially Complete Classes



James O. Berger

Statistical Decision Theory and Bayesian Analysis Second Edition

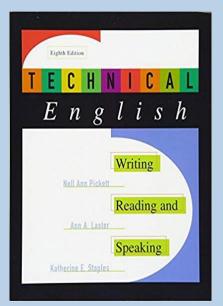
Springer

Technical English: Writing, Reading and Speaking

This new edition retains much of the vision of the previous editions-it encompasses written, oral, and visual communication-but also reflects current practices in the field of technical writing, with continued emphasis on workplace communication The focus remains on the entire writing process from planning through revision, with topics discussed including, defining technical communication, the workplace audience, developing a clear, direct communication style, information design, graphics as a means to support and clarify information, technology, the technical writing process including planning and drafting, and reviewing and revising.

Author:	Ann A. Laster
Publisher:	Pearson

- Getting Stared With Technical Communications
- The Technical Communicator's Tool
- The Technical Writing Process
- Situations And Strategies For Technical Communication
- Oral Communication



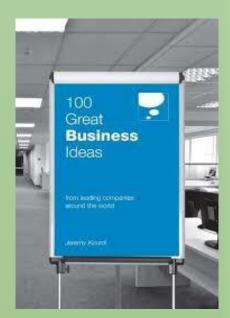


100 Great Business Ideas: From Leading Companies Around the World

This collection of great ideas provides the fuel for companies of all sizes to create value and success. Some of the biggest corporate names supply their fire-tested strategies, accompanied by advice on applying their suggestions to different business situations. The simplicity and power of the ideas come across whether readers are starting a new business or looking to pump some life into an existing organization. Fast-paced and stimulating, this is a simple but potentially powerful book for those seeking inspiration and that new killer application.

Author:Jeremy KourdiPublisher:Marshall Cavendish

- Building customer trust and loyalty
- Scenario planning
- Making your employees proud
- Using customer information
- The rule of 150
- Information orientation
- Franchising
- Eliminating waste (muda)
- Customer bonding
- Psychographic profi ling
- Understanding demography
- Mass customization
- Leading "top-down" innovation
- Social networking and transmitting company values
- Achieving breakthrough growth
- Deep-dive prototyping
- Market testing
- Empowering your customers
- Cannibalizing
- Increasing competitiveness
- Clustering
- Brand spaces
- Being spaces



KBHE BULLETIN



Economics: The Key Concepts

Economics the Key Concepts is an affordable, accessible reference for students, lecturers and economists at every level.

Fully cross-referenced with extensive guides to further reading, this is the essential comprehensive pocket reference to the ideas, issues and practice of economics.

Author:Donald RutherfordPublisher:Routledge

<mark>C O N T E N T S</mark>

- Competition And Monopoly
- Development Economics
- Game Theory
- Property Rights
- Taxation.



OUTLEDGE

3

KEY GUIDES

Economics The Key Concepts

Donald Rutherford



A Course in Financial Calculus

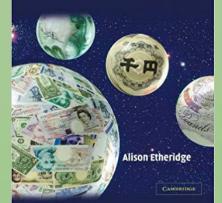
This text is designed for first courses in financial calculus aimed at students with a good background in mathematics. Key concepts such as martingales and change of measure are introduced in the discrete time framework, allowing an accessible account of Brownian motion and stochastic calculus. The Black-Scholes pricing formula is first derived in the simplest financial context. Subsequent chapters are devoted to increasing the financial sophistication of the models and instruments. The final chapter introduces more advanced topics including stock price models with jumps, and stochastic volatility. A large number of exercises and examples illustrate how the methods and concepts can be applied to realistic financial questions.

Author:Alison EtheridgePublisher:Cambridge University Press

<mark>C O N T E N T S</mark>

- Single period models
- Binomial trees and discrete parameter martingales
- Brownian motion
- Stochastic calculus
- The Black–Scholes model
- Different payoffs
- Bigger models

A COUISE IN Financial Calculus





Accounting for Non-Accountants

Accounting for Non-Accountants is the must-have guide for all of us who have never taken an accounting class, are mystified by accounting jargon, and have no clue about balance sheets, income statements, payroll management, corporate taxes, or statements of cash flows. Whether you own a business, plan on starting one, or just want to control your own assets, you'll find everything you need to know.

Author:	Wayne Label
Publisher:	Sourcebooks

<mark>C O N T E N T S</mark>

- Chapter 1: Introducing Accounting and Financial Statements
- Chapter 2: Generally Accepted Accounting Principles
- Chapter 3: The Balance Sheet and Its Components
- Chapter 4: The Income Statement
- Chapter 5: Preparing and Using a Statement of Cash Flows
- Chapter 6: The Corporation
- Chapter 7: Double-Entry Accounting
- Chapter 8: Using Financial Statements for Short-Term Analysis
- Chapter 9: Using Financial Statements for Long-Term Analysis
- Chapter 10: Budgeting for Your Business
- Chapter 11: Audits and Auditors
- **Chapter 12**: Fraud and Ethics.



approach to understanding everyday accounting principles declaion-making skills

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. WATNE A. LABEL, CPA



Understanding Psychology

Each chapter of this book starts with an account of a real-life situation that demonstrates the relevance of basic principles and concepts of psychology to pertinent issues and problems.

Author:Robert S. FeldmanPublisher:Mc Graw Hill

<mark>C O N T E N T S</mark>

- Introduction to Psychology
- Psychological Research
- Neuroscience and Behavior
- Sensation and Perception
- States of Consciousness
- Learning
- Memory
- Cognition and Language
- Intelligence
- Motivation and Emotion
- Sexuality and Gender
- Social Psychology
- Going by the Numbers: Statistics in Psychology

Understanding Heredican Psychology

ROBERT S. FELDMAN





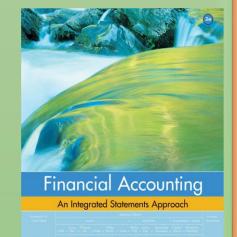
Financial Accounting: An Integrated Statements Approach

Financial Accounting: An Integrated Statements Approach is an innovative text that uses a unique pedagogical approach to enhance student learning of financial accounting. Designed for a one-term financial accounting course, the text is written for either undergraduate students at two- or four-year colleges and universities or by first-year MBA (Masters of Business Administration) students with no prior accounting background. The text combines a thorough understanding of accounting concepts, principles, and reporting with applications to actual business settings.

Author:	Duchac/ Reeve
Publisher:	Thomsan

<mark>C O N T E N T S</mark>

- Chapter 1 The Role of Accounting in Business
- Chapter 2 Basic Accounting Concepts
- Chapter 3 Accrual Accounting Concepts
- Chapter 4 Accounting Information Systems
- Chapter 5 Accounting for Merchandise Operations
- Chapter 6 Inventories
- Chapter 7 Sarbanes-Oxley, Internal Control, and Cash
- Chapter 8 Receivables
- Chapter 9 Fixed Assets and Intangible Assets
- Chapter 10 Liabilities
- Chapter 11 Stockholders' Equity: Capital Stock and Dividends
- Chapter 12 Special Income and Investment Reporting Issues
- Chapter 13 Statement of Cash Flows
- Chapter 14 Financial Statement Analysis



Duchac/Reeve/Warren

KBHE BULLETIN



ENVIRONMENTAL SCIENCE

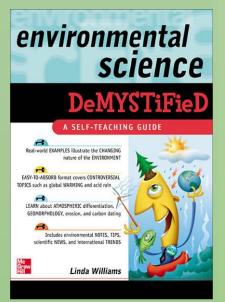
This is the perfect self-teaching guide for anyone interested in basic earth composition and development of the ever-changing nature of our planet. The author covers a wide array of topics including: atmosphere, water, global warming, atmospheric differentiation, geomorphology, glaciers, erosion, carbon dating, acid rain, and much more. It includes real-world examples, environmental notes, tips, scientific news, and international trends.

Author:Linda WilliamsPublisher:Mc Graw

C O N T EN T S

- Part One: Atmosphere
 Chapter 1 Our Planet Earth
 Chapter 2 Ecosystems and Biodiversity
 Chapter 3 Atmosphere
 Chapter 4 Greenhouse Effect and Global Warming

 Part Two: Water
- Chapter 5 The Hydrologic Cycle Chapter 6 Oceans and Fisheries Chapter 7 Glaciers Chapter 8 Water Pollution and Treatment
- Part Three: Land Chapter 9 Weathering and Erosion Chapter 10 Deserts Chapter 11 Geochemical Cycling Chapter 12 Solid and Hazardous Waste
- Part Four: What Can Be Done Chapter 13 Fossil Fuels Chapter 14 Nuclear and Solar Energy Chapter 15 Wind, Hydroelectric and Geothermal Energy Chapter 16 Future Policy and Alternatives





Environmental Science

Environmental Science Inspires And Equips Students To Make A Difference For The World. Featuring Sustainability As Their Central Theme, Authors Tyler Miller And Scott Spoolman Emphasize Natural Capital, Natural Capital Degradation, Solutions, Trade-Offs, And The Importance Of Individuals. As A Result, Students Learn How Nature Works, How They Interact With It, And How They Can Use Various Scientific Principles Based On How Nature Has Sustained Life On The Earth For Billions Of Years To Live More Sustainably.

Author:Scoot E. SpoolmanPublisher:Brooks

- Humans And Sustainability: An Overview 1 Environmental Problems, Their Causes, And Sustainability
- Ecology And Sustainability
 2 Science, Matter, And Energy
 3 Ecosystems: What Are They And How Do They Work?
 4 Biodiversity And Evolution
 5 Biodiversity, Species Interactions, And Population Control
 6 The Human Population And Urbanization
 7 Climate And Biodiversity
- Sustaining Biodiversity 8 Sustaining Biodiversity: The Species Approach 9 Sustaining Biodiversity: The Ecosystem Approach
- Sustaining Resources
 And Environmental Quality
 10 Food, Soil, And Pest Management
 11 Water Resources And Water Pollution
 12 Geology And Nonrenewable Minerals
 13 Energy
 14 Environmental Hazards And Human Health
 15 Air Pollution, Climate Change, And Ozone Depletion
 16 Solid And Hazardous Waste

 Sustaining Human Societies
 - 17 Environmental Economics, Politics, And Worldview



International Journal of Research in Marketing (IJRM)

IJRM is an international, double-blind peer-reviewed journal for marketing academics and practitioners. Building on a great tradition of global marketing scholarship, IJRM aims to contribute substantially to the field of marketing research by providing a high-quality medium for the dissemination of new marketing knowledge and methods.

IJRM is a broad journal that aims to be at the forefront of the field. Hence, it welcomes contributions in various aspects of marketing. The editors, while accepting a wide array of scholarly contributions from different disciplinary approaches, especially encourage research that is novel, visionary or path breaking. Replications and very minor improvements of methods or theories will generally not be publishable in IJRM. All submissions must be interesting, relevant to marketing, sufficiently rigorous both conceptually and methodologically, and written in clear, concise and logical manner. For non-native English speakers, the use of a copy-editor is strongly encouraged.

Editor:	P.K. Kannan
Publisher:	ELSEVIER

- The financial brand value chain: How brand investments contribute to the financial health of firms *Marc Fischer, Alexander Himme* Volume 34, Issue 1, March 2017, Pages 137-153
- Outsourcing to convert fixed costs into variable costs: A competitive analysis. *Y.liu and R.K Tyagi* Volume 34, Issue 1 March 2017 Pages. 252-264



Journal of Corporate Finance

The Journal of Corporate Finance aims to publish high quality, original manuscripts that analyze issues related to corporate finance.

Contributions can be of a theoretical, empirical, or clinical nature.

Topical areas of interest include, but are not limited to: financial structure, payout policies, corporate restructuring, financial contracts, corporate governance arrangements, the economics of organizations, the influence of legal structures, and international financial management. Papers that apply asset pricing and microstructure analysis to corporate finance issues are also welcome.

Editor: D.J. Cumming Publisher: ELSEVIER

- Managerial conservatism, board independence and corporate innovation Jun Lu, Wei Wang Volume 48, February 2018, Pages 1-16
- Large dividend increases and leverage Ian A. Cooper, Neophytos Lambertides Volume 48, February 2018, Pages 17-33
- Credit default swaps and firms' financing policies Kathleen P. Fuller, Serhat Yildiz, Yurtsev Uymaz Volume 48, February 2018, Pages 34-48
- Institutional investor monitoring motivation and the marginal value of cash Charles Ward, Chao Yin, Yeqin Zeng Volume 48, February 2018, Pages 49-75
- The mitigating effect of bank financing on shareholder value and firm policies following rating downgrades *Mascia Bedendo, Linus Siming* Volume 48, February 2018, Pages 94-108
- Operational and financial hedging: Evidence from export and import behavior Olga Kuzmina, Olga Kuznetsova Volume 48, February 2018, Pages 109-121



Management Science

Management Science is a peer-reviewed academic journal that covers research on all aspects of management related to strategy, entrepreneurship, innovation, information technology, and organizations as well as all functional areas of business, such as accounting, finance, marketing, and operations.

Editor: David Simchi-Levi Publisher: INFORMS

- Shareholder Litigation and Ownership Structure: Evidence from a Natural Experiment Alan D. Crane, Andrew Koch Volume 64, Number 1 Janauary 2018, Pages 05-23
- Corporate Governance and Costs of Equity: Theory and Evidence Di Li, Erica X. N. Li Volume 64, Number 1 Janauary 2018, Pages:83–101
- Risk Targeting and Policy Illusions—Evidence from the Announcement of the Volcker Rule *Jussi Keppo, Josef Korte* Volume 64, Number 1 Janauary 2018, Pages:215–234
- Superstition and Financial Decision Making David Hirshleifer, Ming Jian, Huai Zhang Volume 64, Number 1 Janauary 2018, Pages:235–252
- Price Search and Periodic Price Discounts Xing Zhang, Tat Y. Chan, Ying Xie Volume 64, Number 2 Feburary 2018, Pages:495–510
- Managing Performance Signals Through Delay: Evidence from Venture Capital Indraneel Chakraborty, Michael Ewens Volume 64, Number 6 June 2018, Pages:2875–2900
- Institutional Trading and Hedge Fund Activism Nickolay Gantchev, Chotibhak Jotikasthira Volume 64, Number 6 June 2018, Pages:2930–2950



Management Science

Management Science is a peer-reviewed academic journal that covers research on all aspects of management related to strategy, entrepreneurship, innovation, information technology, and organizations as well as all functional areas of business, such as accounting, finance, marketing, and operations.

Editor: David Simchi-Levi Publisher: INFORMS

- Outsourcing Corporate Governance: Conflicts of Interest Within the Proxy Advisory Industry *Tao Li* Volume 64, Number 6 June 2018, Pages:2951–2971
- Valuing Thinly Traded Assets Francis A. Longstaff Volume 64, Number 8 August 2018, Pages:3868–3878
- The Bull of Wall Street: Experimental Analysis of Testosterone and Asset Trading Amos Nadler, Peiran Jiao, Cameron J. Johnson, Veronika Alexander, Paul J. Zak Volume 64, Number 9 September 2018, Pages:4032–4051
- Price to Compete ... with Many: How to Identify Price Competition in High-Dimensional Space Jun Li, Serguei Netessine, Sergei Koulayev Volume 64, Number 9 September 2018, Pages: 4118–4136
- A Reinterpretation of the Optimal Demand for Risky Assets in Fund Separation Theorems *Romain Deguest , Lionel Martellini, Vincent Milhau* Volume 64, Number 9 September 2018, Pages:4333–4347
- The Foreign Investor Bias and Its Linguistic Origins Russell Lundholm, Nafis Rahman, Rafael Rogo Volume 64, Number 9 September 2018, Pages:4433–4450



Strategic Organization

Strategic Organization is a quarterly peer-reviewed academic journal that covers the fields of management and organization studies. Its editors-in-chief are Russell Coff (University of Wisconsin-Madison), Teppo Felin (University of Oxford), Ann Langley (HEC Montreal), and Tim J. Rowley (University of Toronto). It was established in 2003 and is published by Sage Publications.

Editor: Russell Coff Publisher: Sage

ARTICLES

• Cracking the enigma of asset bubbles with narratives *Preston Teeter, Jörgen Sandberg* Volume 15, Number 1 February 2018, pp. 91–99

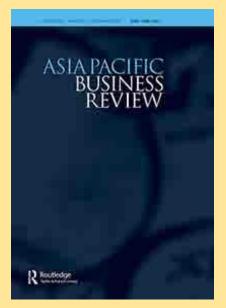


Asia Pacific Business Review

The growth of the Asia Pacific region and the rising presence of its multinationals in world markets has raised a number of questions about the origins of national economic success. Asia Pacific Business Review addresses these key questions and draws together the lessons of economics, history, politics and culture in order to explore business in the Asia Pacific countries. The Review is intended for both academics and interested observers, contains the contributions of recognized experts, and is essential to anyone seeking the latest research on Asia Pacific business in a readily available, approachable form.

Editor:Moon Moon HaquePublisher:Tylor & Francis

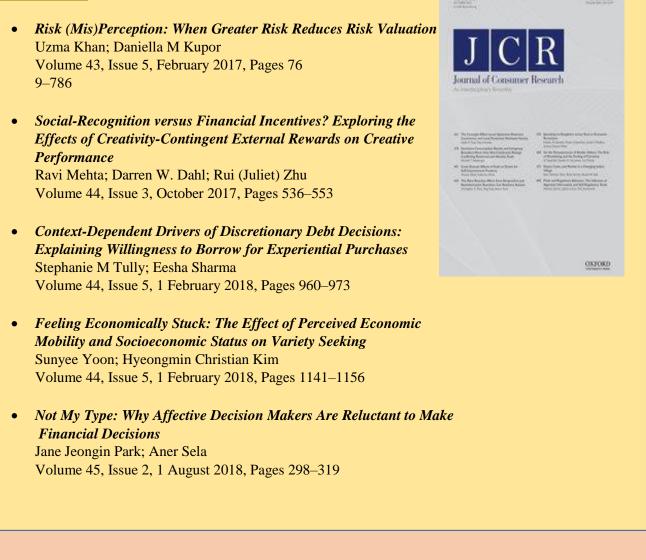
- The role of regional formal institutions and foreign direct investment in innovation in Chinese enterprises
 Yi Qu, Ting Qu & Yaoan Wu
 Volume 23, Number 1, January 2018, Pages: 27-43
- The internationalization of the RMB: a perspective vis a vis East Asian economic and financial integration Yuming Cui Volume 23, Number 3, July 2018, Pages: 317-335
- Guanxi, political connections and resource acquisition in Chinese publicly listed private sector firms Han Yu, Abraham Y. Nahm & Zengji Song Volume 23, Number 3, July 2018, Pages: 336-353



Journal of Consumer Research

Founded in 1974, the Journal of Consumer Research publishes scholarly research that describes and explains consumer behavior. Empirical, theoretical, and methodological articles spanning fields such as psychology, marketing, sociology, economics, communications, and anthropology are featured in this interdisciplinary journal. The primary thrust of JCR is academic, rather than managerial, with topics ranging from micro-level processes (such as brand choice) to more macro-level issues (such as the development of materialistic values.

Editor: Jeffrey Inman Publisher: Oxford



Journal of Financial and Quantitative Analysis

The Journal of Financial and Quantitative Analysis (JFQA) is published bimonthly in February, April, June, August, October, and December by the Michael G. Foster School of Business at the University of Washington in cooperation with the Arizona State University W. P. Carey School of Business and University of North Carolina at Chapel Hill Kenan-Flagler Business School. The JFQA publishes theoretical and empirical research in financial economics. Topics include corporate finance, investments, capital and security markets, and quantitative methods of particular relevance to financial researchers.

Editor: Stephen J. Brown Publisher: Cambridge

- Strategic Delays and Clustering in Hedge Fund Reported Returns
 George O. Aragon and Vikram Nanda
 Vol. 52, No. 1, Feb. 2017, pp. 1–35
- Industrial Electricity Usage and Stock Returns Zhi Da, Dayong Huang and Hayong Yun Vol. 52, No. 1, Feb. 2017, pp. 37–69
- Seasonal Asset Allocation: Evidence from Mutual Fund Flows Mark J. Kamstra, Lisa A. Kramer, Maurice D. Levi, and Russ Wermers Vol. 52, No. 1, Feb. 2017, pp. 71–109.
- The Dynamics of Performance Volatility and Firm Valuation Jianxin Daniel Chi and Xunhua Su Vol. 52, No. 1, Feb. 2017, pp. 111–142
- Optimal Option Portfolio Strategies: Deepening the Puzzle of Index Option Mispricing José Afonso Faias and Pedro Santa-Clara Vol. 52, No. 1, Feb. 2017, pp. 277–303

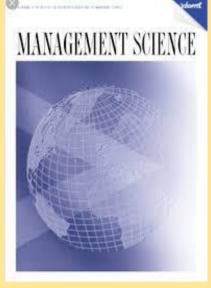


Management Science

Management Science is a peer-reviewed academic journal that covers research on all aspects of management related to strategy, entrepreneurship, innovation, information technology, and organizations as well as all functional areas of business, such as accounting, finance, marketing, and operations.

Editor: David Simchi-Levi Publisher: Informs

- How Do Delay Announcements Shape Customer Behavior? An Empirical Study Qiuping Yu, Gad Allon, Achal Bassamboo Vol. 63, No. 1, January 2017, pp. 1–20
- Quantitative Easing and Volatility Spillovers Across Countries and Asset Classes
 Zihui Yang, Yinggang Zhou
 Vol. 63, No. 2, February 2017, pp. 333–354
- **The Strategic Role of Business Insurance** Juan Camilo Serpa, Harish Krishnan Vol. 63, No. 2, February 2017, pp. 384–404
- The Disciplinary Effects of Proxy Contests Vyacheslav Fos Vol. 63, No. 3, March 2017, pp. 655–671
- Stochastic Dominance Analysis Without the Independence Axiom
 Simone Cerreia-Vioglio, Fabio Maccheroni, Massimo Marinacci Vol. 63, No. 4, April 2017, pp. 1097–1109
- Product Market Competition and Internal Governance: Evidence from the Sarbanes–Oxley Act Vidhi Chhaochharia, Yaniv Grinstein, Gustavo Grullon, Roni Michaely Vol. 63, No. 5, May 2017, pp. 1405–1424



Journal of Interactive Marketing

The Journal of Interactive Marketing aims to identify issues and frame ideas associated with the rapidly expanding field of interactive marketing, which includes both online and offline topics related to the analysis, targeting and service of individual customers.

Editor: W. Moe, B. T. Ratchford Publisher: Elsevier

ARTICLES

- Rethinking Catalogue and Online B2B Buyer Channel Preferences in the Education Supplies Market James E. Richard, Fruen Purnell Volume 37, Feb 2017 Pages 1-15
- **Pre-launch Prediction of Market Performance for Short Lifecycle** *Products Using Online Community Data* Pradeep Kumar Ponnamma Divakaran, Adrian Palmer, Helle Alsted
- Søndergaard, Roman Matkovskyy Volume 38, May 2017 Pages 12-28
- Can Social Media Marketing Improve Customer Relationship Capabilities and Firm Performance? Dynamic Capability Perspective ZhanWangaHyun GonKimb

Volume 39, August 2017 Pages 15-26

• Consumer Connectivity in a Complex, Technology-enabled, and Mobile-oriented World with Smart Products Peter C. Verhoef, Andrew T. Stephen, P.K. Kannan, Xueming Luo, Yuchi Zhang Volume 40, November 2017 Pages 1-8



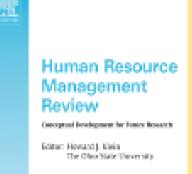
Human Resource Management Review (HRMR)

Human Resource Management Review is a quarterly academic journal devoted to the publication of scholarly conceptual/theoretical articles pertaining to human resource management and allied fields (e.g. industrial/organizational psychology, human capital, labor relations, organizational behavior). HRMR welcomes manuscripts that focus on micro-, macro-, or multi-level phenomena relating to the function and processes of human resource management. HRMR publishes articles that provide new insights aimed at stimulating future theory development and empirical research. Critical examinations of existing concepts, theories models, and frameworks are also welcome as are quantitative meta-analytical reviews that make a conceptual/theoretical contribution.

Editor: H.J. Klein Publisher: Elsevier

ARTICLES

- Making Sense of HR in Family Firms: Antecedents, Moderators, and Outcomes
 Peter Jaskiewicz, James G. Combs, Kristen K. Shanine, David B. Balkin
 Volume 28, Issue 1, March 2018 Pages 1-102
- Reconceptualizing self-defeating work behavior for management research Robert W. Renn, Robert Steinbauer, Jonathan Biggane Volume 28, Issue 2, June 2018 Pages 131-143
- Managing people in organizations: Integrating the study of HRM and leadership
 Hannes Leroy, Jesse Segers, Dirk van Dierendonck, Deanne den Hartog
 Volume 28, Issue 3, September 2018 Pages 249-257



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Journal of World Business

The Journal of World Business is a premier journal in the field of international business with a history dating to 1965 with the founding of the Columbia Journal of World Business. JWB publishes cutting-edge research that reflects important developments in the global business environment and advances new theoretical directions and ways of thinking about global phenomena. The journal especially encourages submissions that break new ground or demonstrate novel or counterintuitive findings in relation to established theories or assumptions and welcomes a variety of conceptual and theoretical traditions, including those drawn from allied social and behavioral sciences.

Editor: David Collings Publisher: Elsevier

ARTICLES

- The impact of FDI in land in agriculture in developing countries on host country food security Grazia D. Santangelo Volume 53, Issue 1, January 2018 Pages Pages 75-84
- The institutional determinants of private equity involvement in business groups—The case of Africa Bruce Hearn, Lars Oxelheim, Trond Randøy Volume 53, Issue 2, February 2018 Pages 118-133
- Frequency of international expansion through high control market expansion modes and interlocked directorships Siah Hwee Ang, Mirko H. Benischke, Andrea Wai-Leng Hooi Volume 53, Issue 4, June 2018 Pages 493-503
- Emerging Economy MNEs: How does home country munificence matter? Saul Estrin, Klaus E. Meyer, Adeline Pelletier Volume 53, Issue 4, June 2018 Pages 514-528
- Capital market liability of foreignness of IPO firms Christina H. Tupper, Orhun Guldiken, Mirko Benischke Volume 53, Issue 4, June 2018 Pages 555-567



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Australian Journal of Management

The Australian Journal of Management was founded at the fledgling Australian Graduate School of Management in 1976. The foundation editor Ray Ball was followed by Chris Adam, John Conybeare, the late Vic Taylor, Phillip Yetton, John Roberts, Robert Marks and Baljit Sidhu.

The objectives of the Australian Journal of Management are to encourage and publish research in the field of management. The terms management and research are both broadly defined. The former includes the management of firms, groups, industries, regulatory bodies, government, and other institutions. The latter encompasses both discipline- and problem-based research.

Editor:	Jane Baxter
Publisher:	Sage

ARTICLES

- **Default and naive diversification heuristics in annuity choice** Hazel Bateman, Christine Eckert, Fedor Iskhakov, Jordan Louviere, Stephen Satchell, Susan Thorp Volume 42, Issue 1, February 2017 Pages 32-57
- Accounting for business combinations and takeover premiums: Pre- and post-IFRS Martin Bugeja, Anna Loyeung Anna Loyeung Volume 42, Issue 2, May 2017 Pages 183–204
- Board independence and the variability of firm performance: Evidence from an exogenous regulatory shock Ron Bird, Peng Huang, Yue Lu Volume 43, Issue 1, February 2018 Pages 3-26
- Does board independence substitute for external audit quality? Evidence from an exogenous regulatory shock Pornsit Jiraporn, Pandej Chintrakarn, Shenghui Tong, Sirimon Treepongkaruna Volume 43, Issue 1, February 2018 Pages 27-41
- Information and timing of new product preannouncement and firm value Chi-Lin Yang, Tsai-Yin Lin, Chien-Wei Chen, Min-Hsien Chiang Volume 43, Issue 1, February 2018 Pages 111–131

Australian Journal of Management

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Journal of International Management

The Journal of International Management is devoted to advancing an understanding of issues in the management of global enterprises, global management theory, and practice; and providing theoretical and managerial implications useful for the further development of research.

Editor: Masaaki Kotabe Publisher: Elsevier

- Syndication and Foreignness: Venture Capital Investments in Emerging and Developed Markets Pengfei Wang Volume 23, Issue 1, March 2018 Pages Pages 1-15
- Developments in Human Resource Management in MNCs from BRICS
 Nations: A Review and Future Research Agenda
 Pawan Budhwar, Rosalie L. Tung, Arup Varma, Hoa Do
 Volume 23, Issue 2, June 2018 Pages 111-123
- The Moderating Influence of Competitive Intensity on the Relationship between CEOs' Regulatory Foci and SME Internationalization Samuel Adomako, Robert A. Opoku, Kwabena Frimpong Volume 23, Issue 3, September 2018 Pages 268-278
- Emergent Patterns of Switching Behaviors and Intercultural Communication Styles of Global Virtual Teams During Distributed Decision Making Norhayati Zakaria Volume 23, Issue 4, December 2018 Pages 350-366
- The Role of Internal and External Complexity in Global Factory Performance: An NKC Application Sokol Celo, James Nebus, I. Kim Wang Volume 24, Issue 1, March 2018 Pages 65-83
- Global Innovation Networks Organizations and People Marcelo Cano-Kollmann, T.J. Hannigan, Ram Mudambi Volume 24, Issue 2, June 2018 Pages 87-92



ACM Transactions on Database Systems

The ACM Transactions on Database Systems (ACM TODS) is one of the journals produced by the Association for Computing Machinery. TODS publishes one volume yearly. Each volume has four issues, which appear in March, June, September and December.

ACM TODS received the highest possible ranking, " A^* ", in the CORE rankings of computer science journals and conferences. In a study of citation patterns for database publication venues, TODS had the highest long-term impact, as measured by the frequency of citations to its papers, among any of the venues studied; however, most of those citations were outside the two-year window in which the impact factor is conventionally measured. Although its short-term impact factor was the highest among the journals included in the study, it was lower than that of several database conferences.

Editor:	Christian S. Jensen
Publisher:	ACM



• Query Nesting, Assignment, and Aggregation in SPARQL 1.1 Volume 42 Issue 3, August 2017 Article No. 17



ACM Transactions on Storage

ACM Transactions on Storage (TOS) is the first archival journal that deals with storage. The field of storage, one of the cornerstones for data availability, is a broad and multidisciplinary area that comprises of network protocols, resource management, data backup, replication, recovery, devices, security, and theory of data coding, densities, and low-power.

Editor:	Sam H. Noh
Publisher:	ACM

ARTICLES

- UnistorFS: A Union Storage File System Design for Resource Sharing between Memory and Storage on Persistent RAM-Based Systems Volume 14 Issue 1, April 2018 Article No. 3
- Redundancy Does Not Imply Fault Tolerance: Analysis of Distributed Storage Reactions to File-System Faults

Aishwarya Ganesan, Ramnatthan Alagappan, Andrea C. Arpaci-Dusseau, Remzi H. Arpaci-Dusseau Volume 13 Issue 3, October 2017

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ACM Transactions on Software Engineering and Methodology

ACM Transactions on Software Engineering and Methodology (TOSEM) publishes papers on all aspects of designing and building large, complex software systems: specification, design, development and maintenance. Please consult our Editorial Charter for additional details.

Editor: David S. Rosenblum Publisher: ACM

- Human Competitiveness of Genetic Programming in Spectrum-Based Fault Localisation: Theoretical and Empirical Analysis. Volume 26 Issue 1, July 2017 Article No. 4
- Parallel Algorithms for Generating Distinguishing Sequences for Observable Non-deterministic FSMs Volume 26 Issue 1, July 2017 Article No. 5



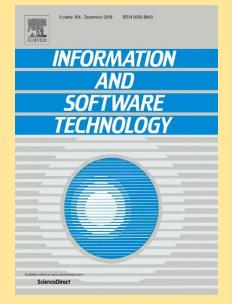
Information and Software Technology

Information and Software Technology is the international archival journal focusing on research and experience that contributes to the improvement of software development practices. The journal's scope includes methods and techniques to better engineer software and manage its development. Articles submitted for review should have a clear component of software engineering or address ways to improve the engineering and management of software development.

Editor: David S. Rosenblum Publisher: ACM

ARTICLES

• Mutation operators for testing Android apps Lin Deng, Jeff Offutt, Paul Ammann, Nariman Mirzaei Volume 81, January 2017, Pages 154-168



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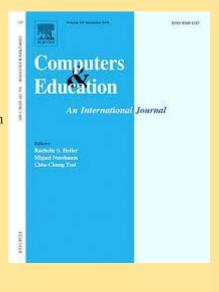
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