

Library Reading Guidance

DaLian Nationalities University Library

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Financial Management: Principles and Practice

Third Edition

Timothy J. Gallagher, Joseph D. Andrew, Jr.

In this textbook students get the best of both worlds with coverage that is comprehensive in tackling the difficult issues in finance, yet accessible enough for students to understand. The authors remain dedicated to putting students first by including the latest in financial theory while retaining a strong real-world connection, making learning both relevant and fun.

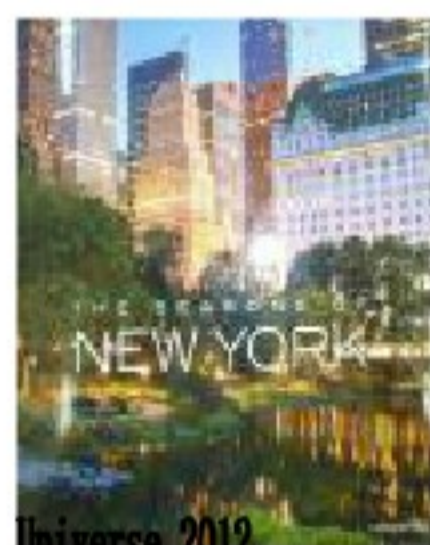


Prentice Hall, 2003
ISBN: 0130674885 (hbk.)
Call Number: F275/G162-3

The Stock and Bond Valuation chapter, previously Chapter 9, has been moved to Chapter 12, and is now titled “Business Valuation” to reflect the rapidly advancing field of business appraisal. **Expanded coverage of Real Options.** This discussion has been expanded into Chapters 10 & 11 and includes numerical examples relating to abandonment and expansion options. **Interactive Modules have been integrated throughout the book.** These modules allows students to move seamlessly between the text and the book’s Companion Website. **Supplements written by the author team** provide students with a package that is accurate and cohesive throughout.

The Season of NEW YORK

Charles J. Ziga



Universe, 2012
ISBN: 978-0-7893-2431-3
Call Number: K971.25/268

Experience the beauty and allure of all seasons in the city that never sleeps. Springtime brings cherry blossoms in Washington Square, tulips and daffodils blooming all over the city, and parks full of people playing chess or walking dogs, eager to be outside after the long winter. The paths through Central Park are popular stroll during the summer, and outdoor events—such as the Independence Day fireworks over the Hudson River, Shakespeare in the Park, and the Union Square Greenmarket—draw people outside all summer long.

Fall—the time of year for the famous New York City Marathon and the Macy’s Thanksgiving Day Parade—brings leaves in vibrant shades of red and orange and makes a carriage ride through Central Park especially beautiful. Winter can be harsh, as pedestrians make their way through snow-covered streets and bridges, but it is also the most festive time of year: the Christmas tree arrives in Rockefeller Center, the stores along Fifth Avenue put up their holiday window displays, the Rockefeller gear up for their big show at Radio City Music Hall, and—of course—the year ends with a bang as revelers in Times Square watch the ball drop on New Year’s Eve.

Surface Design for Ceramics

Maureen Mills

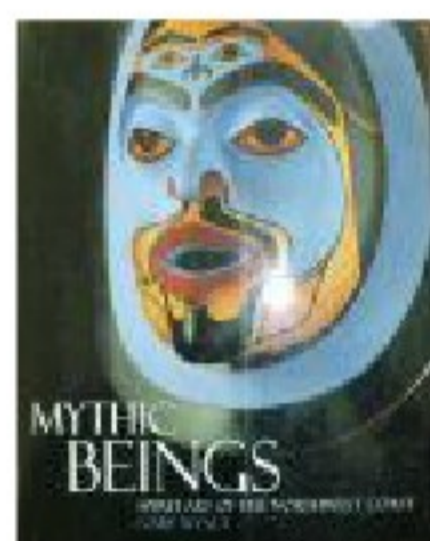
This beautifully photographed studio reference is a superb introduction to ceramic surface design, leading you through techniques that can be applied at every stage of the process, from wet clay to post-firing possibilities. In addition to illustrated demonstrations, you'll find information about design elements that can guide your decisions about the composition of form and surface. Images of historical pieces from a variety of cultures are included to exemplify the elegance that can be achieved with simple techniques.



Lark Crafts, 2011
ISBN: 9781600597824
Call Number: J537.1/M657

Mythic Beings: Spirit Art of The Northwest Coast

Gary Wyatt



Douglas & McIntyre, 1999
ISBN: 0295977981
Call Number: J135.1/W975

Mythic Beings Presents an outstanding collection of 75 compelling works—all in vivid colour—by 34 of the best First Nations artists working on the Northwest Coast today. The power of their art comes from its deep roots in an ancient culture that is rich in ceremonial and aesthetic traditions.

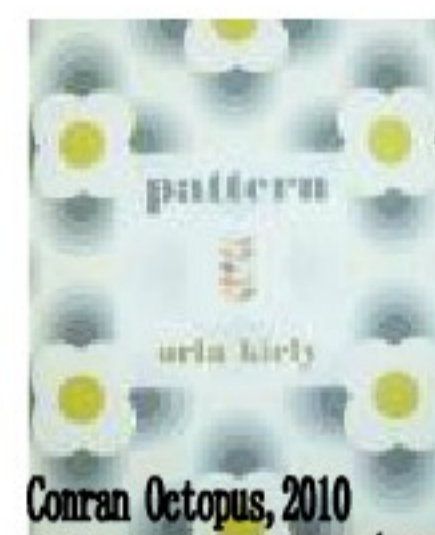
The mythic beings depicted in these 75 works belong to the undersea, sky, mortal and spirit worlds: Raven, Thunderbird, Killerwhale, the chief of the undersea, Moon, Volcano Woman and many more. Their adventures are told in oral histories passed down through generations. Here, these myths and mythic beings take shape as model totem poles, jewellery, carved and painted boxes and masks— as well as sculpture in argillite, wood and glass.

Some of the begins are represented by works by different artists or in different media, providing a glimpse of the richness and resonance of an art strongly connected to myth and spirituality. The challenge facing artists today is to interpret myths in ways that combine innovation and tradition. That Northwest Coast art continues to flourish both in its original cultural context and in the international art world is a measure of their success.

Pattern

Orla Kiely

The world of Orla Kiely is one where pattern reigns. Immediately recognizable, her unique design language and sure sense of graphic control has been her label become a hugely successful global brand in the decade since its launch. From her early signature bags, the collection has grown to include a complete womenswear line, accessories, travel and homeware, sold in shops and outlets worldwide.



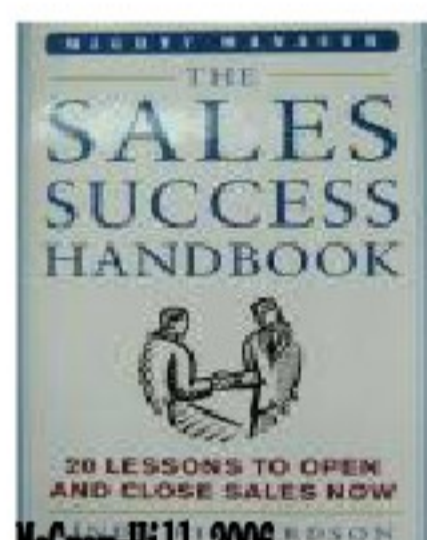
Conran Octopus, 2010
ISBN: 9781840915815 (hbk.)
Call Number: J532/K47

Pattern is Orla's first opportunity to provide her many devoted followers around the world

with an insight into her creative process. Giving a personal account of what informs her work and inspires her designs, she looks pattern in all its manifestations—the impact of scale and proportion, rhythm and texture and the all-important dimension of colour. With her prints applied to a wide range of products, from bags and clothing to decorative objects and soft furnishings, she is in a unique position to comment on all the ways in which pattern can enrich our lives.

Illustrated with many examples of Orla's work and inspirational images that have shaped her style, the results is both a visual treasury and a thoughtful guide to using pattern with flair and confidence.

Sales Success Handbook:



McGraw-Hill, 2006
ISBN: 0071463313
Call Number: F713.3-61/R523

20 Lessons to Open and Close Sales Now

Linda Richardson

The classic “features and benefits” sales approach is no longer effective. To sell today, you must add value, provide perspective, and be able to show customers how your product will quickly and consistently solve their specific needs. To do this, you first must *listen* to your customers—to discover exactly what their specific needs are.

The Sales Success Handbook outlines a battle-tested program for hearing and understanding instead of just selling products. Renowned sales trainer and author Linda Richardson presents twenty powerful lessons you can use to: Selling is more difficult than ever before. Internet-savvy customers already know what your product is; they need you to explain what it can do for them. *The Sales Success Handbook* will show you how well you listen to what they have to say—and how to persuasively position the value you bring to meet their business and personal needs.

Chris Martin: Saring Into The Sun

Herausgeber, Gregor Jansen

Redaktion, Eodie Evers, Alexander Koch

Chris Martin often dedicates his large-format compositions to esteemed and admired artist colleagues from the worlds of painting and music. Their names are written coarsely on the surface of the image right next to stuck-on coins, vinyl records, banana skins and newspaper articles. Despite the rough, utterly profane image surfaces, Martin's work picks up on various traditions of spiritual abstraction, for which New York, where Martin has lived since 1975, is a melting pot. This is the first comprehensive publication on his work, which breaks from all the laws of purity of Colour Field painting and monochrome painting and makes reference to Native American folklore, religious mysticism and anthroposophical symbols, as it does to the “Spiritual Landscapes” of North American romanticism that are little known in Europe.



Buchhandlung Walther König, 2011
ISBN: 9783863350918 (hbk.)
Call Number: J505/M379

Sociology

Tenth Edition

Richard T. Schaefer

Sociology is, very simply, the scientific study of social behavior and human groups. It focuses on social relationships; how those relationships influence people's behavior; and how societies, the sum total of those relationships, develop and change.

Every chapter in this textbook begins an excerpt from one of the works listed here. These excerpts convey the excitement and relevance of sociological inquiry and draw readers into the subject matter from each chapter.

Features:

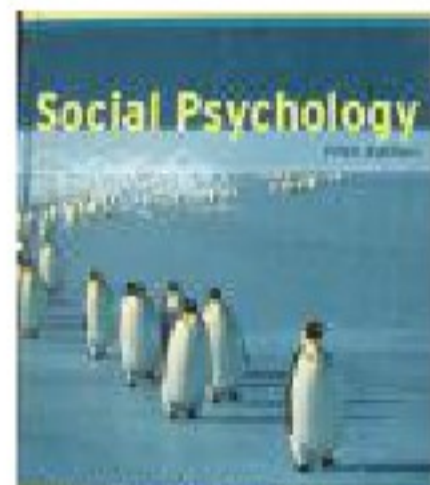
- New *Sociology's Global View* map on the inside front cover, serves as a quick guide to selected passages in the text related to globalization topics.
- Six new chapter-opening excerpts, drawn from sociological writings, convey the excitement and relevance of sociological inquiry.
- Six new Social Policy sections help students to apply sociological principles and theories to important social and political issues currently under debate by policymakers and the general public.
- Three new photo essays help to spark students' interest in sociology.



Social Psychology

Fifth Edition

Sharon S Brehm, Saul M. Kassin, Steven Fein



Houghton Mifflin, 2002
ISBN: 0618129642 (hbk.)
Call Number: C912.6/B834-5

Social Psychology blends classic and cutting-edge research, along with current examples, to bring social psychology to life. You'll learn social psychology in the context of issues in the new today: voyeuristic TV shows like *Survivor*; Eminem's controversial rap album; Columbine and the contagion of school shootings; Vermont's new same-sex marriage law; the Supreme Court hearing on the Florida Presidential ballot; the emergence of online chat rooms; new-making athletes; and many more.

Comprehensive, Up-to-Date Scholarship The bedrock of teaching is knowledge. Like its predecessors, The Fifth Edition offers a broad, balanced, mainstream look at social psychology.

Connections with Current Events To cover the world of social psychology is one thing. To use the principles to explain events in the real words is quite another.

The Evolutionary Perspective Psychology in general has been influenced heavily by neuroscience, behavioral genetics, and other biological perspectives on human nature.

Sociocultural Perspectives Social psychologists have long been fascinated by the similarities and differences—among cultural groups, racial and ethnic groups within cultures, men and women, gays and straights.