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NEW RELEASE



A textbook that provides the reader with the basic tenets and core disciplinary relationships within forensic criminology

Forensic Criminology

Edited by:

Wayne A. Petherick

Bond University, Gold Coast, Queensland, Australia

Brent E. Turvey

Forensic Solutions LLC, Sitka, AK, USA

Claire E. Ferguson

Bond University, Gold Coast, Queensland, Australia

KEY FEATURES:

- * Effectively bridges the theoretical world of social criminology with the applied world of the criminal justice system, presenting actual cases and case examination in each chapter
- * Allows criminology / criminal justice instructors outside the forensic sciences to successfully develop and instruct a core course
- * Includes an Instructor website with lecture slides, study questions, a test bank and image collection

DESCRIPTION:

This text gives students of criminology and criminal justice an introduction to the forensic realm and the applied forensic issues they will face when working cases within the justice system. It effectively bridges the theoretical world of social criminology with the applied world of the criminal justice system. While most of the competing textbooks on criminology adequately address the application and the social theory to the criminal justice system, the vast majority do not include casework or real-world issues that criminologists face. This book focuses on navigating casework in forensic contexts by case-working criminologists, rather than broad social theory. With its practical approach and extensive online ancillaries for instructors, this textbook is well-suited for forensic criminology subjects being taught and developed in law, criminology and criminal justice programs around the world.

RELATED TITLES:

Houck, Fundamentals of Forensic Science, April 2006, \$79.95, 9780123567628

Turvey, Criminal Profiling 3e, April 2008, \$79.95, 9780123741004

Adler, Criminology and the Criminal Justice System, July 2006, \$130, 9780073124476

ISBN: 978-0-12-375071-6

PUB DATE: September 2009

LIST PRICE: \$99.95

DISCOUNT: Agency

FORMAT: Hardback

Illustrated

PAGES: c. 624

TRIM SIZE: 7.5w x 9.25h "

PRINT RUN: 3000

AUDIENCE: Undergraduate and graduate students enrolled in forensic criminology in both sociology and criminal justice departments. Practicing forensic professionals.

SHELVING CLASSIFICATIONS:
LAW / Forensic Science

BISAC CODES: LAW041000

MARKETING: Textbook marketing campaign including direct mail, e-mail and online promotions to instructors and promotional campaigns to end-user and student bookbuyers.

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KB/26/Bur - May 2009 Package

Petherick: Forensic Criminology (978-0-12-375071-6)

TABLE OF CONTENTS:

Foreword by Daniel Kennedy, PhD

Preface by Brent E. Turvey, MS and Wayne Petherick, PhD

Part I – Forensic Criminology, the Forensic Criminologist, and the Law

Chapter 1: An Introduction to Forensic Criminology - Brent E. Turvey and Wayne A. Petherick

Chapter 2: Anatomy of the Courtroom: A Legal Perspective - Ben Ihle

Chapter 3: Cognitive Ethos of the Forensic Examiner - Brent E. Turvey and Wayne A. Petherick

Part II – Forensic Examinations

Chapter 4: Forensic Criminological Assessments - Wayne A. Petherick and Brent E. Turvey

Chapter 5: Criminal Profiling - Wayne A. Petherick and Claire E. Ferguson

Chapter 6: Forensic Victimology - Claire E. Ferguson, Wayne A. Petherick and Brent E. Turvey

Chapter 7: Premises Liability - Wayne A. Petherick and Brent E. Turvey

Chapter 8: Forensic Criminology in Correctional Settings - Brent E. Turvey and Angela N. Torres

Chapter 9: Miscarriages of Justice: Causes and Suggested Reforms - Craig M. Cooley

Part III – Working with Investigators and Forensic Specialists

Chapter 10: Law Enforcement Investigations: Essential Considerations - Stan Crowder

Chapter 11: The Criminal Investigator - Terry Goldsworthy

Chapter 12: Criminal Defense Investigations - Ronald J. Miller

Chapter 13: Forensic Scientists - Brent E. Turvey

Chapter 14: Understanding the Role of Forensic DNA: A Primer for Criminologists - Carole McCartney

Chapter 15: Forensic Mental Health Experts - Michael McGrath and Angela N. Torres

Part IV – Forensic Criminology in Practice

Chapter 16: Writing Forensic Reports - Wayne A. Petherick and Brent E. Turvey

Chapter 17: The Nature and Role of Expert Forensic Testimony - David Field

Chapter 18: Ethics for the Forensic Criminologist - Wayne A. Petherick and Claire E. Ferguson

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NEW RELEASE



Morgan
Kaufmann

The essential guide to state-of-the-art, low-power design for nanometer FPGAs!

Low-Power Design of Nanometer FPGAs

Architecture and EDA

Mohab Anis
Hassan Hassan

A Volume in the Systems on Silicon Series.

KEY FEATURES:

- Design perspective on low-power FPGAs...low-power techniques presented at key FPGA design levels for circuits, architectures, and electronic design automation, form critical, "bridge" guidelines for codesign
- Low-leakage design in FPGAs...comprehensive review of leakage-tolerant techniques empowers designers to minimize power dissipation
- FPGA power estimation techniques...provides valuable tools for estimating power efficiency/savings of current, low-power FPGA design techniques

DESCRIPTION:

Field programmable gate arrays (FPGAs) have become very popular as embedded components on computing platforms. An FPGA is a viable, reprogrammable design approach that provides a fast time-to-market alternative to application specific integrated circuits (ASICs). Since FPGA implementations can be customized to fit for any application, their versatility leads to performance gains, and enables reuse of expensive silicon. Although high performance can be achieved in FPGAs, their high levels of power consumption pose a critical design challenge.

This book will be an invaluable reference for researchers and practicing engineers concerned with power-efficient, FPGA design. State-of-the-art power reduction techniques for FPGAs will be described and compared. These techniques will be applied at the circuit, architecture, and electronic design automation levels to describe both the dynamic and leakage power sources and enable strategies for codesign.

RELATED TITLES:

Kilts, *Advanced FPGA Design: Architecture, Implementation, and Optimization* (Wiley, '07 [June]), 336pp., \$99.95, ISBN: 0470054379, bookscan rtd sales: 34 copies since June 1, '07.

Ashenden, *The Designer's Guide to VHDL, 2e* (MKP, '01), 759pp., \$75.95, ISBN: 1558606742, sales to date of 17,253.

Maxfield, *The Design Warrior's Guide to FPGAs* (Newnes, '04), 544pp., \$53.95, ISBN: 0750676043, sales to date of 6669 copies.

ISBN: 978-0-12-374438-8

PUB DATE: October 2009

LIST PRICE: \$99.95

DISCOUNT: Agency

FORMAT: Hardback

PAGES: c. 352

TRIM SIZE: 7.5w x 9.25h "

PRINT RUN: 2500

AUDIENCE: Researchers, Circuit-Design Professionals, and EE/ECE Graduate Students concerned with low-power FPGA design. This includes designers at companies globally such as Xilinx, Altera, Actel, Cypress, Lattice Semiconductor, TI, Mentor Graphics, Cadence, Synopsis, Magma, Quicklogic, National Semiconductor, and Freescale.

SHELVING CLASSIFICATIONS:
MATHEMATICS / Applied,
COMPUTERS / Computer
Science, COMPUTERS / General

BISAC CODES: MAT003000,
COM014000, COM000000

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MH/-/Bur - May 2009 Package

Anis: Low-Power Design of Nanometer FPGAs (978-0-12-374438-8)

TABLE OF CONTENTS:

FPGA Architectures; Power Consumption in Nanometer FPGAs; Power Modeling and Estimation Techniques in FPGAs; Dynamic Power Reduction; Leakage Power Reduction; Low-Power FPGA Design in Future CMOS Technologies.

ELSEVIER

NEW RELEASE



This new handbook contains the most comprehensive account of sample surveys' theory and practice to date.

Handbook of Statistics_29A

Sample Surveys: Design, Methods and Applications

Edited by:

Danny Pfeffermann

Department of Statistics, Hebrew University, Israel

C.R. Rao

The Pennsylvania State University, University Park, U.S.A.

A Volume in the Handbook of Statistics Series.

KEY FEATURES:

- Comprehensive account of recent developments in sample survey theory and practice
- Discusses a wide variety of diverse applications
- Comprehensive bibliography

DESCRIPTION:

This new handbook contains the most comprehensive account of sample surveys' theory and practice to date. It is a second volume on sample surveys, with the goal of updating and extending the sampling volume published as volume 6 of the *Handbook of Statistics* in 1988. The present handbook is divided into two volumes (29A and 29B), with a total of 41 chapters, covering current developments in almost every aspect of sample surveys, with references to important contributions and available software. It can serve as a self-contained guide to researchers and practitioners, with appropriate balance between theory and real life applications.

Each of the two volumes is divided into three parts, with each part preceded by an introduction, summarizing the main developments in the areas covered in that part. Volume 1 deals with methods of sample selection and data processing, with the later including editing and imputation, handling of outliers and measurement errors, and methods of disclosure control. The volume also contains a large variety of applications in specialized areas, such as household and business surveys, marketing research, opinion polls and censuses. Volume 2 is concerned with inference, distinguishing between design-based and model-based methods and focusing on specific problems, such as small area estimation, analysis of longitudinal data, categorical data analysis and inference on distribution functions. The volume also contains chapters dealing with case-control studies, asymptotic properties of estimators and decision theoretic aspects.

ISBN: 978-0-444-53124-7

PUB DATE: late October 2009

LIST PRICE: \$265.00

DISCOUNT: Agency

FORMAT: Hardback

PAGES: c. 690

TRIM SIZE: 9.02w x 5.98h "

AUDIENCE: Researchers and practitioners in sample surveys, Sampling and survey design, Survey processing, Survey applications, Inference from survey data, Informative sampling and theoretical aspects.

SHELVING CLASSIFICATIONS:

MATHEMATICS / History,
MATHEMATICS / Statistics,
MATHEMATICS / General

BISAC CODES: MAT015000,
MAT029000, MAT000000

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LA/50/Che - September 2009 Package
Mail Date 4/2009

TABLE OF CONTENTS:

Introduction

1. Introduction to survey sampling
2. Sampling with unequal probabilities
3. Two-phase sampling
4. Multiple frame surveys
5. Surveys across time
6. Sampling of rare populations
7. Design, conduct, and analysis random digit dialing surveys

Part 2. Survey Processing

Introduction

8. Nonresponse and Weighting
9. Statistical data editing
10. Imputation and Inference in the Presence of Missing data
11. Dealing with outliers in survey data
12. Classification error in sample surveys
13. Computer software for sample surveys
14. Record linkage
15. Statistical Disclosure Control for Survey

Part 3. Survey applications

Introduction (Jack Gambino)

16. Sampling and estimation in household surveys
17. Sampling and estimation in business surveys
18. Sampling, Data Collection and Estimation in Agricultural Surveys
19. Sampling and inference in environmental surveys
20. Survey Sampling Methods in Marketing Research
21. Sample surveys and censuses
22. Opinion and election polls

ELSEVIER

NEW RELEASE



This new handbook contains the most comprehensive account of sample surveys' theory and practice to date.

Handbook of Statistics_29B

Sample Surveys: Inference and Analysis

Edited by:

Danny Pfeffermann

Department of Statistics, Hebrew University, Israel

C.R. Rao

The Pennsylvania State University, University Park, U.S.A.

A Volume in the Handbook of Statistics Series.

KEY FEATURES:

- Comprehensive account of recent developments in sample survey theory and practice
- Discusses a wide variety of diverse applications
- Comprehensive bibliography

DESCRIPTION:

This new handbook contains the most comprehensive account of sample surveys' theory and practice to date. It is a second volume on sample surveys, with the goal of updating and extending the sampling volume published as volume 6 of the *Handbook of Statistics* in 1988. The present handbook is divided into two volumes (29A and 29B), with a total of 41 chapters, covering current developments in almost every aspect of sample surveys, with references to important contributions and available software. It can serve as a self-contained guide to researchers and practitioners, with appropriate balance between theory and real life applications.

Each of the two volumes is divided into three parts, with each part preceded by an introduction, summarizing the main developments in the areas covered in that part. Volume 1 deals with methods of sample selection and data processing, with the later including editing and imputation, handling of outliers and measurement errors, and methods of disclosure control. The volume also contains a large variety of applications in specialized areas, such as household and business surveys, marketing research, opinion polls and censuses. Volume 2 is concerned with inference, distinguishing between design-based and model-based methods and focusing on specific problems, such as small area estimation, analysis of longitudinal data, categorical data analysis and inference on distribution functions. The volume also contains chapters dealing with case-control studies, asymptotic properties of estimators and decision theoretic aspects.

ISBN: 978-0-444-53438-5

PUB DATE: late October 2009

LIST PRICE: \$265.00

DISCOUNT: Agency

FORMAT: Hardback

PAGES: c. 634

TRIM SIZE: 9.02w x 5.98h "

AUDIENCE: Researchers and practitioners in sample surveys, Sampling and survey design, Survey processing, Survey applications, Inference from survey data, Informative sampling and theoretical aspects.

SHELVING CLASSIFICATIONS:

MATHEMATICS / History,
MATHEMATICS / Statistics,
MATHEMATICS / General

BISAC CODES: MAT015000,
MAT029000, MAT000000

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Mail Date 4/2009

TABLE OF CONTENTS:

Part 4. Alternative approaches to inference from survey data

Introduction

- 23. Model-based prediction of finite population totals
- 24. Design and Model Based Inference for Model Parameters
- 25. Calibration weighting: combining probability samples and linear prediction models
- 26. Estimating functions and survey sampling
- 27. Non-parametric and semi-parametric estimation in complex surveys
- 28. Resampling methods in surveys
- 29. Bayesian developments in survey sampling
- 30. Empirical likelihood methods

Part 5. Special estimation and inference problems

Introduction Gad Nathan & Danny Pfeffermann

- 31. Design-based methods of estimation for domains and small areas
- 32. Model-based approach to small area estimation
- 33. Design and inference over time
- 34. The analysis of longitudinal studies
- 35. Categorical Data Analysis for Simple and Complex Surveys
- 36. Inference on distribution functions and quantiles
- 37. Scatterplots with survey data

Part 6. Informative sampling and theoretical aspects

Introduction

- 38. Population-based case-control studies
- 39. Inference under informative sampling
- 40. Asymptotics in finite population sampling
- 41. Some decision-theoretic aspects of sampling

ELSEVIER

KEY TITLE



**Focal
Press®**

Cinematic techniques meet DV equipment when veteran video and film shooter shares craft of storytelling in digital video!

Video Shooter, 2e

Storytelling with DV, HD, and HDV Cameras

Barry Braverman

Barry Braverman is a veteran director of photography with over twenty years of experience including work on National Geographic specials, network television programs, national commercials, and music videos. The director of DVD training at Video Symphony in Burbank and a contributing editor to Video Systems magazine, he lives in Hollywood, CA.

KEY FEATURES:

- Engaging and informative, veteran shooter Barry Braverman shares the ins and outs of crafting a story using DV cams
- Extensively illustrated in full color, readers will see examples of good video shooting that will help them learn what to do (and what to avoid) in their own videos
- Companion website offers tutorials, bonus illustrations, examples, demos, equipment reviews, craft tips, blogs, and an instructor's corner complete with students' work

DESCRIPTION:

Video Shooter is an essential guidebook for anybody interested in telling a story with a DV cam. Barry Braverman is a highly experienced shooter whose name is gold in the field. This book covers everything from framing a shot, to lighting, to the type of camera (and tripod) one should use, and perhaps most importantly--how to translate the use of all this equipment and techniques into a story.

Humorous and opinionated, the author provides anecdotes and illustrations that help you to learn the tricks of the trade. He gets right to the point of what you need to know to get good shots--and on a budget.

RELATED TITLES:

Braverman: VIDEO SHOOTER (Jan 2006, Focal/CMP, \$46.95, 9781578202898) Bookscan: 4860; Barrett: DIGITAL VIDEO FOR BEGINNERS (March 2005, Sterling, \$20, 9781579906689) Bookscan: 8766; Underdahl: DIGITAL VIDEO FOR DUMMIES (Feb 2006, Wiley, \$24.95, 9780471782780) Bookscan: 6817

ISBN: 978-0-240-81088-1

PREVIOUS EDITION ISBN:
9781578202898 [Jan 2006]

PUB DATE: October 2009

LIST PRICE: \$44.95

DISCOUNT: Trade

FORMAT: Paperback

Approx. 400 illustrations (400 in full color)

PAGES: c. 320

TRIM SIZE: 7.5w x 9.25h "

PRINT RUN: 5000

AUDIENCE: Filmmakers and videographers using inexpensive digital video equipment; Students and hobbyists.

SHELVING CLASSIFICATIONS:

PERFORMING ARTS / Video / Direction & Production,
PERFORMING ARTS / Film / Direction & Production,
PERFORMING ARTS / Television / Direction & Production

BISAC CODES: PER012010,
PER004010, PER010010

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--/04/Bur - May 2009 Package

Braverman: Video Shooter, 2e (978-0-240-81088-1)

TABLE OF CONTENTS:

Introduction; Chapter 1: Video Shooter as Storyteller; Chapter 2: Video Shooter Master of Craft; Chapter 3: The Storyteller's Toolkit; Chapter 4: Command & Control; Chapter 5: Tweaking Your Story's Image; Chapter 6: Going with the Flow; Chapter 7: Window on the World; Chapter 8: Making Light of Your Story; Chapter 9: The Audio Story; Chapter 10 Being Supportive; Video Shooter Resource List; Index

ELSEVIER

NEW RELEASE



**Definitive answers to the independent filmmaker's eternal question:
"Where do I get the money to make my movie?!"**

Filmmakers and Financing, 6e

Louise Levison

Levison is President of Business Strategies, a consulting firm specializing in business plan packaging and venture capital financing in Sherman Oaks, California. She wrote the business plan for the runaway indie success, "The Blair Witch Project."

"Buying this book is the first step to becoming a successful, independent filmmaker. It helped me launch my company."- Rick Pamplin, The Pamplin film Company

KEY FEATURES:

- NEW! Co-branded with and marketed by *Variety*
- Includes a companion website with sample business plans, forms, spreadsheets, and hands-on exercises
- Step-by-step instructions make writing a business plan easy

DESCRIPTION:

The first, most crucial step in making a film is finding the funds to do it, yet many independent filmmakers skip this step and "finance" the production on their credit cards. The smarter ones turn to this popular guide. By the guru who developed the business plan for the indie runaway success, The Blair Witch Project, this book teaches filmmakers how to create a successful business plan for potential investors. Each chapter concentrates on a different section of the business plan, so filmmakers can create a convincing marketing, financing and distribution plan to win over investors and finance their dream.

New to this edition:

- Co-branded with *Variety*, THE iconic newspaper covering the film biz and read by everyone in the industry
- Extensive co-marketing through *Variety's* e-newsletters, website, and print version
- New Feature: lively interviews and case studies with industry veterans

RELATED TITLES:

- Gore: ULTIMATE FILM FESTIVAL SURVIVAL GUIDE 3e (2004, \$19.95/£17.50, 1580650570) Bookscan: 8,460
- Litwak: DEALMAKING IN THE FILM AND TELEVISION INDUSTRY (2002, \$28.99/£23.50, 1879505665, Bookscan: 7,645
- Squire: THE MOVIE BUSINESS BOOK 3e (2004, \$16.95/£6.85, Simon and Schuster, 0743219376 US Bookscan: 6,405)

ISBN: 978-0-240-81252-6

PREVIOUS EDITION ISBN:
978-0-240-80828-4

PUB DATE: October 2009

LIST PRICE: \$29.95

DISCOUNT: Trade

FORMAT: Paperback

PAGES: c. 304

AUDIENCE: Independent filmmakers in need of funding to make their movie

SHELVING CLASSIFICATIONS:
PERFORMING ARTS / Film /
Direction & Production,
PERFORMING ARTS / Film /
General, BUSINESS &
ECONOMICS / Industries / Media
& Communications Industries

BISAC CODES: PER004010,
PER004000, BUS070060

MARKETING: This book will be co-branded with and marketed by *Variety*. The magazine has over 30000 subscribers to both the daily and weekly edition. Ads will run in the print version of the magazine and the newsletter along with banner ads on variety.com.

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--/01/Bur - May 2009 Package

Levison: Filmmakers and Financing, 6e (978-0-240-81252-6)

TABLE OF CONTENTS:

Executive Summary; The Company; The Films; The Industry; The Markets and Marketing; The Markets Part 2:
The Nontraditional Film; Distribution; Risk Factors; Financing; The Financial Plan; Sample Business Plan; Short
Film Distribution

ELSEVIER

KEY TITLE



The Naked and the Lens

A Guide to Nude Photography

Louis Benjamin

Louis Benjamin is a photographer specializing in fine art and portraits, and writer who teaches at the International Center of Photography in New York. His work has been exhibited in a number of New York area galleries and juried exhibitions.

KEY FEATURES:

- * Takes readers from concept to shoot with detail in RAW capture, post-production with Photoshop, shooting with gray cards and innovative lighting solutions
- * Lavishly illustrated to both inspire and teach with technical information provided for photos
- * Covers the legal considerations and provides advice on finding models as well as advice from nude photographers from around the world

DESCRIPTION:

With over 35,000 members of dedicated nude photography forums on flickr alone photographers of all levels are drawn to the stunning art of nude photography. Each stunning photograph in *The Naked and the Lens* shows photographers how each shot can be technically achieved, and that nude photography is limitless. RAW capture, post-production with Photoshop and shooting with a gray card to obtain the most accurate while balance is covered in effective detail. Even finding models and what legal steps every photographer should consider are detailed. Through interviews with leading international nude photographers and practical advice, *The Naked and the Lens* will show readers how to create striking nude works of art.

RELATED TITLES:

Macdonald: Digital Nude Photography

(Course Technology, 2003, 9781592001057, \$29.99, 226pp. Bookscan US: 7,833)

Hicks/Schultz: Lighting the Nude

(Rotovision, 2006, 9782940378104, £20/\$29.95, 256pp., Bookscan US: 4,467)

Lemon: Professional Digital Techniques for Nude and Glamour Photography

(Amherst, 2006, 9781584281788, £21.99/\$34.95, 128pp. Bookscan US: 2743)

ISBN: 978-0-240-81159-8

PUB DATE: October 2009

LIST PRICE: \$34.95

DISCOUNT: Trade

FORMAT: Paperback

PAGES: c. 256

TRIM SIZE: 8.5w x 11h"

PRINT RUN: 5500

AUDIENCE: Student and amateur photographers who want to begin shooting art nudes, at all levels of photographic experience. Photographers, who are already shooting nudes, but want to enhance their studio lighting or post-production skills. Photographers looking for creative inspiration.

SHELVING CLASSIFICATIONS:
PHOTOGRAPHY / General

BISAC CODES: PHO000000

MARKETING: Focal e-catalog 2009; Cluster print ads in Shutterbug, PhotoTechniques, JPG; Online advertising with PopularPhotography.com, Outdoorphotographer.com, JPG.com; 2009 PhotoPlus Expo

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K1/01/Bur - May 2009 Package

Benjamin: The Naked and the Lens (978-0-240-81159-8)

TABLE OF CONTENTS:

Chapter 1. Concept and Inspiration: Approaches to Nude Photography; Chapter 2. Nude, Naked, and Draped: Approaches to the Fine Art Nude in Photography; Chapter 3. The Body Itself: A Survey of Modes; Chapter 4. The Body in Context; Chapter 5. Light, Shadow, Color and the Qualities of Lighting; Chapter 6. Composition 1: Angle, Point of View, and Framing; Chapter 7. The Camera and In-Camera Effects; Chapter 8. Working With Models; Chapter 9. The Shoot; Chapter 10. Digital Technique

ELSEVIER

KEY TITLE



An inspirational and informative guide to taking pictures of one of the world's favorite subject - pets!

Pet Photography 101

Tips for taking better photos of your cat or dog

Andrew Darlow

is an award winning author and photographer whose people and pet photography has been featured in numerous publications and on-air broadcasts, including Animal Fair magazine, the News 12 New Jersey Television program, Rangefinder Magazine, and the AKC Gazette, the official magazine of the American Kennel Club.

KEY FEATURES:

- Professional results with easy and fun techniques for posing pets, lighting, post production and more!
- Loaded with adorable and inspirational photographs of pets
- Quirky and inviting ways of giving technical advice, such as Chapter 1: Train your camera (but don't make it roll over!)

DESCRIPTION:

In 2009, the American Pet Products Association estimates that Americans will spend \$45.4 billion in the pet industry!

With love only a pet owner can have and humor only animals can bring us, Andrew Darlow shows the more than 100 million people in the United States who own a dog or a cat how to take pictures that celebrate the furry creatures in our lives. Pet enthusiasts will learn how to cast their pets in the best lighting, how to pose them, how to make them look their very best with post-production techniques and even how to post their photos online! Loaded with inspirational photos and great advice.

RELATED TITLES:

- Montrose: Dogtionary: Meaningful Portraits of Dogs (Studio, 2001, 96pp., 19.95, 978-0670034994). Bookscan: 22,565
- Rouse: Animal Portraits (David & Charles Publishers, October 2006, 304 pp., 19.99, 9780715325582) Bookscan: 3461
- Muska: Professional Techniques for Pet and Animal Photography (Amherst Media, 2003, 128 pp., 29.95, 9781584281009). Bookscan US: 2041

ISBN: 978-0-240-81215-1

PUB DATE: October 2009

LIST PRICE: \$14.95

DISCOUNT: Trade

FORMAT: Paperback

PAGES: c. 160

TRIM SIZE: 6w x 9h "

PRINT RUN: 7000

AUDIENCE: Amateurs and advanced amateur photographers, pet photographers, pet enthusiasts

SHELVING CLASSIFICATIONS: PHOTOGRAPHY / Techniques

BISAC CODES: PHO018000

MARKETING: Focal e-catalog 2009; Cluster print ads in Shutterbug, PhotoTechniques, JPG; Online advertising with PopularPhotography.com, Outdoorphotographer.com, JPG.com, Facebook; 2009 PhotoPlus Expo

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Darlow: Pet Photography 101 (978-0-240-81215-1)

TABLE OF CONTENTS:

Chapter 1: Train Your Camera (But Don't Make it Roll Over!)

Chapter 2: It's All About Perspective (Tips for Composition and Camera Placement) Chapter 3: Bask in the Sunshine (Outdoor Lighting Tips)

Chapter 4: I Do Windows! (Window Lighting Tips)

Chapter 5: Let Sleeping Dogs (and Cats)...Sleep!

Chapter 6: Where'd My Sock Go? (Tips for Setting Up and Capturing Fun Photos)

Chapter 7: Holidazed and Confused (Photo Tips For Holidays and Events)

Chapter 8: Barkness on the Edge of Town (Night and Low-Light Photography Tips)

Chapter 9: The Digital Canine (Tech Tips, Including Hardware, Software and Printing Options)

ELSEVIER

NEW RELEASE



Comprehensive coverage of macro photography techniques for all photographers seeking professional quality close-up results

Close-Up and Macro Photography

Adrian Davies

Assistant Director of Learning, Dept of Arts, Media & General Ed., North East Surrey College of Technology

KEY FEATURES:

- Packed with stunning macro photographs placed in a practical context
- Written by the accomplished, award-winning photographer and author Adrian Davies
- The definitive guide to all things close-up and macro, it tackles every aspect of pre-capture through to post-capture and image processing

DESCRIPTION:

In this exhaustive guide, respected author and photographer Adrian Davies covers every aspect of the multi-faceted and typically complicated world of macro and close-up photography. The approach is practical and diverse, covering cameras, equipment, lenses, lighting, workflow, and image processing as well as the applications of flatbed and film scanners for close-up shots. The sections "Special Subjects" feature practical techniques for shooting common macro subjects, such as insects, fossils and coins. Clear and concise and packed with stunning four-color photography, this is a must-have purchase for all photographers looking for professional-quality macro results.

RELATED TITLES:

Cyrill Harnischmacher: Closeup Shooting- A Guide to Closeup, Tabletop and Macro Photography (May 2007, Rocky Nook, 124 pps, hardcover, \$24.95/£14.99, 9781933952093) Bookscan: 3231

Joseph Meehan: The Magic of Digital Close-Up Photography (May 2006, Lark Books, 192 pps, paperback, \$19.95/ £16.95, 9781579906528) Bookscan: 4155

Paul Harcourt Davies: The Complete Guide to Close Up & Macro Photography, 2e(July 2008, David & Charles Publishers, 144 pps, paperback, \$24.99/ £14.99, 9780715326695) Bookscan: 2159

ISBN: 978-0-240-81212-0

PUB DATE: October 2009

LIST PRICE: \$29.95

DISCOUNT: Trade

FORMAT: Paperback

PAGES: c. 192

TRIM SIZE: 9.69w x 7.44h "

AUDIENCE: Serious amateur photographers, nature enthusiasts (but the scope of the book is much broader than just nature photographers).

SHELVING CLASSIFICATIONS: PHOTOGRAPHY / Techniques

BISAC CODES: PHO018000

MARKETING: Focal e-catalog 2009; Cluster print ads in Shutterbug, PhotoTechniques, JPG; Online advertising with PopularPhotography.com, Outdoorphotographer.com, JPG.com; 2009 PhotoPlus Expo

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Davies: Close-Up and Macro Photography (978-0-240-81212-0)

TABLE OF CONTENTS:

Chapter 1 Introduction; Chapter 2 Cameras; Chapter 3 Lenses/optics (DSLRs); Chapter 4 Lighting; Chapter 5 Special Subjects; Chapter 6 Digital workflow and image processing; Appendix; Glossary; Book list/web references

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KEY TITLE



A complete photographic resource with thorough coverage of how to use Photoshop creatively, in a beautifully designed package full of gorgeous images

The Photoshop Darkroom

Creative Digital Post-Processing

Harold Davis

Harold is the author of more than thirty books on a variety of subjects. He is a well-known photographer whose work has been widely published in art posters, on book covers, and in giant photo murals. Harold writes the popular Photoblog 2.0 at www.photoblog2.com. His other websites include www.digitalfieldguide.com and www.digitalnight.us.

Phyllis Davis

Phyllis is the author of many books about Photoshop, The Gimp, CorelDraw, FrontPage, and others. She's an accomplished designer, with books, posters, and advertisements to her credit.

KEY FEATURES:

- A complete and thorough Photoshop book that's also beautiful enough to sit on the coffee table
- Includes lots of material on extremely popular digital darkroom techniques such as HDR
- Compatible with all versions of Photoshop

DESCRIPTION:

Photographers who wish to explore creative ways to use Photoshop are commonly frustrated by the typical Photoshop resources available to them. Either the material is technically sound, but lacks truly inspirational visuals, or it is chock full of beautiful imagery but weak on the how-to content. This new book by renowned photographer Harold Davis does both extremely well. A truly unique design, scattered throughout with notes, tips, and sidebars, makes it seem as if the author is sitting side-by-side with the reader, explaining each step in detail. Full-color, gorgeous images provide the reader with the inspiration they need to take their own Photoshop skills to the next level. From coverage of different types of software and hardware right through to how to work with filters, painting in photography to layers and masking, and everything in between, no creative stone is left unturned in this brilliant new resource for the savvy photographer and Photoshop user.

RELATED TITLES:

Eismann & Duggan: *The Creative Digital Darkroom* (O'Reilly, 1/08, 429pp, \$49.99/£38.50, 9780596100476). US Bksn: 6574/UK Bksn: 629
Bloch: *The HDR! Handbook* (Rocky Nook, 11/07, 344pp, \$49.95/£38.50, 9781933952055). US Bksn: 7304/UK Bksn: 854
Versace: *Welcome to Oz* (New Riders, 11/06, 224pp, OOP; 9780735714007). US Bksn: 8451/UK Bksn: n/a. *New edition coming 5/09; 312p, \$49.99/£31.99

ISBN: 978-0-240-81259-5

PUB DATE: September 2009

LIST PRICE: \$39.95

DISCOUNT: Trade

FORMAT: Paperback

PAGES: c. 208

PRINT RUN: 6500

AUDIENCE: Photographers who already know the basics of how to use Photoshop and want to learn creative ways to use the software to produce beautiful images.

SHELVING CLASSIFICATIONS:
PHOTOGRAPHY / General

BISAC CODES: PHO000000

MARKETING: Focal e-catalog 2009; Cluster print ads in Shutterbug, Photoshop User, Layers; Online advertising with PopularPhotography.com, Outdoorphotographer.com, Photoshopworld.com; 2009 PhotoPlus Expo

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--/01/Bur - May 2009 Package

Davis: The Photoshop Darkroom (978-0-240-81259-5)

TABLE OF CONTENTS:

Introduction; Part 1: Setting the Wheels in Motion: Finding the "digital" in "digital photography"; Tools of the trade: software for post-processing; Input devices: cameras, scanners, and more; Camera and computer processing;

Exposing with creative post-processing in mind; Towards an alternative workflow; Understanding necessary checkpoints; Creating a personal workflow

Part 2: The Art of Imagination: The chemistry of translation: film emulation;

Color spaces; Layers: the building blocks of transcendence; Blending modes;

LAB color; Inversions and more; Cross-processing; Working with filters;

Painting and photography; Part 3: A Pixel Does Not Know Its Origin; When is a photo not a photo?; Layers and masking; Multi-RAW processing; Combining captures and HDR images; High Focal Range images;

Photocomposition; Transcending the origins: beyond the captured pixel; Index

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NEW RELEASE



The only universal guide to this critically important topic for photographers that is endorsed by the American Society of Media Photographers (ASMP) and the U.S. Library of Congress.

Digital Photography Best Practices and Workflow Handbook

Patricia Russotti

New Media Professor, College of Imaging Arts & Sciences at Rochester Institute of Technology. She is an artist, educator, curriculum developer, and international presenter. Patti provides imaging services for corporations, public service organizations and individual artistic commissions.

Richard Anderson

A photographer, and is a member of the Board of Directors at the American Society of Media Photographers (ASMP) and creator of DpBestflow, a Library of Congress project.

KEY FEATURES:

- Co-published with and endorsed by the American Society of Media Photographers (ASMP) and DpBestflow, a Library of Congress project
- This takes what could be a really complicated topic and makes it digestible
- Digital photographers need help finding a system to manage all of their digital files and this book is their solution

DESCRIPTION:

A solid workflow practice is completely necessary and unavoidable for digital photographers. Most of the existing workflow content in existence is about specific software applications rather than a universal view of the entire image file processing ecology. This book is a coherent, concise guide to all digital imaging best practice aspects and workflow that digital photographers and digital imaging artists (or image makers) need from planning and capture to archiving and everything in between. It also has:

- Resources and links to stay current and up to speed with the rapid changes in technology
- An accompanying Website with the latest advances in workflow
- Podcasts containing interviews with photographers discussing their workflow habits and tips

This handbook is software version independent and focuses more on the key fundamentals that are a constant from software version to software version.

RELATED TITLES:

Krogh: The DAM Book (O'Reilly, 2006, \$34.95, 9780596100186, Bookscan US: 8801)

Dillard: RAW Pipeline: Revolutionary Techniques to Streamline Digital Photo Workflow (Lark, 2008, \$29.95, 9781600592799, Bookscan US: 1261)

ISBN: 978-0-240-81095-9

PUB DATE: October 2009

LIST PRICE: \$39.95

DISCOUNT: Trade

FORMAT: Paperback

PAGES: c. 336

TRIM SIZE: 9w x 9h

AUDIENCE: Photographers: professional and intermediate; Advanced amateurs; digital image makers, graphic designers, art directors, studio managers, picture editors; Photography and Digital Imaging Students.

MARKETING: Focal Press e-catalog 2009; Print advertising: Shutterbug, Photo Techniques; Online advertising: Popular Photography, Outdoor Photographer, Photo.net; Tradeshow: PhotoPlus 2009

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TABLE OF CONTENTS:

How to Use this book and companion website & who it is for

The Evolution of workflow

Workflow - what does it really mean? (Dispel the hype & myth); The components; From ideation to publishable form (screen and substrate); Workflow components to be discussed in this book; Present Tense

Synopsis of the impact of technology and the democratization of technology; Survival of the fittest

Return to the new basics; The Language (of Workflow); Technical Vocabulary

Words that are often misused and how to decipher that misuse; Genres of imaging

- how images are used (the forms they take on) distributed, and consumed.

- stock images & the issues around this industry

Mapping workflows to individual disciplines and genres

who does what and when they should do it

{photographer, designer, service bureau technician, pre media technician, printer, retoucher}

Risk Management

Assessing what tasks you should take on

Evaluating your workflow for longevity

(the 5 - 5- 5 test - impact in 5 minutes, 5 weeks/months and 5 years)

Digital Asset Management - the basics everyone needs to know and apply

DAM has evolved to an individual user's desktop. The choices to control one's assets has broadened and is still somewhat unwieldy.

This chapter will provide the skeletal frame to setting up a manageable asset system.

Topics include:

Naming Conventions; Devising the Plan; Hierarchies; Controlled Vocabularies and Keywords; Archive and back-up ; Copyright, usage rights, and imaging ethics; Where to find the most current laws and their interpretations

Protecting your work; publishing issues; work for hire ; Aesthetics

The value of an image can be attributed to the vision of its maker and the small village of collaborators that make the vision real

This chapter addresses and repositions the value of the image and returns the vision of the image-maker to its proper stance.

Technological hype returns to technological transparency; Digital Aesthetic, Is there one? Different from analog?

Bringing the aesthetic back to the work and not the technology

The impact of technology on sensibilities and how t has altered our vision

Good design always works; Digital Imaging Workflows ; Image process workflows; pixel based (rendered) or metadata (un-rendered); database

Basic concepts and standards of digital imaging; Best Practices for each discipline; Things that everyone (regardless of discipline) needs to know; Image acquisition and output; The big picture and the choices

Digital photography and capture (RAW, JPEG and/or TIFF)

The new digital slr, medium format and large format captures; Scanning; When to scan; When to use a camera and lens; What will happen to this technology as digital capture devices evolve?

Bit depth - 8 bit vs. 16 vs. 32 bit depth

File formats (TIFF, JPEG, PSD, PSB, PDF, EPS, SWF)

- Issues & differences, when and why to use

Image and file formats permanence issues

Workflow Process; Communication issues;

The importance of planning, testing and organization

Repurposing the analog side ; Color Management - when and where; Calibration, profiling, ICC profiles, color spaces (working), input & output profiles, flavors of CMYK ; - Color Management workflow and how to apply it for multiple outputs;

Digital image display; Screen and Substrate; File preparation for repurposing images to multiple outputs;

Versioning for screen to substrate; File Back-up Strategies; -working in the field

-disaster recovery plans, off-site, on-site, etc; Image Delivery; How to hand off images to the next person in line;

DVD, FTP, Hard Drive etc; What do you give the client? File prep options for specific outputs; Strip the metadata? Flattened; Layers; RAW; Galleries of today and the future; Ergonomics, health, and safety issues for digital imaging

Resources, links, texts; Glossary

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NEW RELEASE



The only clinical research reference to fully explore social validity as a means of determining treatment efficacy

The Social Validity Manual

A Guide to Subjective Evaluation of Behavior Interventions

Stacy L. Carter

Assistant Professor Department of Educational Psychology & Leadership College of Education, Texas Tech University Lubbock, TX, USA

KEY FEATURES:

- Consolidates literature broadly distributed across journals and book chapters into a single source, saving researchers and clinicians time in obtaining and synthesizing information
- Provides greater depth of discussion of social validity than is found in other sources, thus better preparing readers for evaluating whether or not treatments have a meaningful impact on patients' lives
- Describes how the concept of social validity can be influential in numerous areas of clinical practice, relating theory and experiment back to back to tangible situations actually encountered in daily practice

DESCRIPTION:

Applied Behavior Analysis (ABA) is the science of applying experimental principles of behavior to improve social behaviors, and research and application of ABA contributes to a wide range of practical areas - AIDS prevention, education, gerontology, language acquisition, parenting, and autism spectrum disorders. Social validity (SV), a concept at the core of ABA, focuses on whether a treatment has actually helped people in ways that are evident in everyday life. This clinical research reference offers a detailed evaluation of the extant findings on SV, as well as discussions of newly emerging factors. The book will give readers a firm understanding of the general concept of SV, help them become familiar with the research methods and findings, and teach them how to establish and evaluate the SV of individual interventions and treatment programs.

RELATED TITLES:

Greer, *Designing Teaching Strategies: An Applied Behavior Analysis Systems Approach*, (\$89.95/ € 72.95/ £ 49.99, 9780123008503, 2002)

Matson, *Clinical Assessment and Intervention for Autism Spectrum Disorders*, (\$74.95/ € 62.95/ £ 42.99, 9780123736062, 2008)

Oakland and Harrison, *Adaptive Behavior Assessment System-II*, (\$ 59.95/ € 69.95/ £ 34.99, 9780123735867, 2008)

ISBN: 978-0-12-374897-3

PUB DATE: October 2009

LIST PRICE: \$79.95

DISCOUNT: Agency

FORMAT: Hardback

Illustrated

PAGES: c. 300

TRIM SIZE: 6w x 9h "

AUDIENCE: Clinical researchers, advanced undergraduate/graduate students, mental health clinicians, school psychologists, and social workers interested in behavioral analysis

SHELVING CLASSIFICATIONS:

PSYCHOLOGY / General,
PSYCHOLOGY / Developmental /
General, EDUCATION /
Educational Psychology

BISAC CODES: PSY000000,
PSY039000, EDU009000

MARKETING: Clustered with related psychology references in direct mail, e-mail, and online campaigns.

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Carter: The Social Validity Manual (978-0-12-374897-3)

TABLE OF CONTENTS:

- Chapter 1: Background of Social Validity
- Chapter 2: Conceptualization of Social Validity
- Chapter 3: Instruments for Evaluating Social Validity
- Chapter 4: Research on Social Validity
- Chapter 5: Enhancing Social Validity
- Chapter 6: Ethics of Social Validity
- Chapter 7: The Future of Social Validity