

Library Reading Guidance For English Books

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DaLian Minzu University Library

Public Relations : Strategies and Tactics

The Study Edition of Wilcox's Public Relations: Strategies and Tactics offers perforated chapter practice tests at the end of the textbook, an optional Practice Test Solutions Manual, and an Instructor's Testing Manual with solutions to the practice tests. Containing the same engaging and effective features that have made Public Relations: Strategies and Tactics such a success, the Study Edition offers an additional bonus: perforated chapter quizzes. Because the answers to the practice tests are not included in the Study Edition, instructors can use the tests as quizzes or as extra homework. If instructors prefer to give students the option of checking their own results, they can package the Study Edition with our Practice Test Solutions Manual (ISBN: 0-205-50728-X). Also included with this option is our Tutor Center Access Card to provide students with extra study support from our qualified Tutor Center professionals by phone, fax, email, and the Internet. Using real-life case studies, Public Relations: Strategies and Tactics helps students better understand the basic concepts, strategies, and tactics practiced in public relations today. The text presents an engaging and comprehensive overview of the principles, concepts, and methods of public relations.

Written by Dennis L. Wilcox...[et al.]

Call Number: C912.3/P976=8

The Marriage and Family Experience

The Marriage and Family relationships today. These and understand the underlying and all kinds of relationships. features that encourage you to Ninth Edition accessible and



relate to and one you will want to read! The book presents the latest information on adoptive parenting, childbearing patterns, gay and lesbian families, the meaning of virginity, gender roles and sexuality, communication and conflict resolution, the influence of popular culture, and working families. With thorough and compelling coverage of all kinds of today's families and relationships, the book dispels myths about gender differences and gives you a realistic and comprehensive overview of the concepts and topics you'll need to succeed in your course.

Experience is a realistic look at experienced authors will help you see issues at work in marriages, families, Real-life cross-cultural examples and look deeper at yourself make the compelling. This is a book you can

Written by Strong, Bryan

Call Number: C913.1/S923=9

Mass Media in a Changing World

Understanding media in today's world is more than a scholarly exercise; it is a necessary survival skill in a world that has been utterly changed by mass communication. All students, whether they will be practitioners, critics, or consumers, have to be able to analyze the ways in which mass media are being used to change the world. This book provides the tools they need to accomplish that analysis.

Mass Media in a Changing World has a unique structure that makes the material easily intelligible and meaningful to their lives. Each chapter is divided into three-part narrative sections: history, industry, and controversy. The three-part structure makes clear the way industry practices developed historically and how those practices have resulted in today's issues. *Mass Media in a Changing World* is the story of where the media came from, why they do what they do, and why those actions cause controversies.

The way a text tells the story of media can make a difference in how students master the content. Because of this, *Mass Media in a Changing World* organizes its survey of media with an innovative approach featuring:

- A unique three-part narrative structure.
- A synthesis of research and points of view.
- An organization that allows for both comprehensiveness and maximum comprehension.
- An integration of unique multimedia ancillaries that lend meaning and relevance to the themes of every chapter.

Written by Rodman, George R
Call Number: G206/R693

Personality Psychology

The study of personality is one of the most exciting in all of psychology. Rather than organize the text around the traditional grand theories of personality, the author instead devised a framework of six important domains of knowledge about personality functioning. These six domains are *the dispositional domain* (traits, trait taxonomies, and personality dispositions over time), *the biological domain* (physiology, genetics, evolution), *the intrapsychic domain* (psychodynamics, motives), *the cognitive experiential domain* (cognition, emotion, and the self), *the social and cultural domain* (social interaction, gender, and culture), and *the adjustment domain* (stress, coping, health, and personality disorders). These domains of knowledge represented the contemporary state of affairs in personality psychology, and progress in the field since publication of First Edition has continued to bear out that belief.

The First Edition differed from other texts in the importance placed on *culture*, *gender*, and *biology*, and these are areas of personality that have shown substantial growth in recent years. The growth in each of the six major domains forms the organizational core of the Second Edition. The field of personality psychology is now entering a golden age of sorts, and the changes the author had made to the Second Edition convey a discipline that is vibrant in a way it never has been before. After all, no other field is devoted to the study of all that it means to be human.

Written by Rodman, George R
Call Number: G206/R693

Inquiry into Life

Inquiry Into Life is written for the introductory-level student who would like to develop a working knowledge of biology. Educational theory tells us that students are most interested in knowledge of immediate practical application. This text attempts to remain true to this idea. Its basic theme is knowledge about and understanding the human animal and its place within the material world. Plants and other animals are included, because humans cannot understand themselves in perspective unless they understand other living things. All organisms share an evolutionary history, in which they have adapted to life in a particular way. Humans can better understand themselves when they appreciate this unity of life, while at the same time seeing its diversity. Concerned citizens need to realize that humans are not the pivot point, nor even the culmination of life. They are a part of a great, interrelated network.

While this text covers the whole field of basic biology, it emphasizes the application of this knowledge to human concerns. Concurrent with this approach is an emphasis on concepts and principles, rather than on detailed, highlevel scientific data and terminology. The latter can always be added by the instructor in more advanced study, after a firm base of knowledge has been established.

Written by Sylvia S.Mader

Call Number:Q1/M181=6

Fundamentals of College Algebra



The tenth edition of *Fundamentals of College Algebra* improves upon the ninth edition in several ways, but the most significant is the inclusion of many graphing calculator examples and inserts, which feature specific color-coded keystrokes and screens for the TI-83plus and the TI-86. These give added VALUE to the text for students – especially those who are working with a graphing calculator for the first time.

They also give professors more flexibility in terms of the way they approach a solution.

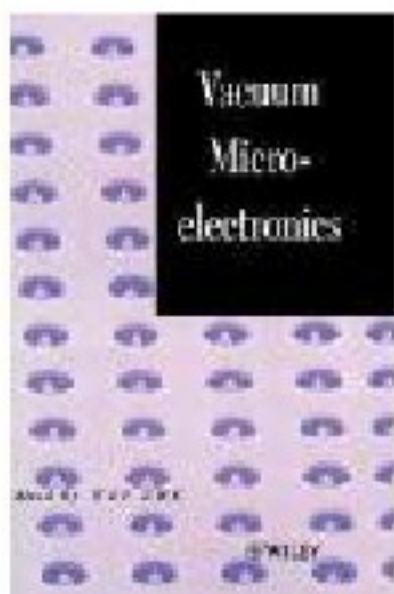
This feature should save class time, as students have the directions right in front of them, not in an additional optional manual. The design of the text makes the technology inserts easily identifiable. There are many new examples, figures, and exercises. All have been incorporated without sacrificing the mathematical soundness that has been paramount to the success of this text. Some features of this text include the use of illustrations, charts, examples, step-by-step explanations, discussion exercises, graphing calculator examples, graphing calculator inserts, graphing calculator exercises and so on.

The text has been designed to ensure that discussions are easy to follow and important concepts are highlighted. Color is used pedagogically to clarify complex graphs and to help students visualize applied problems. Previous adopters of the text have confirmed that the text strikes a very appealing balance in terms of color use.

Written by Earl W. Swokowski, Jeffery A. Cole

Call Number:O15/S979=10

Vacuum Microelectronics

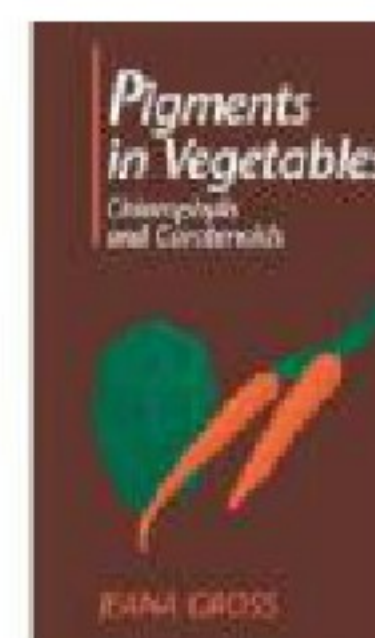


Expert coverage of vacuum microelectronics-principles, devices, and applications The field of vacuum microelectronics has advanced so swiftly that commercial devices are being fabricated, and applications are being developed in displays, wireless communications, spacecraft, and electronics for use in harsh environments. It is a rapidly evolving, interdisciplinary field encompassing electrical engineering, materials science, vacuum engineering, and applied physics. This book surveys the fundamentals, technology, and device applications of this nascent field. Editor Wei Zhu brings together some of the world's foremost experts to provide comprehensive and in-depth coverage of the entire spectrum of vacuum microelectronics. Topics include: Field emission theory Metal and silicon field emitter arrays Novel cold cathode materials Field emission flat panel displays Cold cathode microwave devices Vacuum Microelectronics is intended for practitioners in the display, microwave, telecommunications, and microelectronics industries and in government and university research laboratories, as well as for graduate students majoring in electrical engineering, materials science, and physics. It provides cutting-edge, expert coverage of the subject and serves as both an introductory text and a professional reference.

Written by Wei Zhu
Call Number:TN4/V121

Pigments in Vegetables : Chlorophylls and Carotenoids

Vegetables contain several classes of pigments: the green chlorophylls; the yellow, orange, and red carotenoids; the red, blue, or violet anthocyanins; and the red-violet betalains. This book covers the chlorophylls and the carotenoids, the two chief classes of vegetable pigments, and is the first major compilation of this kind. Structure, physical and chemical properties, and analytical methods, including special methods adapted for certain vegetables, are discussed first, and are then followed by a discussion of physiological and biochemical aspects, including location, biosynthesis, and biochemical during plant development and senescence.



The discussion of carotenoid distribution describes the unique carotenoids found in vegetables and includes qualitative and quantitative distribution tables for the most common vegetables. These tables summarize all of the published data to date, but they are far from complete. However, application of recently available techniques should fill the enormous gaps, update old data, and permit an accurate assessment of the vitamin A value of the food. Such complete data would also make it possible to use carotenoid distribution in the taxonomy of vegetables. The presentations of pigment distribution also consider the changes in pigment content during storage and processing. The book also includes a presentation of factors affecting pigment synthesis in vegetables and environmental factors. As well as fertilizers and pesticides.

Written by Jeana Gross
Call Number:S630.1/G878