



Library Reading Guidance For English Books

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DaLian Minzu University Library

Steps to Writing Well



Reliable and straightforward, this text has helped thousands of students learn to write well. Jean Wyrick's rhetorically organized *Steps to Writing Well*, is known for its student-friendly tone and the clear way it presents the basics of essay writing in an easy-to-follow progression of useful lessons and activities. Through straightforward advice and thoughtful assignments, the text gives students the practice they need to approach writing well-constructed essays with confidence. With Wyrick's precise instruction and the book's professional samples by both well-known classic and contemporary writers, *Steps to Writing Well*, sets students on a solid path to writing success. Everything students need to begin, organize, and revise writing - from choosing a topic to developing the essay to polishing prose - is right here! In this edition, Wyrick updates and refines the book's successful approach, adding useful new discussions, readings, exercises, essay assignments, and visual images for analysis.

Written by Wyrick, Jean
Call Number: H315/W993

Beyond Racism

After two centuries of such dramatic and spectacular progress, the divide between the rich and the poor, the powerful and the marginalized, that continues to exist - and in fact, to widen - puts to serious question the nature and quality of our humanity. That these inequities - amongst nations and within single nations - still correlate so strongly to racial differences demeans us all.

This provocative comparative study explores issues of race, racism, and strategies to improve the status of people of African descent in Brazil, South Africa, and the United States. What constitutes "race"? Is Brazil in fact a "great racial democracy"? What is the significance of color in post-apartheid South Africa? How will the changing U.S. demographics affect efforts to combat discrimination? The authors provide in-depth information about each country, together with probing analyses of crosscutting themes and trends. They present a rich collage of ideas and information designed to encourage critical thinking - about race relations, human rights, democratization, national development, and other equally crucial topics.

Written by Charles V. Hamilton ... [et al.]
Call Number: D066/B573

Media Society : Industries, Images, and Audiences

We live in a society that is saturated by mass media. While this may be obvious in times of crisis such as the World Trade Center and Pentagon attacks, when hundreds of millions of people worldwide were riveted to their television sets, it is no less true in “ordinary” times. For most of us, print, film, radio, music, television, and the Internet are central parts of our daily lives. It is no surprise, then, that understanding the relationship between media and society has become an important topic in sociology, mass communication, political science, American studies, and other disciplines.

Media Society: Industries, Images, and Audiences, Fifth Edition, by David Croteau and William Hoynes provides a framework for understanding the relationship between media and society and helps readers develop skills for critically evaluating both conventional wisdom and their own assumptions about the social role of the media. Retaining its acclaimed sociological framework, the Fifth Edition covers new studies, includes up-to-date material about today’s rapidly changing media landscape, and significantly expands discussions of the “new media” world, including digitization, the Internet, the spread of mobile media devices, the role of user-generated content, the potential social impact of new media on society, and new media’s effect on traditional media outlets. Updated research, the latest industry data, and current examples from popular media illustrate enduring themes in the sociology of media.

Written by Croteau, David
Call Number: G206-05/C937=3

Understanding Human Differences : Multicultural Education for a Diverse America

Americans live in the most racially, ethnically, and socially diverse country on earth. Yet too often we live, work, and play as if our own social, gender, or religious group is the only one about which we need be concerned. To enjoy the advantages of our national diversity, we believe that every reader must seek as many facts and consider as many issues as possible to enhance effective interaction with individuals from diverse groups. This book is not a collection of essays providing multiple perspectives on diversity – there are many books that already do that; this book uses research to examine problems, misperceptions, and the potential of the diversity that exists in the United States. Understanding diversity is the prerequisite to valuing the diversity in our society.

For Multicultural Education/Diversity as well as General Education courses. Students develop conceptual understanding about complex and emotionally-charged issues of diversity in today’s world. The author uses clear examples, lucid language, and engaging activities to involve students in thinking through fundamental ideas that ground their understanding of diversity. The author investigates three converging elements in his examination of human differences: individual attitudes and behaviors, cultural expectations, and institutional policies and practices. This examination provides the basis for the conceptual organization of the text.

Written by Koppelman, Kent L
Call Number: G759.712/K83=2

Cost Management : Accounting and Control

This text is written primarily for students at the undergraduate level. The text presents a thorough treatment of traditional and contemporary approaches to cost management, accounting, and control and can be used for a one- or two- semester course. The text also has sufficient depth for graduate-level courses. The text offers a number of distinctive and appealing features – features that should make it much easier to teach students about the emerging themes in today's business world. The text's organization follows a systems framework and is divided into four parts:

1. Part 1: *Foundation Concepts*. Chapters 1 through 4 introduce the basic concepts and tools associated with cost management information systems.
2. Part 2: *Fundamental Costing and Control*. Chapters 5 through 10 provide thorough coverage of product costing, planning, and control in both functional-based and activity-based costing systems.
3. Part 3: *Advanced Costing and Control*. Chapters 11 through 16 presents the key elements of the new cost management approaches.
4. Part 4: *Decision Making*. Chapters 17 through 21 bring the costing and control tools together in the discussion of decision making.

This edition's structure permits integrated coverage of both the traditional and activity-based costing systems. In this way, students can see how each system can be used for costing, control, and decision making and can evaluate the advantages of each systems. This approach helps students to see how cost management is applied to problems in today's world and to understand the richness of the approaches to business problems.

Written by Hansen, Don R
Call Number: F234.2/H249=5

Starting out with Visual Basic 2005

This book is intended to use in an introductory programming course. It is designed for students who have no prior programming background, but even experienced students will benefit from its depth of detail and the chapters covering databases, Web applications, and other advanced topics. The book is written in clear, easy-to-understand language and covers all the necessary topics of an introductory programming course. The text is rich in concise, practical, and real-world example programs, so the student not only learns how to use the various controls, constructs, and features of Visual Basic 2005, but also learns why and when to use them.

The text teaches Visual Basic 2005 step by step. Each chapter covers a major set of programming topics, introduces controls and GUI elements, and builds knowledge as the students progresses through the book. Although the chapters can be easily taught in their existing sequence, there is some flexibility. Chapters 1 through 7 cover the fundamentals of program design, flow control, modular programming, and the most important Visual Basic 2005 controls. The instructor may then continue in any order with Chapters 8, 9, 10 or 12. Part of Chapter 11 relies on database concepts, so it should be covered after Chapter 10.

Written by Gaddis, Tony
Call Number: TP312BA/G123=3

Principles of Fraud Examination

Principles of Fraud Examination is written to provide a broad understanding of fraud – what it is and how it is committed, prevented, and resolved. This text provides an excellent description of the behavioral and social factors that motivate occupational offenders. It also provides an analysis and taxonomy of various kinds of frauds and cases that illustrate and help readers understand each type of fraud. The concepts described in the book are sound and are based on the most extensive empirical research ever conducted on the subject. This book is must reading for any student interested in the study of fraud.

Reading *Principles of Fraud Examination* will help you better understand the various ways fraud and occupational abuse occur, thus helping you identify exposures to loss and appropriate prevention, detection, and investigation approaches. And, as you will see, the book is written in a way that will capture and hold your attention. The numerous fraud stories and personal insights provided by Joe will have you believing you are reading for enjoyment, while in fact, you will be learning from one of the true master educators. This book begins by providing an understanding of fraud examination methodology. Thereafter, it sets forth the schemes used by executives, managers, and employees to commit fraud against their organizations. Each chapter is organized similarly. The major schemes are illustrated and detailed. Statistics are provided and the schemes are flowcharted. Case studies are provided for each chapter. Prevention, detection, and investigation strategies are outlined. Finally, the chapters have essential terms, questions, and discussion issues to help you understand and retain the material you have learned. This book is destined to become one of the real classics and definitive works on the subject of fraud.

Written by Wells, Joseph T
Call Number: F239.45/W454=2

End-User Information Systems : Implementing Individual and Work Group Technologies

The purpose of this book is to provide a balanced discussion of the technological and managerial issues related to integrating information systems into the workplace. Using information technology is not the same thing as integrating it into work process. Integrating means changing the way work is done to improve workplace performance. It is not a one-shot solution but an evolving, continuous process. This text acknowledges that process and identifies not only the technology but also the need for systems professionals, managers, and end users to work together to understand their corporate culture and business requirements. This is the only way to ensure effective solutions. *End-User Information Systems : Implementing Individual and Work Group Technologies* is appropriate for information systems courses related to end-user information systems, systems analysis and design, business process design, the management of information technology, or technology and change management. This book is divided into five parts and sixteen chapters. The parts and chapters are presented in a logical conceptual order, but each unit can be used alone as needed to meet specific instruction objectives.

Written by Regan, Elizabeth Ann
Call Number: TP311.13/R333=2