2011
BUSINESS EDUCATION AND
INFORMATION TECHNOLOGY
CATALOG

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Today’s classrooms need solutions for a wide variety of learners and learning styles, and Cengage Learning Enhanced Online eBooks provide the highest flexibility. This online eBook is specially designed for display in a web browser, allowing tools such as multiple navigational options, user-controlled font sizes, automatic citation generation, and others to create a productive and engaging eBook experience for everyone. Appealing to all types of learning styles (audible, visual, and verbal), the interactive text also includes the interactive elements accompanying the iMPACT Interactive eBook on CD mentioned above.
The Winning Edge Initiative

South-Western has been a strong supporter of teachers and students involved with competitive business and marketing events for decades. Whether it’s judging, competitive-event sponsorship, scholarships, trophies, medals, sponsorships, or gifts, South-Western works hand-in-hand with teachers, students, and organizations to celebrate the achievements of business and marketing education.

Taking support a step further, many of our titles now include comprehensive Winning Edge features, which include activities, cases, role plays, and performance indicators that specifically prepare students for the BPA, DECA, and/or FBLA competitive events. Give students the Winning Edge by making competitive event prep part of their classroom materials throughout the year.

For a list of materials that prepare students for specific competitive events, visit cengage.com/winningedge

Career Clusters

The U.S. Department of Education has grouped careers into 16 different “Clusters” based on similar job characteristics representing career opportunities for the 21st century economy.

The VALUE
• Students can explore a wide range of career opportunities from entry level through management and professional levels.
• While students are thinking about a job or career as it relates to them, their plans, and their future, Career Clusters help them discover what skills and traits are needed to be successful in that career.
• Educators are provided with an easy solution to implementing careers into any class.

The OPPORTUNITY
• States are starting to implement career clusters in their Career and Technical curriculum in order to receive Perkins Funding.
• Under the Perkins Act, federal funds, available as grants to state education agencies, are made available to help develop the academic, career, and technical skills of students enrolled in career and technical education programs.

Career Clusters have been incorporated into many Cengage Learning texts. Visit www.cengage.com/community/careerclusters for a complete list.
SAM (Skills Assessment Manager) is the premier proficiency-based assessment and training environment for Microsoft® Office. Students get hands-on experience with a variety of real-life simulations and live assignments, building their skills and confidence to benefit them in the classroom and beyond. Instructors manage assignments, reports, and grades with simple point and click actions, and save valuable time by utilizing SAM’s auto-graded feature.

SAM 2010, built on the proven success of the SAM 2007 family of products, is Web-based software designed to assess students’ proficiency in the latest Microsoft® Office 2010 applications, including:

- Microsoft® Word
- Microsoft® Excel
- Microsoft® PowerPoint
- Microsoft® Access
- Microsoft® Windows® 7
- Microsoft® Outlook (coming in Summer 2011)
- Microsoft® Internet Explorer (coming in Summer 2011)

Visit www.cengage.com/samcentral for the latest SAM 2010 news and updates.

Microsoft® Office 2010

Origins Series
Origins Series was written with the newer computer user in mind. The texts in the series are ideal for beginning students or students who have varying abilities. Beginning computer users will easily follow along and learn the most important computer skills for everyday life with the step-by-step instruction in these Origins Series texts. The steps, with accompanying screenshots, allow students to grasp the concepts presented and to learn by doing. Extensive end-of-chapter exercises help computer novices retain the skills they have learned to prepare them to become successful computer users.

Shelly Cashman Series®
Known for its project-based approach, the Shelly Cashman Series® is perfect for students who want to learn skills in a real-world context. Step-by-step instructions make it nearly impossible for students to lose their way. Full-color screenshots with callouts help students visualize what they should see on their screen as they work through a project. Extensive End-of-Chapter exercises provide assessment options while enhancing student retention.

Illustrated Series
Loved by instructors for its visual and flexible way to build computer skills, the Illustrated Series is ideal for teaching both computer rookies and hotshots. Each two-page spread focuses on a single skill, making information easy-to-follow and absorb. Large, full-color illustrations represent how the students’ screen should look. Concise text introduces the basic principles of the lesson and integrates a case study for further application.

New Perspectives Series
With the New Perspectives’ critical-thinking, problem-solving approach, students will gain a comprehensive understanding of the software and will learn how to take advantage of the flexibility it offers. Case-based tutorials challenge students to apply what they are
## Accounting/Record Keeping

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Century 21 Accounting, 9e
Gilbertson, Lehman
Copyright 2009
Hardcover, 4-color, 784 pages

Advantage! Century 21 Accounting, 9e
Moving You Ahead
No other accounting text takes you further or gives you more!

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Reach for the latest edition of Century 21 Accounting and place the advantage of more than 100 years of leading accounting success into your course and into your students’ hands.

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• Review Board of 50 expert educators, many with more than 35 years of experience, guided each stage of this edition—ensuring the book’s crisp design, proven content and consistent commitment to accuracy. You and your colleagues’ ideas, input, and even dreams for this course translate into the reality of each improvement and innovation within this edition.

• First-ever Student Advisory Board helped shape the interactive, dynamic web-like internal design and choice of powerful examples throughout this edition with unprecedented insights into how today’s students study and learn best.

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Only Century 21 Accounting provides you with two strong instructional approaches, giving you a distinct advantage, no matter which you choose:

• Century 21 Multicolumn Journal (Blue Text) starts with the five-column multicolumn journal before moving into special journals in Part Two.

• Century 21 General Journal (Green Text) begins with a two-column general journal before introducing students to special journals in Part Two.

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• Immediate Feedback for Students.

• Automatically Graded Assignments.

• Chapter Tests are Included.

For a demo, visit aplia.com/workingpapers

The support team offers training sessions packed with helpful tips for getting the most out of the Century 21 Accounting Online Working Papers. To learn more about the live and recorded training sessions available, please visit www.cengage.com/school/teamup.
Other exciting Advantages of Century 21 Accounting, 9e:

- **Real Companies featured throughout this edition**—chosen by the Student Advisory Board—capture the interest of today’s students within Accounting in the Real World features. These fascinating chapter openers and effective examples spotlight today’s businesses with intriguing questions that connect chapter topics to what’s driving business decisions and organizations.

- **Real-World Source Documents** presented with each new transaction in the text provide objective evidence for journalizing every transaction. Source documents are included within Online and printed Working Papers for select end-of-chapter problems.

- **Competitive event preparation** for FBLA and BPA throughout the text refines students’ skills and equips them for success at these events.

- **Analysis of Best Buy’s Financial Statements** throughout this edition allows students to closely examine business performance in all aspects of operations using financial statements from a familiar business.

- **Unique focus on Financial Literacy** in feature boxes throughout the text addresses both business finance issues and critical personal finance topics.

9e Advantages Go Beyond the Book!

**Integrated Technology Tools**

- **Century 21 Accounting, 9e** offers a perfect blend of cutting-edge technology to engage and assist students.

- **Online Working Papers** boosts students’ understanding of course material while reducing instructors’ course preparation time and effort.

- The **Adobe eBook** contains digital material that offers the same rich visuals and illustrations as the printed text.

- **Automated Accounting** introduces students to computerized accounting by combining the functionality of commercial software with proven educational features to make teaching and learning easier.

- **Commercial technology** now integrated into the end of each chapter equips students to work with Microsoft® (include registered trademark symbol), Excel, Peachtree, QuickBooks, and Automated Accounting with step-by-step instructions and the flexibility to use multiple versions of software. Symbols in the textbook denote chapter problems that can be worked with Peachtree, QuickBooks, Excel, and Automated Accounting. Data files for each are located on the C21 Accounting web site.

- The **C21 Accounting Web Site** offers a variety of resources and activities for students to explore including: Interactive study tools, tutorial quizzes for each chapter, interactive spreadsheets, competitive event preparation, and data files for Peachtree, QuickBooks, Excel, and Automated Accounting. www.c21accounting.com

Move Ahead with Comprehensive Instructor Support Behind You.

**C21 Instructor Support that’s Better than Ever in Meeting Your Needs!**

**Wraparound Teacher’s Edition** features reduced student pages with comprehensive, related teaching tips and support, including:

- Overview of each Accounting Part
- Teaching Strategies
- Resource Integration guide
- Effective Teaching Model Lesson Plans
- Check Figures

**Instructor’s Resource Kit** includes comprehensive teaching resources all in one place, including:

- Working Papers Solutions
- Recycling Papers Solutions
- Chapter and Part Test Solutions
- Simulation Keys
- Transparency Samplers
- Teacher’s Resource Binder includes lesson plans, accounting masters (blank accounting forms), career success materials, math worksheets, calculator drills, and enrichment topics.

- Blank Accounting Forms
- Resources

**Instructor’s Resource CD** places all the Century 21 Accounting support you need at your fingertips in this 2-disc convenient tool that includes:

- LessonView electronic lesson planner and resource library saves you time with fully prepared lesson plans. Or you can choose to customize the plans or easily create your own using simple software tools and links to valuable teaching resources.

- Lesson Plans
- PowerPoint® Presentation Slides
- Working Paper and Test solutions
- Audit Tests and Solutions
- AA8, Peachtree, and QuickBooks Solutions
- Simulation Keys
- Crossword Puzzles and Solutions
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- Correlation to NBEA standards
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First-Year Accounting

Advantages of Complete Assessment

ExamView®—This computerized testbank allows you to easily create custom tests that are best for your students within minutes. Simply edit, add to, delete, or rearrange questions with this easy-to-use software available for Windows or Macintosh operating systems.

Chapter and Part Test Masters—Two separate test masters for every Chapter and Part including problem and objective questions. Now includes test-taking tips masters that can be duplicated and distributed to students.

Complete Assessment Binder—ExamView®, Chapter and Part Test masters and solutions are included.

Instant Access to Teaching Tools on the C21 Companion Web site: c21accounting.com

Every teaching tool you need is available with a simple click in the password-protected, instructor-only section of the updated, reorganized Century 21 Accounting Companion Web site. Clear navigation tools allow easier access to the time-saving tools you use most.

Transparencies
- Solutions Transparencies—512, one-color
- Rulings Transparencies—24, four-color
- Color Transparencies—85, four-color text illustrations

Innovative Student Resources Move Your Class Ahead

Automated and manual simulations give students hands-on, real-world experience in accounting practice. Automated Simulations are completed using Automated Accounting 8.

- **Simulation 1: Rico Sanchez, Disc Jockey**—a service business organized as a proprietorship may be completed after Chapter 8—Completion time 4–8 hours.
- **Simulation 2: Unique Global Imports**—a merchandising business organized as a corporation may be completed after Chapter 16—Completion time 10–17 hours.
- **Simulation 3: Electro, Inc.**—a merchandising business organized as a corporation may be completed after Chapter 22—Completion time 10–15 hours.

Dictionaries in Spanish and English assist students in learning the language of accounting.

Adobe® eBook offers students the digital convenience of viewing this edition with all content and rich visuals on computer using the free Adobe Acrobat Reader.

Automated Accounting 8—Integrated into every chapter of Century 21 Accounting 9E, this respected package combines the functionality of commercial software with educational features to make teaching and learning computerized accounting easy.

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- B: Accounting Concepts
- C: Using a Calculator and Computer Keypad
- D: Recycling Problems
- E: Answers to Audit Your Understanding

For more information, up-to-date prices, or to order, call 800.354.9706
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- Through concise, hands-on activities, the authors use an engaging approach to introduce three foundational skill areas: basic communication skills; thinking skills; and personal qualities such as responsibility, self-esteem, self-management and integrity—all important for today’s workplace.
- With a focus on customer service, this text is designed to help students increase their self-awareness and self-esteem and learn how to get along better with others in the workplace environment.
- Includes free companion Web site featuring two Internet activities per chapter, crossword puzzles, flash cards, and more.

**Career Development**

The 16 Career Clusters: A Project-Based Orientation/iMPACT Interactive Text CD Package 978-0-538-44971-7

Softcover Text 978-0-538-44957-1

Instructor’s Resource CD (Windows/Macintosh) 978-0-538-44958-8

For more information, up-to-date prices, or to order, call 800.354.9706
Investigating Your Career, 2e
Jordan, Whaley
Copyright 2011
Hardcover, 4-color, 312 pages
Completion Time: 40+ hours

• NEW! Investigating Your Career, 2e has recently been updated to a copyright 2011 to include Math and Financial exercises.
• This copyright update edition can be used concurrently with the copyright 2008 edition.
• Critical success skills such as how to budget money, the value and misuse of credit, and how to manage time are addressed.
• A variety of approaches are used in career exploration including computer and communications technology, multimedia, job shadowing, career events, and mentors.
• Students are provided with an opportunity to direct their attention toward an area of interest that might develop into a career path and identify high school and college course offerings related to their career choices.
• This text is the perfect solution for the states that now require/recommend a semester length middle school/junior high career course before graduating students to high school.

TABLE OF CONTENTS
Part 1: Getting Ready
1. Preparing Your Path to Success
2. Influences on Career Choices
3. Understanding Yourself
Part 2: Narrowing the Choices
4. Looking into the Future
5. Understanding Future Careers
6. Your Internal Career Design
Part 3: Planning
7. Setting Goals
8. Career Preparation Choices
9. From Here to Your Career
Part 4: Preparing for the Next Step
10. Succeeding in a Career
11. Teamwork
12. Understanding the Workplace
Part 5: Creating Tools for the Future
13. Searching for a Job
14. Applying for a Job
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Glossary

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Web Site www.cengage.com/school/iyc

Marketing Yourself, 2e
Ciletti
Copyright 2011
Hardcover, 4-color, 352 pages
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A strong marketing framework and up-to-date business examples drive the development of a self-marketing plan and portfolio based on student’s own marketable skills and abilities.

• Additional focus on careers:
  • NEW! Planning a Career In… incorporates the Career Clusters and presents the skills, education, work experience, and industry opportunities for a variety of business-related career paths
  • NEW! Skills for Occupational Success introduces basic skills needed in everyday business and teaches students how to market themselves.
  • NEW! Every chapter includes a related article from Career Builder offering career tips and advice on job searching.
  • Revised …….Careers in Marketing highlights all NEW real-world companies and the careers they offer to demonstrate various career possibilities.

• NEW! To enhance instruction revised topics include Leadership, Corporate Sustainability, Social Networking, and Online Career Building and Networking.
• NEW! Winning Edge activities prepare students for BPA, DECA, and FBLA competitive events, increasing critical-thinking and presentation skills.

TABLE OF CONTENTS
1. The Marketplace
2. The Character of the Market
3. Develop Your Product
4. Product Promotion: Your Self-Presentation
5. Who Is Your Market?
6. Strategy and Planning
7. Resumes: Your Personal Advertisement
8. Pricing Your Product
9. Product Promotion: Correspondence and Other Tools
10. Product Promotion: Selling Yourself in Interviews
11. Workplace Success
12. The Entrepreneurial Spirit

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*Includes chapter activities, chapter and lesson plans, portfolio projects, PowerPoint slides, standard occupations, Web links, workplace documents, and portfolio builder files.
Getting a Job: Process Kit, 6e
With Resume Generator
Zedlitz
Copyright 2011
Completion Time: 15+ hours

- This hands-on simulation provides an easy-to-follow, step-by-step guide for students to obtain the job they want.
- NEW! A self-assessment section with exercises that lay the foundation for all additional steps, and career options are researched, explored, and matched to the results of each student’s self-assessment.
- NEW! The 6th edition incorporates information on personal assessment, networking, and the role of the Internet in the job search process to keep students current.
- NEW! The revised Resume Generator provided in every simulation envelope is available either on CD or Online access. See below for information on the additional features of online Resume Generator Plus.

Resume Generator Plus
Copyright 2011

Resume Generator Plus is an easy-to-use tool for creating winning resume’s, cover letters, and employment documents.

- Resume Generator Plus acts as a personal career consultant and offers user friendly navigation tabs, spell checker, videos, helpful tools, and more.
- The 24/7 technical support service, drop down selection boxes, and tips with advice and suggestions for every step help users build confidence in their career success.
- The Career Resource Center tab provides access to career planning, worksheets, job search and interviewing tips, workplace skill development, videos, and much more to supplement the job search.
- This robust online tool contains numerous resume examples and cover letter formats that address a variety of work experience and skill levels.
- To view A DEMO: www.cengage.com/resumegenerator

Quick Skills iMPACT Interactive CD Package
Career Solutions Training Group
Copyright 2010
Completion Time: 40+ hours

- Quick Skills iMPACT CD is a NEW interactive electronic tool built from 5 of the best-selling Quick Skills student Learner Guides. It includes updated versions of Customer Service, Decision Making and Problem Solving, Speaking and Presenting, Teamwork, and What Your Employer expects. Whether the user is a high school student, post-secondary student, or corporate employee, this series can be used for quick, interactive training in workplace skills.
- The CD package provides a convenient electronic format that is easy to use and a value for the price. Activities enhance the instruction. The interactive CD-ROM includes forms that can be completed electronically and e-mailed to the instructor or printed out. Students also have access to PowerPoint slides and flash files.

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Farmer, Farmer, Burrow
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Completion Time: 30+ hours

- Text prepares students for leadership roles in school, extracurricular, and community activities, and for future academic, career, and citizenship responsibilities.
- Winning Edge activities prepare students for leadership in student organizations such as DECA, BPA, and FBLA.
- Goal setting and achievement are integrated with student calendar and planning CD.

Leading with Character

Leading with Character

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* Includes lesson plans, PowerPoint® presentations, Instructor’s Edition, Search for the Leader, and more
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- Communicating for Success, 3e
- Speaking for Success, 2e

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- Basic Letter & Memo Writing, 5e

Business English
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- Proofreading & Editing Precision, 6e

Journalism
- Exploring Journalism and the Media

English/Language Arts
- Debate
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Business Communication

 Equip your students with the communication tools needed for success in today’s workplace with this comprehensive, business-savvy text! Help students master the basics of workplace communication with proven instructional techniques, time-tested learning approaches, and complete teacher support.

Topics such as exchanging information via telecommunications software, electronic mail, images and multimedia, and on-line information services are presented. Students refine writing, software, electronic mail, images and multimedia, and on-line learning approaches, and complete teacher support.

- **NEW!** chapter on technology (with Office 2007 documents).
- Two new chapters on grammar and mechanics.
- **NEW!** section on Reading in the Workplace for improving reading skills.
- Expanded coverage on ethics.
- **NEW!** NET Bookmark feature.
- Career case studies for each of the 16 career clusters.
- Data files for student use in editing and writing exercises (placed on the Web and IRCD).

- Expanded Oral Presentation coverage helps demonstrate proficiency in interpersonal communication and develop business and professional vocabulary skills.
- Ethics and Cross-Cultural issues are integrated throughout to assist students with decision-making and critical thinking in light of current events.
- Grammar and Mechanics exercises include grammar, punctuation, number usage, and spelling exercises to ensure students have the requisite skills for workplace communication.
- End of chapter material includes a Chapter Summary, Vocabulary Terms, Critical-Thinking Questions, Chapter Applications, Editing Activities, Case Studies, and Career Case Studies for additional reinforcement.

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* Includes chapter quizzes and unit exams, additional applications, additional Language Traps, lesson plans, and PowerPoint presentations for every chapter

Communicating for Success, 3e

- This interactive project-based text addresses SCANS skills and includes practice exercises, projects, teamwork activities, career connections, Internet usage, and much more.
- Literature Applications in every chapter—more than 30 selections in all—to strengthen the link between language arts and communication, while illustrating the concepts and practical skills taught within the chapter.
- Key topics include communicating at work, giving instructions, describing a mechanism and a process, applying for a job, writing letters and memos, giving reports, persuading, summarizing, interviewing for information, and listening effectively.
- Connection features offer a great place to contemplate the impact of career, ethics, culture, technology, and the individual on how we communicate

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* Includes a literature overview, audio scripts, handouts, PowerPoint® presentation, lesson plans, tests, and all the files contained on the Student Data CD with solutions

Speaking for Success, 2e

- Whether talking person to person, in a group, or in front of an audience, plenty of practical applications give experience in: effective speaking, conversations, participating in teams, and delivering formal and informal presentations.
- Making Connections activities demonstrate the link between core academic areas or career situations and essential speaking skills.

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* Contains review questions and writing exercises for each chapter

** Includes PowerPoint® presentations, chapter tests and grammar exercises and solutions for each chapter. Also includes PDF files of study guide with overprinted answers and PDF files of transparencies

For more information, up-to-date prices, or to order, call 800.354.9706
Taking an applied approach to teaching communication skills, Technical Writing for Success 3E is a comprehensive text designed to focus on skills that employers demand in today’s workplace—thinking, listening, composing, revising, and editing. This text features an engaging writing style, student and real-world models, write-to-learn activities, expanded oral presentation coverage, and much more.

WHAT’S NEW!

- Two new chapters have been added:
  - Writing on the Web includes blogs, FAQs, home page, how readers read web pages, and how writing strategies have to change because the readers change. Ethics includes information on ethical codes, promoting an ethical climate, handling an ethical dilemma, and how to establish a personal code.
  - Writing at Work features real people who use technical writing in their careers and now incorporates the 16 Career Clusters and critical thinking questions.
- Community Connection projects at the end of each chapter encourage students to get information from their community.
- What If? questions accompany all model documents and provide students with critical thinking opportunities.
- Collaboration is incorporated throughout the chapters to encourage teamwork.
- NET Bookmark includes Internet activities allowing students to improve their ability to research and gain additional valuable information.
- Student Data files can be found on the Web site and on the Instructor’s Resource CD.

- Communication Dilemmas focus on happenings in the workplace that provide real-world situations for critical thinking.
- Communication Technologies contains information on cutting edge communication technologies
- Stop and Think exercises conclude each section to check comprehension or to prepare students for the next section.
- Focus on Ethics provides examples and scenarios of real-world ethical dilemmas for students to consider.
- Inside Track, located at the end of the text, contains 26 pages of suggestions and tips for improving technical writing style.

Technical Writing for Success, 3e

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- This text is an intensive, activity-oriented text/workbook that shows users how to apply basic principles of communication to write clear and effective business documents.
- Employment chapter is expanded to include functional and scannable resumes, follow-up documents, and reference requests.
- The On-Going Case Study Simulation puts each student in the role of employee at Shell Cove. The student is assigned a real-world-type job assignment that helps build teamwork and problem-solving skills.
- Global Connections relate business communication issues to cultural diversity, competition, and global business practices, providing students with real-world communication tips.

Basic Letter & Memo Writing, 5e

Text/CD  978-0-538-72783-0
Instructor’s Manual 978-0-538-72784-5
Instructor’s Resource CD  978-0-538-72785-3

- Through logically organized concepts, short explanations, and an abundance of skill practice, students gain confidence and skill in all English areas.

WHAT’S NEW!

- NEW! Workplace Focus feature emphasizes topics such as soft skills and networking that contribute to success in the workplace.
- NEW! proofreading emphasis with tips and Proof It documents in each unit.
- NEW! Write NOW feature that emphasizes concepts and a includes a Writing Improvement activity in each chapter.
- NEW! unit Pretests and Posttests.
- NEW! English on the Job feature highlights common entry-level positions with related grammar activities.
- NEW! CourseMaster, Web-based homework checker for automatic grading of all exercises.

For more solutions and to chat with fellow teachers, visit cengage.com/school
This comprehensive, activity-oriented text provides a thorough review of the rules governing language arts and document preparation and applied them in realistic print and online business documents. The new edition emphasizes proofreading at the computer.

Confusing Words and Word Usage provide words and definitions of challenging words.

End-of-Chapter Activities on spelling, word usage, and proofreading international vocabulary are included.

Spotlight on Accuracy feature at the beginning of each chapter highlights the importance of precision in written communications.

Pep Tips give helpful hints for successful proofreading.

NEW! Two new comprehensive and cumulative projects and new end-of-chapter proofreading applications.

NEW! Website rich with quizzes, games, proofreading challenges and web links.

NEW! All documents formats are updated for Word 2007.

TABLE OF CONTENTS

1. Errors! Errors! Errors!
2. Keyboarding Errors
3. Proofreading and Editing on the Computer
4. Capitalization Errors
5. Abbreviation Errors and Rough Drafts
6. Number Expression Errors
   Project 1- Proofreading Challenge
7. Subject-Verb Agreement
8. Pronoun Problems
9. Sentence Construction
10. Comma Errors
11. Other Punctuation Errors
12. Format Errors: Letters and Memos
13. Format Errors: Reports and Job Search Documents
14. Editing for Content, Clarity, and Conciseness
   Project 2-Proofreading Challenge

Proofreading & Editing Precision, 6e
Page/ Norstrom
Copyright 2011
Softcover, 2-color, 288 pages
Completion Time: 35+ hours

Introduce your students to the exciting world of journalism using the hands-on, relevant approach of Exploring Journalism and the Media. The instructional model presents timeless concepts and applications using examples of good writing techniques. Author Lorrie Lynch’s experience as a USA Today journalist gives a unique perspective absent from most other journalism textbooks. Her engaging writing style will inspire your students to connect to the curriculum.

Current issues such as convergence and editorial ethics are presented in a meaningful context. Exploring Journalism and the Media not only will help students to perform better in the classroom but also will help to improve standardized test scores because of the many connections to academics.

Voices from the Field profiles a real-life person and explores the issues, challenges, and rewards of a career in journalism.

The Impact of the Internet on the News focuses on changes the Internet has brought to the industry, such as multi-platform journalism.

Real People Real Careers shows the ins and outs of various careers and occupations involving journalism and the media.

TABLE OF CONTENTS

1. History of Journalism
2. Law and Ethics of Mass Communication
3. Organizing Your Multimedia Effort
4. Reporting
5. Interviewing
6. Writing for Publication
7. Editing the News
8. Handling Quotations
9. In-depth Reporting
10. Design
11. Writing Features
12. Editorials and Columns
13. Television, Radio and the New Media
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15. Yearbooks
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Exploring Journalism and the Media
Page/ Lynch
Copyright 2009
Hardcover, 4-color, 472 pages

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**Make the Argument for Excellence!** Teach your students to research objectively, write effective speeches, speak publicly, and debate with success. *Debate* offers a practical, engaging approach based upon the authors’ many years of experience as successful high school debate teachers and coaches. A wealth of real-world examples and historic connections, including an emphasis on the role of ancient philosophers, demonstrates how classical debates have shaped today’s public forums.

- Each chapter opens with a real-world feature that connects debate with real life.
  - **Famous Debaters** profiles debaters and their contributions to society.
  - **Real People Real Careers** provides a personal view of how debate is used in the workplace.
- Newer and more popular forms of debate such as Public Forum Debate provide “ripped from the headlines” topics.
- Make Academic Connections links debate content to core subjects such as social studies, language arts, and science.
- **Debate** highlights the most current trends and growing importance of Internet research in debate preparation.
- Students become familiar with many types of argumentation as they study all forms of debate.

**TABLE OF CONTENTS**

1. Introduction to Debate
2. Lincoln-Douglas Debate
3. Lincoln Douglas Case Construction
4. Philosophy and Fallacies
5. Cross Examination Debate: Affirmative Case
6. Cross Examination Debate: Negative Arguments
7. Cross Examination Debate: The Competition
8. Student Congress
9. Public Forum Debate
10. Extemporaneous Speaking
11. Original Oratory
12. Mock Trial

**Debate**

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**Essential Speech**

Discover all the aspects of teaching speech that you told us were important to you—from concepts and practice to technology support. This book’s approach is based on extensive field research and input from teachers across the nation.

Also available with this text is *Speech Builder Express*, an online tool that coaches students through every step of the speech outlining process. By providing students with necessary tutorials, sample videos, and access to a dictionary and thesaurus, this product will help build student confidence, lessen student anxiety, and prepare them for real-world career speaking opportunities.

- **Speech at Work** presents the skills, education, and work experience needed for a variety of careers mapped to the National Career Clusters, helping students understand how speech is an essential part of any career choice.
- **Evaluation Tips** provide effective and ineffective examples so students can clearly develop better speaking and writing skills.
- Make Academic Connections provide the integrated curriculum activities that show students how their speech concepts relate to other courses of study.
- **Focus On** offers insights into ethics, leadership, technology, and other critical success skills.

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For more solutions and to chat with fellow teachers, visit cengage.com/school
This market-leading text provides an abundance of practical applications that connect students to the business world and allows them to explore the principles of business Finance, Marketing, Operations, and Management.

- Planning a Career In... presents the needed skills, education, work experience, and industry opportunities for a variety of business-related career paths.
- Features such as Business Vision, Life-Span Plan, Business Improving Society, and A Question of Ethics provide the link between theory and the real world of business.
- Web Workout is an end-of-chapter activity that gets students online to research some of the latest business topics and trends.
- Business Insight for the 21st Century focuses on how businesses interact in the community and take a positive role in environmental issues.
- Doing Business In... provides a basic knowledge of international business activities that are vital for living and working in the global economy.

WHAT’S NEW!
- New title: Principles of Business; previously, Intro to Business, aligns with course requirements for Finance, Marketing, Operations, and Management.
- New Feature: Business Insight for the 21st Century provides more information about business technology and e-commerce.
- New Feature: 21st Century Skills presents vital “soft skills,” such as communication, writing, presentation, and interview.
- New lesson on Taxes in Your Life covers important tax information.
- More emphasis on retailing and merchandising meets additional curriculum guidelines.
- Emphasis on math and reading in the end-of-lesson and end-of-chapter assessments provides more academic connections.
**Leading with Character**
*Farmer, Farmer, Burrow*
Copyright 2008
Softcover, 4-color, 338 pages
Completion Time: 30+ hours

- Prepares students for leadership roles in school, extra-curricular, community activities, future academic, career, and citizenship responsibilities.
- Winning Edge activities prepare students for leadership in student organizations such as DECA, BPA, and FBLA.
- Accepting the Challenge encourages students to internalize the leadership concepts and skills presented in each chapter.
- Character Builders present examples of character as an important part of leadership.
- A TEAM Effort offers collaborative activities for building leadership skills.
- What About ME? encourages reflection on personal leadership traits and decision-making abilities.

**International Business, 4e**
*Dlabay, Scott*
Copyright 2011
Hardcover, 4-color, 620 pages
Completion Time: 75+ hours

- Students learn the basic foundations of business within the context of the global economy.
- This edition includes enhanced coverage of international finance, making it appropriate for use in the National Academy Foundation’s International Finance course.
- This text builds a strong cross-curricular component into the course.
- Winning Edge gets students prepared for BPA, DECA, and FBLA competitive events.
- The Global Entrepreneur leads students through the creation of an International Business Plan.
- Graph and map analysis, writing activities, and math projects build academic connections.

**Ethics in the Workplace, 2e**
*Goree*
Copyright 2007
Softcover, 2-color, 232 pages
Completion Time: 30+ hours

- Content focuses on ethical decisions workers face, bridging the gap between theory and reality.
- What Do You Think? presents an original scenario about an ethical issue or problem confronting people at work.
- You Decide gives students an opportunity to thoughtfully evaluate examples of ethical and unethical behavior.
- Real-World Ethics, Ethics & Law, and Digging Deeper provide examples of ethical decisions—both good and bad—in the workplace.
- Increased coverage of business topics and their relationship to ethical decision making makes this particularly appropriate for business and marketing classes.

**Business Law**
*Mean Jeans Manufacturing Co., 4e*  
*Weeks*
Copyright 2007
Softcover, 4-color, 380 pages
Completion Time: 30+ hours

- Mean Jeans Manufacturing Co. produces denim products and interacts with 15 other businesses (5 sole proprietorships, 2 partnerships, 1 federal agency, 5 corporations, and 2 limited liability companies).
- Students learn by being managers and taking responsibility for the daily operations.
- Supplies and Resources CD contains interactive business documents, presentations, assessment software and solutions.
- SCANS skills necessary in today’s business world are applied giving the user an advantage when entering the job market.

For more solutions and to chat with fellow teachers, visit cengage.com/school
Business Law

Law for Business and Personal Use, 19e

Adamson

Copyright 2012

Hardcover, 4-color, 656 pages

Completion Time: 75+ hours

- Career Cluster features present the needed skills, education, work experience, and industry opportunities for a variety of law-related careers.
- Findlaw.com activities require students to use the Web site in order to research answers and solve legal problems.
- Entrepreneurs and the Law is an ongoing project that allows students to apply the law to a start-up business situation.
- Mock Trials feature will prepare students for participation in mock trial competitions.
- Winning Edge gets students prepared for BPA and FBLA competitive events.
- Cyber Law covers the legal implications of electronic materials and the Internet in business law.
- Economic Impact examines recently enacted laws and their impact on the economy.
- With more than 1,000 cases, there’s never a shortage of opportunities for case analysis and research.

WHAT’S NEW!

- New lessons on environmental law help students analyze the legal aspects of current environmental issues.
- New material on the following current and relevant topics:
  - green economy
  - energy legislation
  - legal impact of social networking
- Develop Your Interpersonal Skills and Develop Your Leadership Skills are new features that teach vital soft skills needed in the workplace.
- New topics to meet the CLEP curriculum help students pass the exam for college credit.

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Unit 1  Law, Justice, and You
   1. Laws and their Ethical Foundation
   2. Constitutional Rights
   3. Court Systems
   4. Criminal Law and Procedure
   5. Civil Law and Procedure

Unit 2  Contract Law
   6. Offer and Acceptance
   7. genuineness of Assent
   8. Consideration
   9. Legal Capacity to Contract
   10. Legal Purpose and Proper Form
   11. Contractual Obligations and Their Enforcement
   12. Contractual Aspects of Marriage and Divorce

Unit 3  The Law of Sales
   13. Sales Contracts
   14. Ownership and Risk of Loss in Sales
   15. Consumer Protection

Unit 4  Property Law
   16. Property and Its Acquisition
   17. Bailments
   18. Ownership and Leasing of Real Property
   19. Insurance Law
   20. Wills, Trusts, and Estates

Unit 5  Agency and Employment Law
   21. Agency Law
   22. Employment Law
   23. Unions and the Employment Relationship
   24. Discrimination in Employment
   25. Employment-Related Injuries

Unit 6  Legal Forms of Business Organization
   26. Forms of Business Organization
   27. The Law of Corporations
   28. Corporate Small Business Forms and Corporate Responsibility

Unit 7  Borrowing Money and Paying Bills
   29. Commercial Paper
   30. Negotiability and Negotiation of Commercial Paper
   31. Discharge of Commercial Paper and Electronic Fund Transfers
   32. Secured and Unsecured Credit Transactions
   33. Creditors, Debtors, and Bankruptcy

Law for Business and Personal Use, 19e

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* Includes lesson plans and PowerPoint® presentations

For more information, up-to-date prices, or to order, call 800.354.9706
Business Math, 17e
Hansen
Copyright 2010
Hardcover, 4-color, 656 pages
Completion Time: 75+ hours

Business Math, 17e provides comprehensive coverage of personal and business-related mathematics. In addition to reviewing the basic operations of arithmetic, students are prepared to understand and manage their personal finances, as well as grasp the fundamentals of business finances. Business Math, 17e prepares students to be smart shoppers, informed taxpayers, and valued employees. Basic math skills are covered in a step-by-step manner, building confidence in users before they try it alone. Spreadsheet applications are available on the Data Activities CD, and a simulation activity begins every chapter. Chapters are organized into short lessons for ease of instruction and include algebra connections, group and class activities, communication skills, and career spotlights.

- NEW Consumer Alert feature introduces students to scams and schemes associated with consumer economics.
- NEW Financial Responsibility encourages students to be fiscally prudent with their money.
- Technology Workshop at the end of every chapter provides activities that help build students’ skills using spreadsheet software to solve problems.
- Aligns with the Jump$tart Coalition’s National Standards for Personal Financial Literacy.
- Covers the competencies defined by NBEA’s National Standards for Business Education.

**TABLE OF CONTENTS**

1. Gross Pay
2. Net Pay
3. Banking
4. Credit Cards
5. Loans
6. Own a Home or a Car
7. Insurance and Investments
8. Budgets
9. Business Costs
10. Sales and Marketing
11. Manage People and Inventory
12. Business Profit and Loss
13. International Business

Business Math

**Business Math Using Excel, 2e**
Microsoft® Excel 2007/2010

Burton, Shelton
Copyright 2011
Softcover, 4-color, 640 pages
Completion Time: 75+ hours

- This text integrates real-world business examples, the Internet, and an interactive data disk to make learning engaging and relevant to the user.
- A continuous learning cycle that helps build learning from simple to complex, breaks each chapter up into small learning segments followed by numerous examples and mini self-tests.
- Situations that apply practical math skills for business decision making in a global marketplace are included.
- Microsoft® Excel 2007/2010 commands are applied to the math concepts presented in each chapter. Students follow the “path” (tab, group, command) to locate commands on the ribbon.
- Fresh, new four-color design makes it easy to follow instructions.
- Data CD includes numerous formatted Excel spreadsheets in which students learn to apply the math using Excel.

**TABLE OF CONTENTS**

1. Basic Math Functions
2. Fractions
3. Percent
4. Bank Services
5. Payroll
6. Taxes and Insurance
7. Purchasing Merchandise
8. Markup and Markdown
9. Interest
10. Consumer Credit and Mortgages
11. Annuities, Stocks, & Bonds
12. Depreciation
13. Financial Statements

**Practical Math Applications, 3e**

Burton, Shelton
Copyright 2011
Softcover, spiral, 4-color, 496 pages
Completion Time: 75+ hours

- This text begins with a comprehensive review of the basic math functions (addition, subtraction, multiplication and division) and progresses to fractions and decimals.
- Applications include bank records, purchasing and pricing merchandise, payroll, taxes, insurance, consumer credit, and interest (simple and compound).
- Numerous self-help tips, practice activities, and self-assessments are provided so that each student feels competent in their newly acquired skill before moving on to the next.

**WHAT’S NEW!**

- NEW Exciting 4-color design makes it easy to follow instructions.
- NEW Math at Work profiles an employee in a popular industry, such as business or culinary arts, and shows how math is used on a daily basis. End-of-chapter activities include related math exercises.
- Four-step plan (clues, action plan, solve, conclusion) teaches students what to look for and how to solve math problems.
- NEW Crunching the Numbers includes activities designed for handheld and online calculators.
- NEW Personal Finance feature addresses common consumer issues and helps students understand the math.

- Abundant exercises allow each chapter to end with different types of questions, exercises, and cases to help fully explain all chapter themes and concepts.

**TABLE OF CONTENTS**

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9. Markup and Markdown
10. Interest
11. Consumer Credit and Mortgages
12. Metrics and Currency

**Business Math Using Excel, 2e Microsoft® Excel 2007/2010**

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* Data CD will work with Microsoft® Excel 2007
** Instructor’s Resource CD includes Critical Thinking question answers, Excel files with answers, chapter tests, and chapter tests with answers

**Practical Math Applications, 3e**

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- **Unit 20.** Cycle 2 Simulation (Lessons 73–80)

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- **Unit 22.** Learn MLA Report Format (Lessons 86–89)
- **Unit 23.** Learn Special Reports and Tables (Lessons 90–92)
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New Key Learning

Learn Numeric Keypad
Century 21

Century 21 Plus: Computer Applications with Document Formatting
Hoggatt, Shank, Barksdale
Copyright 2007
Hardcover, side-bound, 4-color, 686 pages
Completion Time: 75+ hours

- Provides an alternative starting point for any computer applications course for students who have had beginning keyboarding.
- Teaches word processing, database, spreadsheets, presentations, input technologies and more for a complete computer applications curriculum.
- Provides placement tests to assess keyboarding skills and knowledge of prerequisite document formatting and word processing.
- Illustrates correct formatting through model documents.

Additional Resources
- CheckPro—document-checking software program that verifies and gives immediate feedback on the accuracy and speed of keystrokes in Microsoft Word, checks Excel documents, and checks documents that contain these additional features: graphical items, columns, letters with envelopes, landscape, documents created from templates, and outlines created from the Format menu.
- Instructor’s Resource CD—includes data and solution files, lesson plans, PowerPoint presentations, a PDF of the Instructor’s Manual, bonus exercises, transparencies masters, and more.

Software

MicroType 5 with CheckPro offers document checking and includes an Instructor’s Utility Section making classroom management easier.

MicroType 5 is a software solution for building students’ keyboarding skills. It includes alphabetic, numeric, skill building, and keypad lessons with motivating graphics, games, and a word processor with built-in timer.
- Teaches correct finger placement and builds basic skills, then works on speed and accuracy.
- Assesses selected documents and timed writings keyed from both Century 21 Computer Applications & Keyboarding, 9e and Computer Keyboarding, 9e and provides immediate feedback.
- Allows instant, easy access to student reports via the Internet with the Web-based reporting feature for distance learning.
- Checks basic formatting within documents, such as graphical items, columns, letters with envelopes, landscape, documents created from templates, and outlines.
- Eliminates the time-consuming task of proofreading keyed documents.
- Gives immediate feedback on keystrokes, including tabs and hard returns.

Century 21 Plus: Computers Applications with Document Formatting

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MicroType 5 with CheckPro for Century 21, 9e

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<td>Windows Individual License CD</td>
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<td>Windows Demo CD</td>
<td>978-0-538-44986-1</td>
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• Reports accuracy problems and provides intensive practice for improvement through Error Diagnostics.
• Includes 60 lessons for building speed and accuracy, as well as assessing student skill.

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* Includes software and Quick Start Guide

MicroPace templates are available for a variety of South-Western textbooks:
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- Century 21 Computer Keyboarding 7e; 8e; and 9e
- Century 21 Plus: Computer Applications with Document Formatting
- Century 21 Jr.: Input Technologies & Computer Applications 1e and 2e
- 121 Timed Writings with Skillbuilding Drills 5e; 6e; and 7e
- College Keyboarding 14e; 15e; 16e; and 17e
- Keyboarding Essentials 1e and 2e
- Applied Computer Keyboarding 6e
- DigiTools: Technology Application Tools 1e and 2e
- Integrated Business Projects 2e

The Lost Keys: A Keyboarding Skill-Building Game
Copyright 2008

• Provides challenging, engaging, and motivating practice to help students master their keyboarding skills in a program that is fun and pedagogically sound.

The Lost Keys: A Keyboarding Skill-Building Game
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Individual License (Windows/Macintosh) 978-0-538-44449-1
Demo CD (Windows/Macintosh) 978-0-538-44450-7
Web site academic.cengage.com/school/lostkeys

121 Timed Writings with Skillbuilding Drills, 7e
Clayton
Copyright 2007
Softcover, top spiral, 2-color, 128 pages
Completion Time: 2-10 hours

• Supplements any keyboarding course or works as an individual skill building program.
• Includes progressive writings designed to be completed in one minute and are great motivators for building speed.
• Includes 121 timed writings for skill building or assessment to allow for a new timing for each day of the course. Timings are triple-controlled for reliability.

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Computer/Internet Projects

DigiTools: Communication, Information, and Technology Skills, 3e
Barksdale
Copyright 2012
Hardcover, 4-color, 624 pages
Completion Time: 75+ hours


- Teaches the proper way to key and format documents using proven instructional methods, while also emphasizing computer applications, such as word processing, presentations, spreadsheets, and database.
- Living in the Digital World feature covers online safety, social and professional networking, cloud computing.
- Offers a full unit on keyboarding that includes instruction on new-key learning as well as skill building to build this important skill.
- Prepares students for life beyond high school with focused and comprehensive career planning and career portfolio building materials.

WHAT’S NEW!

- New design—lessons within chapters—make planning easier than ever.
- All activities now cover both Microsoft Office 2010 and 2007 for Windows 7!
- Google Doc applications provide alternative application.
- New topics and improved coverage of the following:
  - cloud computing
  - social networking
  - improved coverage of video and graphics
  - and stronger emphasis on word processing
- Into the Cloud is a new end-of-chapter feature which offers critical thinking questions for discussion and collaboration.
- New end-of-chapter activities provide academic connections to math, communications/language arts, and career clusters topics.
- Ethics feature engages students with current, relevant questions for ethical decision making.
- Updated The Corporate View website, www.corporateview.com offers additional application of skills.

Keyboarding Simulations/Projects

Adventure Fitness: A Keyboarding Simulation, 6e
Bean, Clayton
Copyright 2007
Softcover, 2-color, 110 pages
Completion Time: 20+ hours
ENTRY LEVEL

Simulator 978-0-538-44299-2
Instructor’s Resource CD 978-0-538-97438-7

Ozark Zoological Park: A Word Processing Simulation, 2e
Steigler
Copyright 2005
Softcover, 2-color, 128 pages
Completion Time: 20+ hours
ENTRY LEVEL

Text 978-0-538-43951-0
Instructor’s Manual & Key 978-0-538-43952-7
Instructor’s Resource CD* 978-0-538-43953-4

* Includes data files, solutions, lesson plans, and PowerPoint® presentations
The 3rd Edition teaches students to apply the new commands and productivity tools within Microsoft Office 2007.
- Reviews the beginning, intermediate, and appropriate advanced competencies of Microsoft Office.
- Reinforces computer applications, document formats, and workforce skills within a business scenario setting.

WHAT’S NEW!
- Addresses Microsoft Office 2007 and 2010 applications.
- 21st Century Skills are meaningfully integrated into each project.
- Desktop publishing activities now support both Word and Publisher.
- Corporate Identity/Branding is created and applied through development of a custom theme, incorporating a logo, and standardizing documents.
- Completed projects in The Sports Connection, Integrated Simulation 4e become a portfolio of work that students can present to employers to demonstrate their proficiency in integrating many computer applications.
Coasters, Etc.: An Integrated Office Simulation, 2e
Margolies
Copyright 2006
Softcover, 2-color, 138 pages
Completion Time: 30+ hours

Teaches the 10-key touch method of operating print, display-print, or display calculators, as well as simple math operations using the calculator.

WHAT'S NEW!
- Updated Applications
- Additional Skill-Building Exercises
- New Internal Design
- New Grading Suggestions for Instructor

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7. Multiplication
8. Division
9. Memory; Grand Total Key
10. Review; Analyzing Progress

Skill Development
11. Decimals; Fractions; Percents
12. Multiple Operations
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18. Metrics and International Trade
19. Production Drill: Auto Repair Invoices
20. Review

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21. Wage Earnings and Income Taxes
22. Household Budget
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26. Travel Expenses
27. Stock Transactions
28. Casualty Insurance
29. Calculating School Budgets and GPA
30. Review
Touch Operation of the Electronic Calculator, A Brief Course, 3e
Jones
Copyright 2005
Softcover, 2-color, 46 pages
Completion Time: 10+ hours

- Enables students to become proficient touch-method operators of any calculator or computer with a 10-key pad after only 10 sessions.
- Acts as a valuable supplement in accounting, record keeping, business math, and other classes where calculators or computers are used.

Touch Operation of the Electronic Calculator, A Brief Course, 3e
Text 978-0-538-43914-5
Instructor’s Edition 978-0-538-43915-2

― Paula’s Plantscape: A Clerical Skills Simulation, 3e
Noll
Copyright 2005
Softcover, 2-color, 200 pages
Completion Time: 18+ hours

- Prepares students for general clerical positions.
- Covers various office topics and tasks, including keyboarding, proofreading, common business forms, telephone techniques, filing and record keeping, time management and using a calculator.

Paula’s Plantscape: A Clerical Skills Simulation, 3e
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# Marketing

## Intro to Marketing
- Marketing, 3e
- Entrepreneurship: Ideas in Action, 5e

## Specialty Marketing
- Marketing Yourself, 2e (See Career Readiness pp. xx)
- Sports and Entertainment Marketing, 3e
- Sports and Entertainment Management
- Hospitality and Travel Marketing, 4e
- Travel and Tourism Marketing
- Hospitality Marketing
- International Marketing
- E-Commerce Marketing
- Fashion Marketing
- School Store Operations

For more solutions and to chat with fellow teachers, visit [cengage.com/school](http://cengage.com/school)
Marketing, 3E presents marketing as a set of skills and knowledge combined with economics, finance, and career planning to create strategic plans to successfully market goods, services, and ideas to consumers. Professional development, customer service, and technology are presented as keys to students’ success. While studying business, economics, selling, human relations, communications, distribution, promotion, product planning, and pricing, students also see marketing as a career choice.

- This text offers the most comprehensive DECA Prep available with a strong correlation of content to DECA’s Performance Indicators and projects at the end of each chapter that help students with competitive events.
- Contemporary marketing topics include marketing technology and the Internet, global marketing, ethics, and entrepreneurship.
- The content reflects the National Marketing Education Standards, the Career Clusters, and the A*S*K Institute, enabling this text to be identified by customers as adhering to district and state administrators’ expectations.

**TABLE OF CONTENTS**

1. Marketing Today and Tomorrow
2. Socially Responsive Marketing
3. Marketing Builds on Economics
4. The Basics of Marketing
5. Gathering and Using Marketing Information
6. Marketing Starts with Customers
7. Competition is Everywhere
8. E-Commerce and Virtual Marketing
10. Begin with a New Product
11. Services Need Marketing
12. Business to Business Marketing
13. Getting Products to Customers
14. Determining the Best Price
15. Promotion Means Effective Communication
16. Be Creative with Advertising
17. Selling Satisfies the Customer
18. Moving into a Global Economy
19. Managing Marketing Risks
20. Marketing Requires Money
21. Entrepreneurship and Marketing
22. Taking Control with Marketing
23. Planning Your Marketing Career

Marketing, 4e

- Text 978-0-538-44664-8
- eBook available, please contact your representative for more information
- Activities and Study Guide 978-0-538-44665-5
- DVD 978-0-538-44668-6
- ExamView® (see page 2) 978-0-538-44669-3
- Instructor’s Resource CD 978-0-538-44671-6
- Instructor’s Wraparound Edition 978-0-538-44672-3
- Web site school.cengage.com/marketing/marketing

Entrepreneurship: Ideas in Action, 5e

- Text 978-0-538-49689-6
- Student Workbook 978-0-8400-6596-4
- eBook Online 978-0-8400-6597-1
- Annotated Instructor’s Edition 978-0-8400-6525-8
- Instructor’s Resource CD 978-0-8400-6598-8
- ExamView® 978-0-8400-6599-5
- Web site www.cengage.com/school/entrepreneurship/ideas

Students today realize becoming a business owner is a career option. **Entrepreneurship: Ideas in Action, 5e** encourages students to examine all the major steps involved in starting a business. **Ownership, Strategy, Finance, and Marketing.** Information on online research – including online business planning - is also included.

- This text prepares students for employment as entrepreneurs, provides them with the skills needed to realistically evaluate their potential as a business owner, and guides them in building a business plan.
- Profiles of successful young entrepreneurs are featured throughout as business organizations and some legislatures are now emphasizing the success of “young entrepreneurs”.
- **Make Academic Connections** provide the integrated curriculum activities that show students how entrepreneurial concepts relate to other courses of study.

**WHAT’S NEW!**

- More hands-on, project based activities keep students active in the learning process and help them retain information.
- Abundant real-life examples put the content in a format students can relate to.
- The framework for 21st Century Learning is incorporated to help prepare students for the real world.
- More project-based activities in chapter assessment provide a wealth of applications for students with various learning styles.
- Additional coverage on franchising, leadership, international business, and pricing strategies connect students to the business world and keep them up-to-date.
- New content:
  - Developing a harvest plan
  - Supply chain & product management
  - Internal accounting controls
  - Return on assets, equity, and debt ratios

For more information, up-to-date prices, or to order, call 800.354.9706
Specialty Marketing

**Sports and Entertainment Marketing, 3e**
Kaser, Oelkers
Copyright 2008
Hardcover, 4-color, 432 pages
Completion Time: 40+ hours

- This edition brings excitement and relevance to a marketing course by presenting key marketing concepts using real examples from the sports and entertainment industry.
- Marketing functions incorporated throughout the text are highlighted with an icon to indicate how they are used in the sports and entertainment industries and visually identify the marketing concept covered.
- **National Marketing Standards**: Distribution, Marketing-Information Management, Pricing, Product/Service Management, Promotion, and Selling are all covered using an industry that brings relevance to learners.
- The variety of review and assessment activities integrated throughout the text and supplements streamlines assessment and provides lots of opportunities for reinforcement.
- Special features like Project Extra Innings, Time Out, Cyber Marketing, Judgment Call, Marketing Myths, Opening Act, Net Bookmark, and Take a Bow all increase student interest and link the marketing concepts to real-world events.

**TABLE OF CONTENTS**

1. What is Sports and Entertainment Marketing?
2. Sports and Entertainment Means Business
3. The Wide World of Sports and Entertainment
4. Hit a Home Run with Customers
5. Marketing-Information Management
6. The Marketing Game Plan
7. The Product is Sports and Entertainment
8. Choose the Channel
9. The Economics of Supply and Demand
10. Sports and Entertainment Promotion
11. Promotional Planning
12. Selling Sports and Entertainment
13. Sports and Entertainment Legal Issues
14. Creating, Owning, and Operating a Business
15. Scoring a Career

**Sports and Entertainment Marketing, 3e**
Text 978-0-538-44514-6
Adobe PDF Online eBook 978-0-538-44869-7
Text (softcover) 978-0-538-44515-3
ExamView® (see page 2) 978-0-538-44517-7
Instructor’s Resource CD* (Windows/Macintosh) 978-0-538-44518-4
Annotated Instructor’s Edition 978-0-538-44519-1
Web site www.cengage.com/school/sports

* Includes lesson plans, PowerPoint® presentations, and suggested teaching instructions

**Sports and Entertainment Management**
Kaser, Brooks
Copyright 2005
Softcover, 4-color, 320 pages
Completion Time: 30+ hours

- Management topics discussed in the 12 chapters include leadership, finance, product management, people management, information management, legal and ethical issues, customer relations, sales management, managing change, and career development.
- Icons identify the specific management concept covered in the lesson.
- Career preparation and exploration prepare students for the real world.
- Video segments provide topics for discussion in each chapter.

**Sports and Entertainment Management**
Text 978-0-538-43829-2
Video* 978-0-538-43832-2
ExamView** (see page 2) 978-0-538-43834-6
Instructor’s Resource CD** 978-0-538-43833-9
Annotated Instructor’s Edition* 978-0-538-43830-8
Web site sports.swlearning.com/management

* One of each item is included in the Multimedia Module
** Includes lesson plans, PowerPoint® presentations, and video guide

**Hospitality and Travel Marketing, 4e**
Morrison
Copyright 2010
Softcover, 4-color, 320 pages
Completion Time: 30+ hours

- Provides readers with a systematic approach to marketing summarized in the PRICE model that can be applied in all sectors of hospitality and tourism.
- Morrison’s 8 Ps have gained universal acceptance by practitioners worldwide in tourism and hospitality, as a valid and practical extension of McCarthy’s 4P marketing mix model.
- Every chapter has a short sidebar feature discussing an application of technology related to the chapter content.

**International Marketing**
Text 978-1-418-01655-5
Instructor’s Companion site
Student Online Companion

For more solutions and to chat with fellow teachers, visit cengage.com/school
Exploring electronically linked distribution systems, international e-commerce, e-tailing, digital media design, digital marketplace design strategies, marketing management, market research, online customer behavior, data mining and warehousing, online partnerships, and security/privacy issues.

**E-Commerce Marketing**

- **Text**: 978-0-538-43808-7
- **Multimedia Module**: 978-0-538-43810-0
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- **ExamView® (see page 2)**: 978-0-538-43814-8
- **Instructor’s Resource CD**: 978-0-538-43809-4
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Using numerous real-life examples, the text provides students with industry-specific examples to master travel and tourism marketing foundations, economics, and technology and professional sales.

**Travel and Tourism Marketing**

- **Text**: 978-0-538-44285-5
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- **Instructor’s Resource CD**: 978-0-538-44288-6
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- **Web site**: travel.swlearning.com

Discussing topics such as strategies in hotel management and location, types of lodging, key players and services, and information and risk management, this text gives your students a perspective on how marketing shapes the future of the hospitality industry and possible career opportunities.

**Hospitality Marketing**

- **Text**: 978-0-538-43208-5
- **ExamView® (see page 2)**: 978-0-538-43210-8
- **Instructor’s Resource CD**: 978-0-538-96942-0
- **Annotated Instructor’s Edition**: 978-0-538-43211-5
- **Web site**: travel.swlearning.com

This text uses numerous real-life examples to provide students with industry-specific examples to master international economics, promotion, technology, and professional sales.

**International Marketing**

- **Text**: 978-0-538-72915-4
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- **Instructor’s Resource CD**: 978-0-538-72918-5
- **Annotated Instructor’s Edition**: 978-0-538-72919-2
- **Web site**: intmarket.swlearning.com

Developed in conjunction with DECA, this one-of-a-kind text presents the planning needed to develop and start a school store, as well as the business functions involved in its successful operation.

**School Store Operations**

- **Text**: 978-0-538-43827-8
- **Annotated Instructor’s Edition**: 978-0-538-43828-5

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- Financial Algebra  xx
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- Security First Bank, 5e

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- Banking Systems, 2e  xx
- Business Finance  xx
- Investing in Your Future, 2e  xx

Economics/Consumer Economics
- Contemporary Economics, 2e  xx
- Economic Education for Consumers, 4e  xx
Managing Your Personal Finances, 6e informs students of their various financial responsibilities, and provides opportunities for self-awareness, expression, and satisfaction in a highly technical and competitive society. Students discover new ways to maximize their earning potential, develop strategies for managing their resources, explore skills for the wise use of credit, and gain insight into the different ways of investing money. Written specifically for high school students, special sections in each chapter hold student interest by focusing on current trends and issues.

- Aligned with the Jump$tart Coalition’s National Standards for Personal Financial Literacy.
- Increased emphasis on technology, the Internet, and E-Commerce.
- A continuing case concludes each unit and gives students the opportunity to put learning into practice.
- Global View feature shows international connections relevant to personal finance.
- Planning a Career In… offers strong career information and incorporates the Career Clusters.
- An abundance of real-life examples makes the information more relevant and interesting for students.
- Math Minute offers a review and practice in basic math skills.
- Fresh, bright design makes reading enjoyable, while 2–4 lessons per chapter promote maximum student learning.
- Enhanced product Web site at www.cengage.com/school/pfinance/mypf

**TABLE OF CONTENTS**

1. Choosing Your Career
2. Planning Your Career
3. Getting the Job
4. Adapting to Your Job
5. Work Laws and Responsibilities
6. Pay, Benefits, and Working Conditions
7. Federal Income Tax
8. Budgets and Financial Records
9. Checking Accounts and Other Banking Services
10. Saving for the Future
11. Investing for the Future
12. Investing in Stocks
13. Investing in Bonds
14. Investing in Mutual Funds, Real Estate, and Other Choices
15. Retirement and Estate Planning
16. Credit in America
17. Credit Records and Laws
18. Responsibilities and Costs of Credit
19. Problems with Credit
20. Personal Decision Making
21. Renting a Residence
22. Buying a Home
23. Buying and Owning a Vehicle
24. Family Decisions
25. Introduction to Risk Management
26. Property and Liability Insurance
27. Health and Life Insurance
28. Role of Consumers in a Market Economy
29. Consumer Protection
30. Dispute Resolution

**Managing Your Personal Finances, 6e**

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This text is aligned with the Jump$tart Coalition’s National Standards for Personal Financial Literacy. It is perfect for students taking a Business elective or for students taking Personal Financial Literacy as a part of the general curriculum. This text satisfies the graduation requirement for Personal Financial Literacy.

- Career Clusters feature provides information to help students explore careers and prepare for employment.
- WinningEdge prepares students for competitive events, increasing critical-thinking and presentation skills.
- Building Communications Skills provides tips on using the four basic communications skills of listening, reading, speaking, and writing.
- Success Skills teaches additional soft skills students need for success, including handling conflict, time management, and teamwork.
- Ethics challenges students with real-life situation that call for ethical decision-making.
- Cross-curricular assessment activities provide a strong link between academic topics and personal finance.

WHAT’S NEW!

- All features include a question or activity for application of topic.
- Exploring Careers links content to the 16 career clusters.
- Net Bookmark is a short feature that provides chapter-related activities for students to complete using online research.
- Take Action is an ongoing project that provides students with the opportunity to synthesize and apply learned concepts and information.

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5. The Banking System
6. Personal Risk Management
7. Buying Decisions
8. Preserving Your Credit
9. Credit Problems and Laws
10. Basics of Saving and Investing
11. Saving and Investing Options
12. Buying and Selling Investments

Personal Financial Literacy, 2e

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Gerver/Sgroi
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Softcover, 1-color, 224 pages
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Financial Algebra is an ideal solution for a 3rd/4th year math course. It provides an applications-based learning approach incorporating Algebra I, Algebra II, Geometry, Precalculus, and Statistics. Students will learn about real-world topics, such as investments, credit, automobile expenses, insurance, income tax, household budgeting, and more.

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Student Workbook 978038449700
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Gerver, Sgroi
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Softcover, 1-color, 224 pages

Completion Time: 30+ hours

Financial Math Review

Text 978-0-538-44021-9
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Donnelly
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**Family Financial Management, 8e**
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*Family Financial Management, 8e* is a comprehensive money management simulation. Students learn to calculate net worth, plan monthly budgets, complete banking transactions, pay utility bills, perform credit transactions, make rent and mortgage payments, apply for loans, plan for large purchases, and reconcile monthly bank statements.

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**On Your Own: A Personal Budgeting Simulation, 3e**
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- Copyright 2010
- Completion Time: 20+ hours

This activity based simulation depicts a recent high school graduate finding out what it means to be on their own financially. The simulation allows students to experience the process of opening a checking account, renting an apartment, applying for credit, looking for a job, buying a car, shopping online, banking electronically, paying taxes, and more. Students complete parallel activities for themselves as they work through the simulation, completing budgets and creating filing systems for personal financial information.

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**Security First Bank, 5e**
- *By Sargent, Ward*
- Copyright 2007
- Softcover, 128 pages
- Completion Time: 20+ hours

- This text is a bank customer simulation that has solid coverage of managing a checking account, writing checks, making deposits, reconciling bank statements, applying for loans, and more.
- Covering the latest information on direct deposits, online banking, automatic bill payments, automatic withdrawals, and debit cards, this simulation is designed to help your students have a solid foundation in banking procedures from a consumer standpoint.
- Updated information on banking procedures and laws, banking services and fees, and careers in banking is included.
- Students get hands-on practice in important life skills covering banking and personal finance.
- Students learn how to calculate interest, budget, and open an account.

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**Fundamentals of Insurance, 2e**
Crews  
Copyright 2010  
Hardcover, 4-color, 304 pages  
Completion Time: 30+ hours

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**Banking Systems, 2e**
Center for Financial Training  
Copyright 2010  
Softcover, 4-color, 368 pages  
Completion Time: 30+ hours

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* Includes lesson plans and PowerPoint® presentations

Banking

**Business Finance**
Dlabay, Burrow  
Copyright 2008  
Hardcover, 4-color, 430 pages  
Completion Time: 75+ hours

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* Includes lesson plans and PowerPoint® presentations

**Investing in Your Future, 2e**
NAIC  
Copyright 2008  
Softcover, 4-color, 288 pages  
Completion Time: 30+ hours

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* One of each item included in Multimedia Module  
** Includes lesson plans, PowerPoint® presentations, and video guide

For more solutions and to chat with fellow teachers, visit cengage.com/school
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1. What Is Economics?
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3. U.S. Private and Public Sectors
4. Demand
5. Supply
6. Market Forces
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8. Businesses
9. Labor Markets
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11. Economic Performance
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19. Economic Development
20. Personal Financial Literacy
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Economic Education for Consumers, 4E brings economic, consumer, and personal finance topics to life. Organized into class-length lessons, each chapter contains features to capture and maintain student interest, such as Consumer Alert, Vote Your Wallet, Inside the Numbers, Math of Money, What in the World?, and NetBookmark.

- What Would You Do? introduces chapter content by asking students to assess their feelings about a specific topic to help students see how their attitudes may have changed based on what they have learned.
- Decision Making Project helps hone students’ decision-making skills through challenging questions and group activities.
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- Extensive coverage is given to planning for college, retirement, saving, loans, online shopping, and banking.
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- Internet activities available at www.cengage.com/pfinance/miller

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Economic Education for Consumers, 4E

McEachern
Copyright 2008
Hardcover, 4-color, 720 pages
Completion Time: 75+ hours

ECONOMICS

For more information, up-to-date prices, or to order, call 800.354.9706
## Computer Concepts

### IC² Certification
- Computer Literacy BASICS: A Comprehensive Guide to IC², 3e
- Practical Computer Literacy, 2e

### Computer Concepts
- Computer Concepts BASICS, 4e
- Computer Concepts—Illustrated Introductory, 8e
- Discovering Computers 2011: Complete
- Discovering Computers 2011: Fundamentals
- New Perspectives on Computer Concepts 2011, Comprehensive

### Computer Projects
- Computer Projects BASICS
- 500 Computer Projects BASICS

For more solutions and to chat with fellow teachers, visit [cengage.com/school](http://cengage.com/school)
Computer Literacy BASICS: A Comprehensive Guide to IC³, 3e
CEP Inc., Ambrose, Bergerud, Busche, Morrison, Wells
Copyright 2010
Hardcover, 4-color, 704 pages
Completion Time: 75+ hours

- Provides complete coverage of the new 2009 Internet and Computing Core Certification (IC³) standards.
- The straightforward, clean format presents learning objectives up front and includes step-by-step instructions, which makes absorbing skills and concepts easy.
- End-of-Lesson materials include NEW Online Discovery activities, which reinforce skills and concepts and makes students more comfortable with the Internet.
- Comprehensive end-of-unit material supports important topics covered in the lesson and allows students to demonstrate their knowledge of the material.

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Module: Computing Fundamentals
1. Computers and Computer Systems
2. Input, Output and Storage
3. Computer Protection
4. Computer Maintenance
5. Hardware and Software
6. Software and Hardware Interaction
7. Software Fundamentals
8. Operating Systems
9. Windows Management
10. Operating System Customization

Module: Key Applications
12. Getting Started with Word Essentials
13. Editing and Formatting Documents
14. Sharing Documents
15. Working with Tables
16. Enhancing Documents
17. Getting Started with Excel Essentials
18. Organizing and Enhancing Worksheets
19. Creating Formulas and Charting Data
20. Getting Started with PowerPoint Essentials
21. Enhancing Presentations with Multimedia Effects
22. Getting Started with Access Essentials
23. Managing and Reporting Database Essentials

Module: Living Online
24. Networks and the Internet
25. Communications Tools
26. E-Mail Management
27. Communication Methods
28. The Internet and the World Wide Web
29. Electronic Information Evaluation
30. Computing and Internet Impact on Society

Practical Computer Literacy, 2e
Parsons, Oja
Copyright 2010
Softcover, 4-color, 438 pages

- Maps to globally recognized IC³ exam standards, providing students with all of the information and skills needed to become Internet and Computer Core Certified.
- Provides thorough, effective instruction on basic computer skills by integrating coverage of essential computer and Internet concepts and Microsoft Office 2007 skills within a streamlined, reader-friendly package.
- The accompanying BookOnCD features animations, screen tours, and hands-on activities in a simulated environment, providing an ideal complement to the text and an appealing way to embrace learning.

TABLE OF CONTENTS

Before You Begin
Part I: Fundamentals
1. Computer Hardware
2. Peripheral Devices
3. System and Application Software
4. Installing Software
5. Getting Started with Windows XP
6. Getting Started with Windows Vista
7. Working with Files

Part II: Applications
8. Getting Started with Application Software
9. Creating a Document
10. Formatting a Document
11. Finalizing a Document
12. Creating a Worksheet
13. Formatting a Worksheet
14. Finalizing a Worksheet
15. Creating a Presentation
16. Finalizing a Presentation
17. Creating a Database
18. Finalizing a Database

Part III: Online Connections
19. Networks
20. Working with E-mail
21. Browsing the Web
22. Computer Risks and Benefits

Part IV: Projects
23. Introduction to Projects
24. Submitting an Assignment as a Printout or on a Removable Storage Device
25. Submitting an Assignment as an E-mail Attachment
26. Microsoft Office 2007 Configuration
27. Windows and File Management Projects
28. Projects for Windows Application Basics
29. Projects for Microsoft Word
30. Projects for Microsoft Excel
31. Projects for Microsoft PowerPoint
32. Projects for Microsoft Access
33. E-mail Projects
34. Web Projects

For more information, up-to-date prices, or to order, call 800.354.9706
Computer Concepts

Computer Concepts
BASICS, 4e
Ambrose, Wells
Copyright 2009
Hardcover, 4-color, 528 pages
Completion Time: 35+ hours

- Offers cross-curricular activities that integrate science, language arts, social studies, and mathematics into the classroom.
- Provides extensive hands-on exercises and projects.
- Examines important topics including online research, solving problems, ethical issues, and finding information.
- Includes Google Activities and Image Identification exercises in the end-of-lesson material.
- Provides video links for Web search projects in The News Room feature on the student online companion site.

TABLE OF CONTENTS

Unit 1: Computer Basics
1. Understanding Computers and Computer Literacy
2. The Internet and the World Wide Web
3. The Internet and Research
4. How a Computer Processes Data
5. Input, Output, and Storage
6. Operating Systems and Software
7. Networks

Unit 2: Using the Computer
8. Windows and File Management
9. E-Mail and Electronic Communication
10. Word Processing
11. Presentation Graphics
12. Spreadsheets
13. Databases
14. Integration Feature

Unit 3: Computers and Society
15. Evaluating Electronic Information
16. Creating a Web Page
17. Technology, the Workplace, and Society

Appendix: Keyboarding

ADDITIONAL VERSIONS

BRIEF: Units A–D 978-0-538-74954-1

Computer Concepts—Illustrated Introductory, 8e
Jamrich Parsons, Oja
Copyright 2011
Softcover, 4-color, 462 pages
Completion Time: 27+ hours

- Now each lesson includes online practice and assessment opportunities through our Student Edition Labs.
- The improved Buyers Guide helps students make smart technology purchases by reviewing how to get organized, what questions to ask, and how to compare offerings.
- The addition of games and study tools to the 8th edition Online Companion will help make students more active in the learning process and help them retain information.

TABLE OF CONTENTS

Getting Started with Student Edition Labs
A. Computer and Internet Basics
B. Computer Hardware
C. Computer Software
D. Digital Electronics and File Management
E. Networks and Connecting to the Internet
F. Data Security
G. The Web and E-Commerce
H. Digital Media
I. The Computer Industry and Careers

ADDITIONAL VERSIONS

Text 978-0-538-74939-8
Instructor Resources 978-0-538-75177-3
Discovering Computers 2011: Complete
Shelly, Vermaat
Copyright 2011
Softcover, 4-color, 904 pages
Completion Time: 75+ hours

• Engages students with new Computer Usage @ Work boxes that describe how computers are utilized in several professional industries. New Innovative Computing boxes that show examples of particular technologies are used in creative ways.
• Introduces and familiarizes students with new and developing technologies with new Living Digitally and Web 2.0 features help to make the technology accessible for introductory students.
• Challenges students with new Exploring Computer Careers and Green Computing end-of-chapter student assignments allow students to apply the concepts learned in the chapter. Brand new CNET videos on the Online Companion broaden student experience learning about computer concepts.
• Gives students a complete introduction to the latest in computers and technology including Web 2.0, green computing and Web applications.
• Bring relevance to concepts with updated FAQs and Ethics & Issues boxes, Companies on the Cutting Edge, Technology Trailblazers, and High-Tech Talk articles.

TABLE OF CONTENTS
1. Introduction to Computers
   Special Feature: Timeline 2011
2. The Internet and World Wide Web
   Special Feature: Making Use of the Web
3. Application Software
4. The Components of the System Unit
5. Input
6. Output
   Special Feature: Digital Video Technology
7. Storage
8. Operating Systems and Utility Programs
   Special Feature: Buyer’s Guide 2011
9. Communications and Networks
10. Database Management
11. Computer Security and Safety, Ethics, and Privacy
   Special Feature: Digital Forensics
12. Information System Development
13. Programming Languages and Program Development
   Special Feature: Web 2.0 Program Development
14. Enterprise Computing
   Special Feature: Enterprise Order Processing: A Case Study
15. Computer Careers and Certification
   Special Feature: Living Digitally
Appendices

Discovering Computers 2011: Complete
Text 978-1-4390-7926-3
Study Guide 978-1-4390-8014-6
Instructor Resources/Course Presenter 978-1-4390-8116-7
Online Companion scsite.com/dc2011

Discovering Computers 2011: Fundamentals
Shelly, Vermaat
Copyright 2011
Softcover, 4-color, 552 pages
Completion Time: 60+ hours

• Takes a concise approach in covering all of the computer concepts students need to know to be digitally literate in today’s technology-focused environment.
• Brings concepts to students’ practical experience with brand new features highlighting how technology is used in various industries.
• Contains updated Ethics and Issues, Looking Ahead, FAQ, and Web Links boxes, Companies on the Cutting Edge, and Technology Trailblazers allowing students to more deeply explore the content they are studying.
• Engages students with relevant topics including green computing, Web 2.0, and Web applications.
• Reinforces and encourages students to explore concepts on their own with the robust Online Companion, which features countless quizzes, learning games, exercises, and special features.

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1. Introduction to Computers
   Special Feature: Timeline 2011
2. The Internet and World Wide Web
   Special Feature: Making Use of the Web
3. Application Software
4. The Components of the System Unit
5. Input and Output
   Special Feature: Digital Video Technology
6. Storage
7. Operating Systems and Utility Programs
   Special Feature: Buyer’s Guide 2011
8. Communications and Networks
9. Database Management
10. Computer Security and Safety, Ethics, and Privacy
11. Information System Development and Programming Languages
12. Enterprise Computing
   Special Feature: Living Digitally
Appendix A: Quiz Yourself Answers

Discovering Computers 2011: Fundamentals
Text 978-1-4390-7945-4
Instructor Resources/Course Presenter 978-1-4390-8117-4
Online Companion scsite.com/dcf2011
New Perspectives on Computer Concepts 2011, Comprehensive
Instructor Resources: 978-0-538-74484-3
Jamrich Parsons, Oja
Copyright 2011
Softcover, 4-color, 864 pages
Completion Time: 45+ hours

Understanding Computers: Today & Tomorrow, Comprehensive, 13e
ISBN: 978-0-538-74810-0
Instructor Resources: 978-0-538-74812-4
Morley
Copyright 2011
Softcover, 4-color, 792 pages

Understanding Computers in a Changing Society, 4e
ISBN: 978-0-538-75448-4
Instructor Resources: 978-0-538-75451-4
Morley
Copyright 2011
Softcover, 4-color, 420 pages

Practical PC, 6e
ISBN: 978-0-538-74672-4
Instructor Resources: 978-0-538-74673-1
Parsons, Oja
Copyright 2011
Softcover, 4-color, 336 pages

Practical Computer Literacy, 3e
Instructor Resources: 978-0-538-74216-0
Parsons, Oja
Copyright 2011
Softcover, 4-color, 438 pages

Current Topics in Technology, 3e
Paparella, Simko
Copyright 2010
Softcover, 4-color, 160 pages

Computer Projects

Computer Projects BASICS
Instructor Resources: 978-0-619-05988-0
Korb
Copyright 2003
Hardcover, spiral-bound, 4-color, 4166 pages
Completion Time: 35+ hours

500 Computer Projects BASICS
Instructor Resources: 978-0-619-05588-2
Sampler: 978-0-619-18292-2
Berry
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Hardcover, 3-ring binder, 1-color, 840 pages

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Adobe Photoshop CS5: Comprehensive Concepts and Techniques
New Perspectives on Adobe Photoshop CS5, Comprehensive
Adobe Photoshop CS5 Revealed
Advanced Adobe Photoshop CS5 Revealed
Exploring Adobe Photoshop CS5

Adobe Dreamweaver CS5
Adobe Dreamweaver CS5: Comprehensive Concepts and Techniques
New Perspectives on Dreamweaver CS5, Comprehensive
Adobe Dreamweaver CS5—Illustrated
Adobe Dreamweaver CS5 Revealed

Adobe Flash CS5
New Perspectives on Adobe Flash CS5, Comprehensive
Adobe Flash CS5—Illustrated, Introductory
Adobe Flash CS5 Revealed
Exploring Adobe Flash CS5

Adobe Web Software Collections
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Adobe Illustrator CS5 Revealed
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Adobe Illustrator CS5—Illustrated

Adobe InDesign CS5
Adobe InDesign CS5—Illustrated
Adobe InDesign CS5 Revealed
Exploring Adobe InDesign CS5

Adobe Design Software Collections
The Design Collection Revealed: Adobe InDesign CS5, Adobe Photoshop CS5, and Adobe Illustrator CS5
Adobe Illustrator CS5
The Graphic Designer’s Toolkit, 5e

Adobe CS5 Site Licenses
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Adobe Photoshop CS5

NEW!

Adobe® Creative Suite 5 ACA Certification Preparation: Featuring Dreamweaver, Flash, and Photoshop
Keller
Copyright 2012
256 pages

Adobe® Creative Suite 5 ACA Certification Preparation: Featuring Dreamweaver, Flash, and Photoshop provides complete coverage of the Adobe Certified Associate (ACA) standards for the CS5 certification exams for Dreamweaver, Flash, and Photoshop and is appropriate for use in a course where all three applications are covered. The skills-based, step-by-step approach of this text provides students with the base of knowledge they need to be successful and end-of-lesson activities reinforce the skills and provide hands-on practice within each application.

Features of This Text:
• Covers the most important features within the Adobe Dreamweaver CSS, Adobe Flash CSS, and Adobe Photoshop CSS software applications.
• Within each application, the certification objectives are presented within the domains that are found on the certification exam providing consistency in coverage.
• Step-by-step, screen-by-screen pedagogy allows students to easily follow along as each skill is presented.
• Tip Boxes provide helpful hints to students as they work through tasks and Internet Boxes highlight websites where more information on the topic can be found.
• End-of-Lesson activities engage students with hands-on application of the skills learned in each chapter and help students retain these skills.

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DREAMWEVER
1. Setting Project Requirements
2. Planning site design and page layout
3. Understanding the Adobe Dreamweaver CS5 interface
4. Adding Content by Using Dreamweaver CS5
5. Organizing Content by Using Dreamweaver CS5
6. Evaluating and Maintaining a Site by Using Dreamweaver

FLASH
1. Setting Project Requirements
2. Identifying Rich Media Design Elements
3. Understanding Adobe Flash Professional CS5 Interface
5. Evaluating Rich Media Elements by Using Flash Professional CS5

PHOTOSHOP
1. Setting Project Requirements
2. Identifying Design Elements When Preparing Images
3. Understanding Adobe Photoshop CS5
4. Manipulating images using Adobe Photoshop CS5
5. Publishing digital images using Adobe Photoshop

Adobe Photoshop CS5—Illustrated

Easy-to-follow and easy-to-absorb two-page spread lessons appeal to a wide variety of learning styles.
• Coverage of the newest Photoshop CS5 design functions helps students get the most from the software.
• Trouble? and Quick Tips boxes within the step-by-step directions helps users avoid typical errors and pitfalls.
• End-of-unit Independent Challenges and Visual Workshops make concepts relevant and gives students extra practice with the skills covered in the unit.

Adobe Photoshop CS5: Comprehensive Concepts and Techniques
Shelly, Starks
Copyright 2011
Softcover, 4-color, XXX pages
Completion Time: 45+ hours

• New End of Chapter exercises to provide a variety of reinforcement opportunities to ensure student retention.
• New projects and exercises featuring and improved Photoshop enhancements, including new warping features, brush prototypes, and blending features.

ADDITIONAL VERSIONS
INTRODUCTORY: Chapters 1–3; Appendices 978-0-538-47389-7
COMPLETE: Chapters 1–6; Appendices 978-0-538-47388-0

Adobe Photoshop CS5: Comprehensive Concepts and Techniques
Text 978-0-538-47391-0
Instructor Resources 978-0-538-47682-9
Online Companion scsite.com/photoshop

For more information, up-to-date prices, or to order, call 800.354.9706
Adobe Photoshop CS5

New Perspectives on Adobe Photoshop CS5, Comprehensive
Bucki, Hosier-Bounar
Copyright 2011
Softcover, 4-color, 520 pages
Completion Time: 40+ hours

- Business case scenarios keep students engaged throughout the tutorials, providing a real-world context in which they can apply the concepts and skills presented.
- A two-page spread at the start of each session gives a preview of the topics and terms covered in the session and can be used as a study guide before quizzes and tests.
- ProSkills Boxes tie Photoshop CS5 concepts and skills with career relevancy by providing guidance for using the software in professional situations.
- ProSkills exercises integrate the technology skills students learn with one or more of today’s necessary professional skills, such as teamwork, written communication, verbal communication, problem solving and decision making.
- Key Steps highlight important steps to help students pay close attention to completing the step correctly and avoid time consuming rework.

TABLE OF CONTENTS
1. Getting Started with Adobe Photoshop CS5
2. Working with Image Files
3. Layering Content to Compose Images
4. Adding Content
5. Selecting, Removing, and Tweaking Content
6. Designing with Text
7. Correcting Photos and Other Compositions
8. Managing Output
9. Advancing Your Compositing Skills
10. Exploring Web, 3D, and Video Techniques

New Perspectives on Adobe Photoshop CS5, Comprehensive
Text 978-0-538-75794-2
Instructor Resources 978-0-538-75795-9

Adobe Photoshop CS5 Revealed
Eisner Reding
Copyright 2011
Hardcover, 4-color, 640 pages

- Covers all the latest Photoshop CS5 tools—including Mini Bridge, Configurator, using the Content-Aware Spot Healing Brush, Reposee, Painting enhancements, Content Aware Scaling, Puppet Warp, and enhanced Refined Edge tool.
- All new features are highlighted throughout the text with a new features icon.
- Thoroughly introduces all the fundamental features of Adobe Photoshop, providing extensive tutorials and exercises so that readers can apply what they learn.
- Emphasizes the how and why behind each Photoshop tool to help readers excel at design as well as master the software.
- Progresses from basic to advanced Photoshop techniques so that readers can build on the skills they acquire as they work their way through the book.
- Includes a lesson on fixing common photography problems, and a bonus appendix of additional projects so that students can practice and hone the skills they’ve learned in the book.

TABLE OF CONTENTS
1. Getting Started with Adobe Photoshop CS5
2. Working with Photoshop
3. Working with Layers
4. Making Selections
5. Incorporating Color Techniques
6. Placing Type in an Image
7. Using Painting Tools
8. Working with Special Layer Functions
9. Creating Special Effects with Filters
10. Enhancing Specific Selections
11. Adjusting Colors
12. Using Clipping Masks, Paths, and Shapes
13. Transforming Type
14. Liquifying an Image
15. Performing Image Surgery
16. Annotating and Automating an Image
17. Creating Images for the Web
18. Working with Animation, Video, and Photography

ADDITIONAL VERSIONS
SOFTCOVER: 978-1-111-13041-1

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Instructor Resources 978-1-111-3039-8

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NEW! Fully updated release of Adobe's Creative Suite 5.
A just-the-essentials introduction to the must-know features of Adobe's industry-standard digital imaging program.
A highly visual, hands-on examination of Adobe's industry-standard digital imaging program.
Client projects show readers how to take a practical, tools-and-techniques approach to putting what they've learned to work.
Contributions from leading designers show why Photoshop is essential to the successful graphic designer, how to avoid common software mistakes, and how to prepare Photoshop files for production.
A full-color interior provides step-by-step screen shots and inspiring examples of digital images that can be created using Photoshop.
A back-of-book CD features audio interviews with working designers, digital exercises files, tutorials, and other valuable learning tools.

NEW!

Teaches advanced design techniques using one of the most popular photo-editing programs on the market.
Using step-by-step tutorials, readers work with curves, levels, blending modes, painting and drawing tools, and the latest Photoshop special effects to create professional-quality designs and images.
Challenges by requiring the user to follow the steps a designer would take to complete real-world projects.
Readers take their craft to the next level by using the advanced end-of-chapter learning projects.

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1. A Discovery Tour
2. The Staging Area
3. Image Essentials
4. Selecting and Transforming
5. Working with Color
6. Image Correction
7. Drawing and Painting
8. Masking
9. Layers, Compositing, and Process
10. Print Publishing
11. Web Publishing
12. A New Dimension (for Photoshop Extended version users)

### ADDITIONAL VERSIONS

**SOFTCOVER:** 978-1-111-13625-3

<table>
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<tr>
<th>Advanced Adobe Photoshop CS5 Revealed</th>
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<td>978-1-1111-3035-0</td>
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Coverage of the newest upgrades added to Dreamweaver CS5, including a modified user interface, new rendering mode, and code hinting for Ajax and JavaScript, allowing students to efficiently use the software.

New pedagogical elements enrich material and create an accessible and user-friendly approach allowing easy navigation through the skills in each chapter.

New End of Chapter exercises to provide a variety of reinforcement opportunities to ensure student retention.

TABLE OF CONTENTS

Introduction: Web Site Development and Adobe Dreamweaver CS5
1. Creating a Dreamweaver Web Page and Local Site
2. Adding Web Pages, Links, and Images
3. Tables and Page Layout
4. Templates and Style Sheets
5. Advanced Style Sheets and AP Elements
6. Image Maps and Navigation Bars
7. Forms and Behaviors
8. Spry Elements
9. Media Objects
Appendices
A: Adobe Dreamweaver CS5 Help
B: Dreamweaver and Accessibility
C: Publishing to a Web Server
D: Customizing Adobe Dreamweaver CS5
E: Frames

ADDITIONAL VISIONS
INTRODUCTORY: Chapters 1–3; Appendices
COMPLETE: Chapters 1–6; Appendices

Adobe Dreamweaver CS5: Comprehensive Concepts and Techniques
Text: 978-0-538-47394-1
Instructor Resources: 978-0-538-47372-9

New Perspectives on Dreamweaver CS5, Comprehensive
Text: 978-0-538-46714-8
Instructor Resources: 978-0-538-46802-2
• Easy-to-follow and easy-to-absorb two-page spread lessons appeal to a wide variety of learning styles.
• Coverage of the newest Dreamweaver CS5 design functions helps students get the most from the software.
• Trouble? and Quick Tips boxes within the step-by-step directions help users avoid typical errors and pitfalls.
• End-of-unit Independent Challenges and Visual Workshops make concepts relevant and gives students extra practice with the skills covered in the unit.

TABLE OF CONTENTS

A. Getting Started with Dreamweaver CS5
B. Creating a Web Site
C. Developing a Web Page
D. Formatting Text Using CSS Styles
E. Inserting and Managing Images
F. Creating Links and Menu Bars
G. Using CSS to Page Layout
H. Adding Media Content
 I. Positioning Objects with HTML Tables
J. Collecting Data with Forms
Appendix: Maintaining and Publishing a Web Site

Adobe Dreamweaver CS5—Illustrated

Text  978-0-538-47869-4
Instructor Resources  978-0-538-47870-0

Adobe Dreamweaver CS5 Revealed

Text  978-1-111-3066-4
Instructor Resources  978-1-111-3067-1

NEW!

TABLE OF CONTENTS

1. Getting Started With Dreamweaver
2. Developing a Web Page
3. Working with Text and CSS
4. Adding Images
5. Working with Links and Navigation
6. Positioning Objects with CSS and Div Tags
7. Managing and Publishing a Site
8. Managing Style Sheets
9. Using Tables to Display Data
10. Collecting Data with Forms
11. Adding Media and Interactivity with Flash and Spry
12. Creating and Using Templates
13. Working with Library Items and Snippets

ADDITIONAL VERSIONS

SOFTCOVER:  978-1-111-3068-8

Adobe Dreamweaver CS5—Illustrated

Text  978-0-538-47869-4
Instructor Resources  978-0-538-47870-0

Adobe Dreamweaver CS5 Revealed

Text  978-1-111-3066-4
Instructor Resources  978-1-111-3067-1
New Perspectives on Adobe Flash CS5 Comprehensive
Lopez, Romer
Copyright 2011
Softcover, 4-color, 536 pages
Completion Time: 35+ hours

- Business case scenarios keep students engaged throughout the tutorials, providing a real-world context in which they can apply the concepts and skills presented.
- A two-page spread at the start of each session – gives a preview of the topics and terms covered in the session and can be used as a study guide before quizzes and tests.
- ProSkills Boxes tie Flash Professional CS5 concepts and skills with career relevancy by providing guidance for using the software in professional situations.
- ProSkills exercises integrate the technology skills students learn with one or more of today’s necessary professional skills, such as teamwork, written communication, verbal communication, problem solving and decision making.
- Key Steps highlight important steps to help students pay close attention to completing the step correctly and avoid time consuming rework.

TABLE OF CONTENTS
1. Introducing Adobe Flash CS5 Professional
2. Drawing Shapes, Adding Text, and Creating Symbols
3. Creating Animations
4. Creating Complex Animations
5. Making a Document Interactive
6. Creating Special Effects Graphics and Gradients
7. Planning and Creating a Flash Web Site
8. Programming with ActionScript 3.0
9. Using Components and Video, and Creating Content for Printing and Mobile Devices
Additional Case 1. Creating an Interactive Banner for a Web Site
Additional Case 2. Creating a Web Site with a Banner, a Payment Calculator, a Photos Page and a Video Page
Appendices
A: Becoming an Adobe Certified Associate
B: Using Adobe Flash CS5 on a Macintosh

Adobe Flash CS5—Illustrated, Introductory
Waxer
Copyright 2011
Softcover, 4-color, 224 pages
Completion Time: 25+ hours

- Easy-to-follow and easy-to-absorb two-page spread lessons appeal to a wide variety of learning styles.
- Coverage of the newest Flash Professional CS5 design functions helps students get the most from the software.
- Trouble? and Quick Tips boxes within the step-by-step directions helps users avoid typical errors and pitfalls.
- End-of-unit Independent Challenges and Visual Workshops make concepts relevant and gives students extra practice with the skills covered in the unit.

TABLE OF CONTENTS
A. Getting Started with Flash CS5
B. Creating Graphics and Text
C. Using The Timeline
D. Creating Animation
E. Publishing and Exporting a Document
F. Creating Buttons and Using Media
G. Adding Interactivity
H. Integrating with Other Programs
Includes two chapters devoted to extensive ActionScript 3 coverage to teach how to use ActionScript 3 to enhance the user experience.

Includes coverage of Code Snippets, which are blocks of code that save the effort of typing ActionScript.

Includes coverage of Text Layout Framework, which provides text flowing, character coloring and column creation.

Coverage of the improved video capabilities of Flash CS5 are highlighted.

Coverage of features that have been enhanced in CS5, including Inverse Kinematics for character animation, and the Deco tool.

New coverage of features including Motion Editor and Designing for Mobile Devices.

TABLE OF CONTENTS

1. Getting Started with Adobe Flash CS5
2. Drawing Objects in Adobe Flash
3. Working with Symbols and Interactivity
4. Creating Animations
5. Creating Special Effects
6. Preparing and Publishing Movies
7. Importing and Modifying Graphics
8. Building Complex Animations
9. Using ActionScript
10. Using ActionScript to Enhance User Experience
11. Adding Sound and Video
12. Working with Behaviors and Components

ADDITIONAL VERSIONS

SOFTCOVER: 978-1-1111-3054-1

For more information, up-to-date prices, or to order, call 800.354.9706
• Coverage of Adobe Flash CS5’s new features including new Text Layout Framework, which provides text flowing, character coloring and column creation.

• New coverage of features that have been enhanced in Adobe Flash CS5, including Inverse Kinematics for character animation, and the Deco tool.

• The redesigned CSS layouts in Adobe Dreamweaver CS5 have additional helpful comments and with improved div background colors to help you visualize each div on the page.

• For Dreamweaver CS5 the Live View Navigation feature allows you to follow page links in Live View.

• New CS5 features for Adobe Fireworks such as the Shear function, custom brushes and instant access to Photoshop filters are included.

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Dreamweaver
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2. Developing a Web Page
3. Working with Text and CSS
4. Adding Images
5. Working with Links and Navigation
6. Positioning Content with CSS and Div Tags
7. Managing and Publishing a Site

Flash
1. Getting Started with Adobe Flash
2. Drawing Objects in Adobe Flash
3. Working with Symbols and Interactivity
4. Creating Animations
5. Creating Special Effects

Fireworks
1. Getting Started with Adobe Fireworks
2. Working with Objects
3. Importing, Selecting, and Modifying Graphics

Integrating Adobe CSS Web Standard

ADDITIONAL VERSIONS
SOFTCOVER: 978-1-111-3080-0

The WEB Collection Revealed, Standard Edition: Adobe Dreamweaver CS5, Adobe Flash CS5, and Adobe Fireworks CS5
Text 978-1-111-3078-7
Instructor Resources 978-1-111-3079-4

NEW!

The WEB Collection Revealed, Premium Edition: Adobe Dreamweaver CS5, Adobe Flash CS5, and Adobe Photoshop CS5
Bishop, Shuman, Eisner Reding
Copyright 2011
Hardcover, 4-color, 832 pages

• Coverage of Adobe Flash CS5’s new features including new Text Layout Framework, which provides text flowing, character coloring and column creation.

• New coverage of features that have been enhanced in Adobe Flash CS5, including Inverse Kinematics for character animation, and the Deco tool.

• The redesigned CSS layouts in Adobe Dreamweaver CS5 have additional helpful comments and with improved div background colors to help you visualize each div on the page.

• For Dreamweaver CS5 the Live View Navigation feature allows you to follow page links in Live View.

• Photoshop chapters cover the latest Photoshop CS5 tools including the Context-Aware Spot Healing Brush Tool, Repousse, MiniBridge, Configurator, and Layer Groups.

TABLE OF CONTENTS

Dreamweaver
1. Getting Started with Dreamweaver
2. Developing a Web Page
3. Working with Text and CSS
4. Adding Images
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6. Positioning Content with CSS and Div Tags
7. Managing and Publishing a Site

Flash
1. Getting Started with Adobe Flash
2. Drawing Objects in Adobe Flash
3. Working with Symbols and Interactivity
4. Creating Animations
5. Creating Special Effects

Photoshop
1. Getting Started with Adobe Photoshop
2. Working with Photoshop
3. Working with Layers
4. Making Selections
5. Incorporating Color Techniques
6. Placing Type in an Image

Integrating Adobe CSS Web Premium

ADDITIONAL VERSIONS
SOFTCOVER: 978-1-111-3075-6

The WEB Collection Revealed, Premium Edition: Adobe Dreamweaver CS5, Adobe Flash CS5, and Adobe Photoshop CS5
Text 978-1-111-3073-2
Instructor Resources 978-1-111-3074-9

For more solutions and to chat with fellow teachers, visit cengage.com/school
Adobe Illustrator CS5

Adobe Illustrator CS5 Revealed
Botello
Copyright 2011
Hardcover, 4-color, 640 pages

- Coverage of the new Perspective Grid feature lets you draw in perspective using the grid as a guide.
- Coverage of the new Shape Builder tool lets you create complex shapes.
- Coverage of the Bristle Brush that simulates the effect of using a real brush with bristles.
- New stroke functionality including a segmented art brush, variable widths and width profiles.

**TABLE OF CONTENTS**

1. Getting to Know Illustrator
2. Creating Text and Gradients
3. Drawing and Composing an Illustration
4. Transforming and Distorting Objects
5. Working with Layers
6. Working with Patterns and Brushes
7. Working with Distortion, Gradient Meshes, Envelopes, and Blends
8. Working with Transparency, Live Color, Effects, and Graphic Styles
9. Creating Graphs in Illustrator
10. Creating 3D Objects
11. Preparing a Document for Prepress and Printing
12. Drawing with Symbols
13. Creating Interactive Layouts

**ADDITIONAL VERSIONS**

SOFTCOVER:

Adobe Illustrator CS5 Revealed
Text 978-1-1111-3044-2
Instructor Resources 978-1-1111-3045-9

Exploring Adobe Illustrator CS5
Hartman
Copyright 2011
Softcover, 4-color, 384 pages

- A thorough review of Illustrator CS5’s tools and capabilities introduces designers to the must-know features of Adobe’s industry-standard digital illustration program including coverage of the new Bristle Brush, Shape Builder tool, Perspective Grid and much more.
- The use of client projects allows readers to take a practical, tools-and-techniques approach to putting what they’ve learned to work.
- Behind-the-scenes contributions from leading designers show how to find inspiration when your creativity has gone on vacation, how to avoid common software mistakes, how to prepare Illustrator files for production, and many more tips of value to the working designer.
- A full-color interior provides inspiring examples of the artwork that can be created using Illustrator.
- A back-of-book CD features digital lesson files, tutorials, audio interviews with working designers, and other valuable learning tools.

**TABLE OF CONTENTS**

1. A Discovery Tour
2. The Lay of the Land
3. Survival Techniques
4. Drawing Lines and Shapes
5. Using Color
6. Value and Texture
7. Working with Type
8. Object Composition
9. Spatial Illusions
10. Print Publishing
11. Web Publishing

**ADDITIONAL VERSIONS**

Adobe Illustrator CS5
Text 978-1-1111-3063-7
Instructor Resources 978-1-1111-3037-4

For more information, up-to-date prices, or to order, call 800.354.9706
Adobe Illustrator CS5

Adobe Illustrator CS5—Illustrated
Botello
Copyright 2011
Softcover, 4-color, 192 pages
Completion Time: 20+ hours

- Easy-to-follow and easy-to-absorb two-page spread lessons appeal to a wide variety of learning styles.
- Coverage of the newest Illustrator CS5 design functions helps students get the most from the software.
- Trouble? and Quick Tips boxes within the step-by-step directions helps users avoid typical errors and pitfalls.
- End-of-unit Independent Challenges and Visual Workshops make concepts relevant and gives students extra practice with the skills covered in the unit.

TABLE OF CONTENTS
A. Getting Started with Illustrator CS5
B. Performing Essential Operations
C. Going Beyond the Basics
D. Created Blends and Complex Objects
E. Working with Text and Gradients
F. Drawing in Illustrator
G. Working with Advanced Techniques

Adobe Illustrator CS5—Illustrated
Text 978-1-1112-2196-6
Instructor Resources 978-1-1112-2193-5

Adobe InDesign CS5

Adobe InDesign CS5—Illustrated
Fisher
Copyright 2011
Softcover, 4-color, 230 pages
Completion Time: 24+ hours

- Easy-to-follow and easy-to-absorb two-page spread lessons appeal to a wide variety of learning styles.
- Coverage of the newest InDesign CS5 design functions helps students get the most from the software.
- Trouble? and Quick Tips boxes within the step-by-step directions helps users avoid typical errors and pitfalls.
- End-of-unit Independent Challenges and Visual Workshops make concepts relevant and gives students extra practice with the skills covered in the unit.

TABLE OF CONTENTS
A. Getting Started with InDesign CS5
B. Working with Objects
C. Working with Multiple Page Documents
D. Working with Text
E. Linking Images
F. Using Advanced Features
G. Preparing Files for Print and for the Web
H. Integrating InDesign with Illustrator, Photoshop and Dreamweaver

Adobe InDesign CS5—Illustrated
Text 978-0-538-47787-1
Instructor Resources 978-0-538-47788-8
• Includes coverage of new CS5 features: Presentation Mode, Multiple Page Sizes, New Layers Features, Content Indicator, Live Distribute, Grid Place, Gridify Behavior, the Gap Tool, Super Step & Repeat, Color Labels in the Pages Panel, and Live Color Effects.
• All new features are highlighted throughout the text with a new features icon.
• Visually appealing four-color graphics illustrate key concepts and skills.
• Hands-on projects throughout the text put software knowledge into a real-world design context.
• Source files for all exercises are included in the book, giving readers visual step-by-step guidance when working through the application.
• Provides clear instruction on how to work in the latest release of InDesign using either Mac or PC platforms.

TABLE OF CONTENTS
1. Getting to Know InDesign
2. Working with Text
3. Setting up a Document
4. Working with Frames
5. Working with Color
6. Working with Placed Images
7. Creating Graphics
8. Exploring Effects and Advanced Techniques
9. Working with Tabs and Tables
10. Making Books, Tables of Contents, and Indexes
11. Preparing, Packaging, and Exporting Documents for Print
12. Creating Interactive Layouts

ADDITIONAL VERSIONS
SOFTCOVER: 978-1-1111-3051-0

Adobe InDesign CS5 Revealed
Text 978-1-1111-3049-7
Instructor Resources 978-1-1111-3050-3

Exploring Adobe InDesign CS5
Text 978-1-1111-3032-9
Instructor Resources 978-1-1111-3033-6

NEW! Adobe InDesign CS5
Rydberg
Copyright 2011
Softcover, 4-color, 384 pages

NEW! Adobe InDesign CS5 Revealed
Botello
Copyright 2011
Hardcover, 4-color, 576 pages

For more information, up-to-date prices, or to order, call 800.354.9706
The Graphic Designer’s Digital Toolkit, 5e
Wood
Copyright 2011
Softcover, 4-color, 736 pages

The Design Collection Revealed: Adobe InDesign CS5, Adobe Photoshop CS5 and Adobe Illustrator CS5
Botello, Eisner Reding
Copyright 2011
Hardcover, 4-color, 800 pages

Adobe Design Software Collections

NEW!
The Design Collection Revealed: Adobe InDesign CS5, Adobe Photoshop CS5 and Adobe Illustrator CS5
Botello, Eisner Reding
Copyright 2011
Hardcover, 4-color, 800 pages

• Covers all of the new Adobe CS5 Suite features in Photoshop, Illustrator, and InDesign, and new features with Mac OSX Leopard and Windows 7.
• Artwork illustrations have been revised and enhanced to reflect new interface and changes in Adobe CS5 applications with more 40 projects and tutorials.
• Design tips, and special Toolkit Tips are incorporated throughout each project and tutorial to understand the importance of integrating traditional concepts and techniques with today’s software advances.
• Includes several new projects, such as Using Selections to Replace Color on a Sports Car in Photoshop, to showcase new selection technologies and accurate toning for truly realistic effects. Creating Playing Cards showcases Illustrator’s new Shape Builder tool for customized shapes.
• All files needed for projects and tutorials are found on the accompanying text CD with additional resources found on the accompanying Web site at www.digitaltoolkit.com.

NEW!
The Graphic Designer’s Digital Toolkit, 5e
Wood
Copyright 2011
Softcover, 4-color, 736 pages

• Covers all of the new Adobe CS5 Suite features in Photoshop, Illustrator, and InDesign, and new features with Mac OSX Leopard and Windows 7.
• Artwork illustrations have been revised and enhanced to reflect new interface and changes in Adobe CS5 applications with more 40 projects and tutorials.
• Design tips, and special Toolkit Tips are incorporated throughout each project and tutorial to understand the importance of integrating traditional concepts and techniques with today’s software advances.
• Includes several new projects, such as Using Selections to Replace Color on a Sports Car in Photoshop, to showcase new selection technologies and accurate toning for truly realistic effects. Creating Playing Cards showcases Illustrator’s new Shape Builder tool for customized shapes.
• All files needed for projects and tutorials are found on the accompanying text CD with additional resources found on the accompanying Web site at www.digitaltoolkit.com.

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5. Working with Color

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3. Working with Layers
4. Making Selections
5. Incorporating Color Techniques
6. Placing Type in an Image

Illustrator
1. Getting to Know Illustrator
2. Creating Text and Gradients
3. Drawing and Composing an Illustration
4. Transforming and Distorting Objects
5. Working with Layers

Integrating Adobe Illustrator, Photoshop, and InDesign

TABLE OF CONTENTS

Part I
1. Welcome to the Land of OS
2. Designing for the Client

Part II
3. Adjusting Images in Photoshop
4. Working with Selections and Channels
5. Using Layers
6. Restoring and Coloring a Black and White Photograph

Part III
7. Creating Shapes with Illustrator
8. Working with Brushes, Symbols, and Layers
9. Precision with the Pen Tool
10. Integrating Photoshop and Illustrator Files for Web Use

Part IV
11. InDesign Fundamentals
12. Working with Multipage Documents

Appendix A: Completed Projects and Tutorials

Part I
1. Welcome to the Land of OS
2. Designing for the Client

Part II
3. Adjusting Images in Photoshop
4. Working with Selections and Channels
5. Using Layers
6. Restoring and Coloring a Black and White Photograph

Part III
7. Creating Shapes with Illustrator
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9. Precision with the Pen Tool
10. Integrating Photoshop and Illustrator Files for Web Use

Part IV
11. InDesign Fundamentals
12. Working with Multipage Documents

Appendix A: Completed Projects and Tutorials

For more solutions and to chat with fellow teachers, visit cengage.com/school
Adobe CS5 Site Licenses

Site Licence Solutions Include:

**CS5 K-12 Site License Purchases**

**Web Premium K-12 Site License**
Includes: Photoshop CS5 Extended, Illustrator CS5, Acrobat 9 Pro, Flash Catalyst CS5, Flash Professional CSS, Flash Builder 4, Dreamweaver CS5, Fireworks CS5, Contribute CS5, Bridge CS5, Device Central CS5
Web Premium K-12 Site License
978-1-111-56995-2

**Production Premium K-12 Site License**
Includes: Photoshop CS5 Extended, Illustrator CS5, Flash Catalyst CS5, Flash Professional CSS, Premiere Pro CSS, After Effects CSS, Soundbooth CSS, OnLocation CSS, Encore CSS, Bridge CS5, Device Central CS5, Dynamic Link
Production Premium K-12 Site License
978-1-111-56991-4

**Design Standard K-12 Site License**
Includes: Photoshop CS5, Illustrator CS5, InDesign CSS, Acrobat 9 Pro, Bridge CSS, Device Central CS5
Design Standard K-12 Site License
978-1-111-52904-8

**Design Premium K-12 Site License**
Includes: Photoshop CS5 Extended, Illustrator CS5, InDesign CS5, Acrobat 9 Pro, Flash Catalyst CS5, Flash Professional CSS, Dreamweaver CS5, Fireworks CS5, Bridge CS5, Device Central CS5
Design Premium K-12 Site License
978-1-111-56964-8

**Mater Collection K-12 Site License**
Include: Photoshop CS5 Extended, Illustrator CS5, InDesign CS5, Acrobat 9 Pro, Flash Catalyst CS5, Flash Professional CSS, Flash Builder CSS, Dreamweaver CS5, Fireworks CS5, Contribute CSS, Premiere Pro CSS, After Effects CSS, Soundbooth CSS, OnLocation CSS, Encore CSS, Bridge CS5, Device Central CS5, Dynamic Link
Master Collection K-12 Site License
978-1-111-56979-2

**CS5 Upgrade Plan Purchases**
Upgrade Plan allows schools to receive a free upgrade to a new version of the software if a new version comes out within the lifetime of the Upgrade Plan. Upgrade Plan must be purchased at the time that the new CS5 license is purchased.

**Web Premium Upgrade Plan (2 Years)**
978-1-111-57001-9

**Production Premium Upgrade Plan (2 Years)**
978-1-111-56993-8

**Design Standard Upgrade Plan (2 Years)**
978-1-111-56977-8

**Design Premium Upgrade Plan (2 Years)**
978-1-111-56970-9

**Master Collection Upgrade Plan (2 Years)**
978-1-111-56985-3

**CS5 Renewal Upgrade Plan Purchases**
Renewal Upgrade Plan allows schools to purchase a 1 or 2 year extension of the Upgrade Plan, which allows them to receive a free upgrade to a new version of the software if a new version comes out within the lifetime of the Upgrade Plan. The Renewal Upgrade Plan must be purchased before the original Upgrade Plan expires.

**Web Premium Renewal Upgrade Plan (1 Year)**
978-1-111-56997-6

**Web Premium Renewal Upgrade Plan (2 Years)**
978-1-111-56999-0

**Production Premium Renewal Upgrade Plan (1 Year)**
978-1-111-56987-7

**Production Premium Renewal Upgrade Plan (2 Years)**
978-1-111-56989-1

**Design Standard Renewal Upgrade Plan (1 Year)**
978-1-111-56973-0

**Design Standard Renewal Upgrade Plan (2 Years)**
978-1-111-56975-4

**Design Premium Renewal Upgrade Plan (1 Year)**
978-1-111-56966-2

**Design Premium Renewal Upgrade Plan (2 Years)**
978-1-111-56968-6

**Master Collection Renewal Upgrade Plan (1 Year)**
978-1-111-56981-5

**Master Collection Renewal Upgrade Plan (2 Years)**
978-1-111-56983-9

For more information, up-to-date prices, or to order, call 800.354.9706
Microsoft Publisher 2010

NEW!

Microsoft Office Publisher 2010: Comprehensive Concepts and Techniques
Shelly, Starks
Copyright 2011
Softcover, 4-color, XXX pages
Completion Time: 30+ hours

- Provides a comprehensive presentation of Publisher 2010, including new features of the software, using the highly-successful Shelly Cashman Series(R) pedagogy.
- New pedagogical elements that enrich material creating an accessible and user-friendly approach allowing easy navigation through the skills in each chapter.

TABLE OF CONTENTS
1. Creating a Flyer
2. Publishing a Tri-Fold Brochure
3. Designing a Newsletter
4. Creating a Publication from Scratch
5. Using Business Information Sets
6. Producing Tables and Forms
7. Merging Publications and Data
8. Designing Catalogs
9. Sharing and Distributing Publications
10. Managing Large Scale Publications
11. Creating an Interactive Web Site
Appendices
A: Project Planning Guidelines
B: Publishing Office 2010 Web Pages

ADDITIONAL VERSIONS
INTRODUCTORY: Chapters 1-3; Appendices
COMPLETE: Chapters 1–7; Appendices

Microsoft Office Publisher 2010: Comprehensive Concepts and Techniques
Text 978-0-538-47598-3
Instructor Resources 978-0-538-75017-2

Microsoft Office Publisher 2010—Illustrated
Eisner Reding
Copyright 2011
Softcover, 4-color, 288 pages
Completion Time: 30+ hours

- Easy-to-follow and easy-to-absorb two-page spread lessons appeal to a wide variety of learning styles.
- End-of-chapter Independent Challenges and Visual Workshops make concepts relevant and easier to understand through hands-on applications and detailed explanations.
- Quick Tips and Trouble boxes within the step-by-step instructions help students avoid typical errors and pitfalls.
- Clues to Use boxes offer concise information that expands on the lesson skill or describes a related task, adding context to skills and concepts.

TABLE OF CONTENTS
A. Getting Started with Microsoft Publisher
B. Creating a Publication
C. Working with Text
D. Working with Graphic Objects
E. Enhancing a Publication
F. Improving a Design
G. Working with Multiple Pages
H. Using Advanced Features
I. Working Efficiently

Microsoft Office Publisher 2010—Illustrated
Text 978-0-538-74950-3
Instructor Resources 978-0-538-74951-0

For more solutions and to chat with fellow teachers, visit cengage.com/school
### Desktop Publishing

**The Business of Technology: Digital Desktop Publishing**

*Lake, Bean*  
Copyright 2008  
Hardcover, 4-color, 406 pages  
Completion Time: 75+ hours

- Offers a concept-based, activity-driven approach that includes the business aspects of desktop publishing.
- Uses generic instructions for its numerous activities with downloadable, software-specific instructions for activities on the product Web site.
- End-unit projects reinforce skills, apply decision making, and allow students to create a portfolio.
- Includes downloadable instructions for Microsoft Publisher, QuarkXPress, Adobe InDesign, Photoshop, and Illustrator at the product companion Web site.
- Addresses the concepts of design in digital, print, and electronic documents while emphasizing style, creativity, and applications.
- Contrasts design choices appropriate for print versus the Web.
- Covers the digital publishing issues of formatting files, exporting files, and using multiple variations of a file.
- Addresses copyright and licensing issues, as well as ethical and legal standards.

### Introduction to Web Design & Development

**Web Design: Introductory Concepts and Techniques, 3e**

*Shelly, Napier, Rivers*  
Copyright 2009  
Softcover, 4-color, 260 pages  
Completion Time: 35+ hours

- Uses real-world examples and up-to-date design tools to illustrate the basic concepts and principles of good Web design.
- Encourages students to apply Web design concepts through multiple hands-on *Your Turn* activities in each chapter.
- Challenges students to research, analyze, and report on real-world Web design issues.
- Provides a running case study in which students apply Web design concepts as they plan and create their own Web site.

- **Web Design: Introductory Concepts and Techniques, 3e**
  - Text: 978-1-4239-2718-1
  - Instructor Resources: 978-1-4239-2719-8
  - Online Companion: [scsite.com/web3e](http://scsite.com/web3e)

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### The Business of Technology: Digital Desktop Publishing

<table>
<thead>
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<th>ISBN</th>
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<td>Text</td>
<td>978-0-538-44451-4</td>
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<tr>
<td>Online Companion</td>
<td>academic.cengage.com/school/dtp</td>
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Multimedia

The Business of Design
DeSetto
Copyright 2009
Softcover, 4-color, 288 pages

- Offers a broad overview of potential career paths for designers.
- Offers readers real-world advice from some of the best designers in the business as well as advice from recent graduates.
- A good source of industry trends, new opportunities and new sources of competition.
- Gives aspiring creative professionals the knowledge necessary to understand the value, markets, opportunities, and importance of their work in the business world.
- A highly visual approach using real world, successful design examples.

The Business of Design

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The Business of Technology: Digital Multimedia, 2e
Lake, Bean
Copyright 2008
Hardcover, 4-color, 438 pages
Completion Time: 75+ hours

- Teaches students how to use business-standard software to get the most out of multimedia applications.
- Gives students a strong foundation in the concepts and practices of digital multimedia with a non-software-specific approach.
- Includes imaging and virtual reality, 3-D visualization, programming concepts and applications, input devices, and emerging technologies to give students coverage of the latest topics.
- Includes coverage of animation, as well as more coverage of video and sound.
- Emphasizes academic enrichment through math and reading to create a well-rounded learning experience.
- Covers copyrights and printing, as well as equipment care and maintenance through the appendices.

The Business of Technology: Digital Multimedia, 2e

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* Includes lesson plans and PowerPoint® presentations

For more solutions and to chat with fellow teachers, visit cengage.com/school
Microsoft Expression Web

• Engages students with the information they need to know, when they need to know it, with enhancements to the step-by-step instructions, a Q&A feature and improved call outs and screen shots students will be able to successfully navigate and retain new information.
• Features WSI/WG design interface of Expression Web and other tools such as task panes and dialog boxes to create and modify Web sites. CSS also introduces HTML and CSS code views to enhance students’ understanding of the back-end of Web site creation, allowing students to use these skills in both their professional and personal lives.
• Integration of the interactive activities and videos on the Online Companion, in conjunction with the end-of-chapter student’s assignment aid in retention of material through a variety of assessment.
• Plan Ahead feature employs real world scenarios and prepares students to create successful projects by encouraging them to think about what they are trying to accomplish before they begin.

TABLE OF CONTENTS

A. Getting Started with Expression Web
B. Creating a Web Site
C. Adding Text and Links
D. Structuring and Styling Text
E. Working with Pictures
F. Enhancing a Design with CSS
G. Design Site Navigation
H. Testing and Publishing Your Web Site
I. Working with Tables
J. Working with Forms
K. Working with Behaviors and Multimedia
L. Using Cool Tools
M. Advanced Typography Using CSS
N. Creating a Layout with CSS
O. Designing Like a Pro
P. Working with Dynamic Web Templates

ADDITIONAL VERSIONS

INTRODUCTORY: Chapters 1–3; 1 Special Feature; Appendices 978-0-538-47449-8
COMPLETE: Chapters 1–6; 2 Special Feature; Appendices 978-0-538-47448-1
New Perspectives on Microsoft Expression Web 3, Comprehensive
Bojack
Copyright 2011
Softcover, 4-color, XXXpages
Completion Time: 35+ hours

- A two-page spread at the start of each tutorial gives a visual look at the tasks and elements covered in the tutorial which can be used as a study guide before quizzes and tests.
- *ProSkills Boxes* tie design concepts with career relevancy by providing guidance on how to use the software in professional situations.
- *ProSkill Exercises* integrate the technology skills students learn with one or more of the today’s necessary professional skills, such as teamwork, written communication, verbal communication, problem solving and decision making.
- Key Steps highlight important points to help students pay close attention to completing the step correctly and avoid time-consuming rework.

**TABLE OF CONTENTS**

1. Getting Started
2. Formatting Text
3. Formatting with CSS
4. Working with Images
5. Working with Hyperlinks
6. Creating Interactivity
7. Creating Tables
8. Creating Forms
9. Creating Web Page Layouts and Publishing a Web Site

**ADDITIONAL VERSIONS**

**INTRODUCTORY:** Tutorials 1–6  978-0-538-74675-5

Additional Perspectives on Microsoft Expression Web 3, Comprehensive

**Text**  978-0-538-74674-8

**Instructor Resources**  978-0-538-74669-4

Digital Video
The Video Collection Revealed: Adobe Premiere, After Effects, Soundbooth and Encore CS
Keller
Copyright 2011
Hardcover, 4-color, 640 pages

- Comprehensively covers the four primary Adobe CS5 video editing applications.
- Data files on the back-of-book DVD let the user work step by step through real-world projects.
- Three integrated chapters focus on student projects, allowing for a natural integration of all the software applications.
- End-of-chapter projects reinforce critical skills introduced in each chapter while portfolio projects provide an opportunity for students to demonstrate their skills and creativity.

**TABLE OF CONTENTS**

1. Creating a Video Montage in Adobe Premiere Pro CS5
2. Working with Production Graphics in Adobe After Effects CS5
3. Editing a Musical Score in Adobe Soundbooth CS5
4. Creating a Documentary Using Premiere Pro and Soundbooth
5. Editing a PSA and Commercial Using Premiere Pro and After Effects CS5
6. Working with Special Effects to Enhance Viral Videos Using Adobe Premiere Pro and After Effects CS5
7. Creating an Electronic Portfolio Using Adobe Encore CS5

**ADDITIONAL VERSIONS**

**SOFTCOVER:**  978-1-4390-5758-2

**NEW!**

For more solutions and to chat with fellow teachers, visit [cengage.com/school](http://cengage.com/school)
• Provides a complete overview of digital video technology, explaining its terminology, concepts and techniques.
• Provides a straight-forward approach to a complex software program.
• Demonstrates how to capture and edit video, create motion and effects, use layers and transparency, and render and export.
• Features a back-of-book DVD, which includes resources, tutorials, a trial version of FX Factory, product information, special offers and more.

Digital Video Essentials: Apple Final Cut Pro 6
Rysinger
Copyright 2009
Softcover, 4-color, 320 pages

• Step-by-step instruction reinforces valuable movie-making concepts and helps readers follow along easily with each topic.
• Projects allow readers to demonstrate their creativity while learning how to apply their recently acquired skills.
• Screen shots provide visual support for the step-by-step instructions.
• End-of-lesson review exercises, including Web Projects and true or false questions to emphasize the skills and concepts covered in that chapter.

TABLE OF CONTENTS
1. Exploring Windows Movie Maker
2. Importing Media
3. Organizing Elements
4. Editing the Movie
5. Adding Sounds and Text
6. Publishing the Movie

Digital Video BASICS
Schaefermeyer
Copyright 2008
Hardcover, 4-color, 350 pages
Completion Time: 20+ hours

• Contains 10 lessons and 3 Unit Reviews, sufficient material for a full course on digital video.
• Takes a step-by-step approach in breaking down digital video concepts to keep students engaged throughout each lesson.
• Gives students hands-on experience in creating their own digital videos.
• Provides extensive end-of-chapter reinforcement, including review questions, critical-thinking problems, review projects, and more!

Digital Video BASICS
Text 978-1-4188-6513-9
Instructor Resources 978-1-4239-0394-9
Covers everything from the essentials of HTML to defining, creating, and using JavaScript.

Ideal for any introductory Web page design class that combines HTML and JavaScript programming.

Offers an abundance of interesting and challenging end-of-lesson activities to gauge student performance.

Case Studies allow students to apply the skills they have learned.

Developed by educators for educators.

**TABLE OF CONTENTS**

**Unit 1: HTML Basics**
1. Quick HTML Know-How
2. HTML Organization Techniques
3. HTML Power Techniques
4. HTML Structural Design Techniques
5. Cascading Style Sheets

**Unit 1 Review**

**Unit 2: JavaScript Basics**
6. What is JavaScript?
7. Using Images with JavaScript
8. Creating Forms with JavaScript
9. Using JavaScript with Frames
10. Using JavaScript with CSS

**Unit 2 Review**

**NEW! HTML and JavaScript BASICS, 4e**

*Text* 978-0-538-74235-1
*Instructor Resources* 978-0-538-74236-8
*Review Pack* 978-0-538-74237-5

**NEW! HTML, XHTML, CSS: Comprehensive Concepts and Techniques, 6e**

*Text* 978-0-538-74745-5
*Instructor Resources* 978-0-538-74755-4
*Online Companion* scsite.com/html6e

Contains twelve chapters and five appendices that offer comprehensive coverage of HTML, including the Web development life cycle, Web page creation using HTML, creating lists, creating links, inserting images, and formatting text.

Offers a new Plan Ahead feature which prepares students to create successful projects by encouraging them to think about what they are trying to accomplish before they begin.

Gives students the information they need to know, when they need to know it, through enhancements to the step-by-step instructions, a new Q&A feature, and improved call-outs on screenshots.

Engages students with new Experimental steps, which encourage them to go beyond step-by-step instructions, to explore and experiment with HTML code.

NEW Special feature on how to convert Web page frames to another technique.

**TABLE OF CONTENTS**

1. Introduction to HTML, XHTML, CSS
2. Creating and Editing a Web Page Using Inline Styles
3. Creating Web Pages with Links, Images, and Embedded Style Sheets
4. Creating Tables in a Web Site Using External Style Sheet Special Feature: Attracting Visitors to Your Web Site
5. Creating an Image Map
6. Creating a Form on a Web Page
7. Using Advanced Cascading Style Sheets
8. Multimedia Special Feature: Converting Frames on Your Web Site
9. Integrating JavaScript and HTML
10. Creating Pop-Up Windows, Adding Scrolling Messages, and Validating Forms
11. Using the Document Object Model (DOM) to Enhance Web Pages
12. Creating and Using XML Documents

**Appendices**
A: HTML Quick Reference
B: Browser-Safe Color Palette
C: Accessibility Standards and the Web
D: CSS Properties and Values
E: Publishing Web Pages to a Web Server
F: JavaScript Quick Reference
G: XML Quick Reference

**ADDITIONAL VERSIONS**

**INTRODUCTORY**:
*Chapters 1–4; Appendices A–C* 978-0-538-74746-2

**COMPLETE**:
*Chapters 1–8; Appendices A–D* 978-0-538-74745-5

For more solutions and to chat with fellow teachers, visit cengage.com/school
New Perspectives on Creating Web Pages with HTML, XHTML, and XML, 3e
Carey
Copyright 2010
Softcover, 4-color, 992 pages
Completion Time: 40+ hours

- Gives students hands-on experience in learning HTML, CSS, JavaScript, and XML with interactive Web pages.
- Enhances student learning with a new Online Companion at www.cengage.com/coursetechnology/carey featuring additional resources for exploration.
- Increases retention with new case scenarios and end-of-tutorial exercises.
- Features reorganized and updated content based on instructor and author feedback.
- Explores how to create XML documents using custom and standard vocabularies and how to create compound documents that involve several namespaces.
- Prepares students to code Web pages from scratch using a simple text editor with comprehensive, easy-to-follow instructions.

New Perspectives on Creating Web Pages with HTML, XHTML, and XML, Comprehensive, 3e

Text 978-0-4958-0640-0
Instructor Resources 978-0-4958-0651-6

New Perspectives on HTML and XHTML, Comprehensive, 5e
Carey
Copyright 2009
Softcover, 4-color, 768 pages
Completion Time: 40+ hours

- Prepares students to code Web pages from scratch using a simply text editor with comprehensive, easy-to-follow instructions.
- Interactive Web pages give students hands-on experience in learning HTML and CSS.
- Offers a new design with tips on best practices and Insight Boxes to explore advanced concepts.
- Teaches students how to create well-formed documents that are compliant with XHTML 1.0 standards.
- Fosters student confidence with a clear lesson progression that introduces concepts such as inline styles in the beginning, then expands on them in subsequent tutorials.
- Covers Web accessibility and Section 508 guidelines in a new appendix.

New Perspectives on HTML and XHTML, Comprehensive, 5e

Text 978-1-4239-2546-0
Instructor Resources 978-0-538-74651-0

New Perspectives on HTML, XHTML, and Dynamic HTML, Comprehensive, 4e
Carey
Copyright 2010
Softcover, 4-color, 1109 pages
Completion Time: 65+ hours

- Includes numerous new cases throughout the tutorials and end-of-chapter exercises, providing realistic, current scenarios to engage students’ interest and allow them to explore the practical applications of key concepts.
- Provides comprehensive instruction on HTML, XHTML, and DHTML using the New Perspectives Series’ signature case-based, problem-solving approach, which makes even complex material more interesting and easier to master.
- Teaches students how to create and validate well-formed documents that are compliant with XHTML standards.
- The student online companion site enhances learning by providing additional resources for exploration, allowing students to seek further information or support in areas of interest or uncertainty.

New Perspectives on HTML, XHTML, and Dynamic HTML, Comprehensive, 4e

Text 978-1-4239-2543-9
Instructor Resources 978-1-4239-2547-7

New Perspectives on Blended HTML, XHTML, and CSS, 2e
Bojack
Copyright 2011
Softcover, 4-color, 512 pages
Completion Time: 35+ hours

- Focuses on achieving page layouts through CSS positioning, which more closely reflects the way real-world applications are built.
- Integrates CSS right from the start, allowing students to feel confident about their knowledge of CSS upon completion of the course.
- Reflects the signature New Perspectives Series’ pedagogical elements with updates to the interior that include Margin Tips, InSight boxes, and Reality Check exercises.
- Includes new coverage of fixed layouts, adding multimedia, and forms.

New Perspectives on Blended HTML, XHTML, and CSS, 2e

Text 978-0-538-74633-5
Instructor Resources 978-0-538-74641-0
Review Pack 978-0-538-74605-2
New Perspectives on JavaScript and AJAX, Comprehensive, 2e

Carey, Canovatchel
Copyright 2010
Softcover, 4-color, 816 pages
Completion Time: 45+ hours

- Teaches students how to apply JavaScript and AJAX concepts to create real-world applications, including financial information and creating a working online shopping cart.
- Contains detailed coverage of foundation concepts, such as objects, expressions, arrays and loops.
- Provides Demo pages, an interactive way for students to learn JavaScript and AJAX.
- Helps students review basic HTML, XHTML, and CSS concepts in two review tutorials and an extended appendix listing markup tags, style elements, and JavaScript commands.
- Includes an appendix on common JavaScript programming mistakes, capturing errors, and debugging code.

TABLE OF CONTENTS

1. Programming with JavaScript
2. Working with Operators and Expressions
3. Working with Arrays, Loops, and Conditional Statements
4. Working with Objects and Styles
5. Working with Forms and Regular Expressions
6. Working with the Event Model
7. Working with Dynamic Content and Styles
8. Designing Slideshows and Rollovers
9. Storing Data with Cookies
10. Creating Pop-Up Windows and Frames
11. Exploring Object-Oriented JavaScript
12. Working with AJAX

Appendices
A: Reviewing the Principles of XHTML
B: Reviewing the Principles of CSS
C: HTML and XHTML Elements and Attributes
D: Cascading Style Sheets
E: JavaScript Objects, Properties, Methods, and Event Handlers
F: JavaScript Operators, Keywords, and Syntactical Elements
G: Exploring Filters and Transitions

New Perspectives on JavaScript and AJAX, Comprehensive, 2e

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Internet/Browsers

Internet Explorer 8
Windows Internet Explorer 8: Introductory Concepts and Techniques XXX
Microsoft Internet Explorer 8—Illustrated Essentials XXX

Introduction to the Internet
Discovering the Internet: Complete Concepts and Techniques, 3e XXX
New Perspectives on the Internet, 8e, Comprehensive XXX
The Internet—Illustrated, 6e XXX

Internet Research
Internet Research—Illustrated, 5e XXX

Web 2.0
Web 2.0: Concepts and Applications XXX
Web 2.0: Making the Web Work for You—Illustrated XXX
Internet Explorer 8

Windows Internet Explorer 8: Introductory Concepts and Techniques
Shelly, Freund
Copyright 2009
Softcover, 4-color, 264 pages
Completion Time: 15+ hours

- Gives students an introduction to Internet Explorer 8, including coverage of Web Research Techniques, Internet Communication, Internet security and citing Web sources.
- Includes coverage of two exciting new Internet Explorer 8 features: Activities and Web Slices.
- Gives students the information they need to know when they need to know it, through enhancements to the step-by-step instructions, Q&A features and improved call-outs on screenshots.
- Engages students with Experiment steps, which encourage them to go beyond step-by-step instructions.
- Increases students’ retention with end-of-chapter exercises, including Extend Your Knowledge, which emphasize problem-solving and experimentation.

**TABLE OF CONTENTS**

1. Introduction to Windows Internet Explorer
2. Internet Research Techniques and Search Engines
3. Internet Communication

Appendices
A: Internet Options
B: Signing up for a Free Web-Based E-mail Account
Quick Reference Summary

Microsoft Internet Explorer 8—Illustrated Essentials
Pinard
Copyright 2010
Softcover, 4-color, 72 pages
Completion Time: 6+ hours

- Gets students up to speed quickly on navigating, exploring, and searching the World Wide Web using Microsoft Internet Explorer 8.
- Teaches important skills at a glance with its highly visual, two-page spread layout.
- Helps students get hands-on with the World Wide Web through Independent Challenges in the end-of-unit material.
- Offers just the right content for a short course or one day seminar, instructor-led or self-paced training.
- Integrates into your course easily with our extensive Instructor Resources.

**TABLE OF CONTENTS**

A. Getting Started with Internet Explorer 8
B. Getting the Most from Internet Explorer 8

Microsoft Internet Explorer 8—Illustrated Essentials

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Windows Internet Explorer 8: Introductory Concepts and Techniques

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Discovering the Internet: Complete Concepts and Techniques, 3e
Shelly, Napier, Rivers
Copyright 2010
Softcover, 4-color, 476 pages
Completion Time: 35+ hours

- Contains seven chapters and one appendix that provide thorough coverage of the Internet and the World Wide Web.
- Includes coverage of new features in Windows Internet Explorer 8.
- Provides a broad understanding of the most up-to-date functions, Internet resources, and topics such as security, personal and business blogs, RSS, privacy, copyright, and fair use.
- Offers extensive hands-on activities throughout the text, including updated Facts@Hand, @Source, and @Issue content, assuring students have an accurate understanding of concepts to get started on the Internet.
- Reinforces Internet concepts and skills with comprehensive end-of-chapter exercises that require critical thinking.

TABLE OF CONTENTS
1. Into the Internet
2. Browsing the Web
3. Searching the Web
4. Communicating Online
5. Getting More Out of the Internet
6. Understanding Internet Technologies and Security
7. Understanding E-Business
Appendices
A: Exploring Other Browsers

ADDITIONAL VERSIONS
BRIEF: Chapters 1–4, Appendices 978-1-4390-7966-9

New Perspectives on the Internet, 8e, Comprehensive
Schneider, Evans
Copyright 2011
Softcover, 4-color, 648 pages
Completion Time: 40+ hours

- Covers the latest software, including Internet Explorer 8, Mozilla Firefox 3, and Google Chrome.
- Includes a tutorial on Outlook Express and Windows Mail.
- Covers topics most relevant to today’s students and asks them to think critically about the Internet tools they use — from e-mail to user-generated content.
- Provides basic through advanced Internet concepts information and is perfect for a browser-generic, full-semester course on the Internet.
- Features Student Edition Labs in the Online Companion to give students a hands-on, multimedia approach to learning skills.

TABLE OF CONTENTS
1. Browser Basics
2. Basic Communication on the Internet: E-mail
3. Webmail
4. Searching the Web
5. Information Resources on the Web
6. Real-Time Communication on the Internet
7. Security on the Internet and the Web
8. Mass Communication on the Internet
9. Creating Effective Web Pages
10. Electronic Commerce
Appendices
A: The Internet and the World Wide Web
B: Microsoft Office Outlook Express
Additional Research Assignments (1-8)

ADDITIONAL VERSIONS
INTRODUCTORY: Tutorials 1–5; Appendices and Additional Assignments 1–4 978-0-538-74496-6

For more solutions and to chat with fellow teachers, visit cengage.com/school
• Offers a browser-independent approach to learning Internet skills and concepts
• Covers security and societal topics such as spyware, phishing, evaluating Web resources, and protecting your identity and reputation online.
• Comes with an Online Companion, which is a portal to study guides, quizzes, games and more!

**TABLE OF CONTENTS**

A. Understanding Internet Basics
B. Understanding Browser Basics
C. Using E-mail
D. Searching the Web
E. Getting Information from the Web
F. Communicating on the Web
G. Downloading Programs and Sharing Files
H. Extending Browser Capabilities
I. Increasing Web Security

**Appendix:** Using Other E-mail Programs

**Internet Research**

• Features the reader-friendly Illustrated Series’ two-page spread format, which provides succinct lessons with instructions on the left page and large, full-color screenshots on the right page.
• Makes concepts relevant with end-of-chapter Independent Challenges and Visual Workshops.
• Makes a great reference for future use, thanks to its concise content and streamlined design.
• Comes with an Online Companion, which is a portal to study guides, quizzes, games, and more!

**TABLE OF CONTENTS**

A. Searching the Internet Effectively
B. Constructing Complex Searches
C. Browsing Subject Guides
D. Finding Specialty Information
Web 2.0: Concepts and Applications
Shelly, Frydenberg
Copyright 2011
Softcover, 4-color, 312 pages
30+ hours

- Engaging coverage of the most commonly used Web 2.0 skills and concepts including blogging, RSS feeds, and social networking, providing students with a solid understanding of how to integrate Web 2.0 tools in their professional and personal lives.
- Explore Exercises provide students with hands-on experiential learning that will aid in retention of skills and concepts.
- Integration of student blogs and class wikis so that students can learn through applying the skills.
- Discussion of social and business uses of Web 2.0 applications, illustrating the relevancy of these skills to students lives.

TABLE OF CONTENTS
1. The Web Becomes 2.0
2. Publishing Online
3. Syndicating Content
4. Organizing Digital Information
5. Connecting People
6. Linking Data

Web 2.0: Making the Web Work for You—Illustrated
Hosie-Bounar, Waxter
Copyright 2011
Softcover, 4-color, 120 pages
12+ hours

- Makes Web 2.0 topics relevant to students’ academic lives with instruction on evaluating research results and finding media for projects.
- Teaches students to collaborate and share information over the Web.
- Discusses the importance and consequences of perfecting your online persona.
- Gives plenty of assessment and practice opportunities.
- Perfect for teacher training courses! This streamlined book gets teachers up to speed on the latest Web 2.0 tools and uses in their classroom.

TABLE OF CONTENTS
A. Research 2.0
B. Finding Media for Projects
C. Collaborating and Sharing Information
D. Perfecting Your Persona

CAN WE EDIT DOWN THESE 2 titles to fit in one column?
Office Suites

**Microsoft Office 2010**
- Microsoft Office 2010: Introductory
- Microsoft Office 2010 Fundamentals
- Practical Microsoft Office 2010
- Microsoft Office 2010: Introductory
- Microsoft Office 2010: Advanced
- Microsoft Office 2010: Post-Advanced
- Microsoft Office 2010—Illustrated Introductory, First Course
- Microsoft Office 2010—Illustrated Second Course
- Microsoft Office 2010—Illustrated Third Course
- Microsoft Office 2010—Illustrated Fundamentals
- Upgrading to Microsoft Office 2010
- New Perspectives on Microsoft Office 2010, First Course
- New Perspectives on Microsoft Office 2010, Brief
- New Perspectives on Microsoft Office 2010, Second Course

**Microsoft Office 2010 Projects**
- Microsoft Office 2010 Fundamentals Project Binder
- DigiTools Communications, Information and Technology Skills, 3e

**Microsoft Office 2007**
- Microsoft Office 2007: Introductory
- Microsoft Office 2007: Advanced Concepts and Techniques
- Microsoft Office 2007 – Illustrated Introductory Video Companion
- Microsoft Office 2007 – Illustrated Second Course
- Microsoft Office 2007 – Illustrated Brief
- Upgrading to Microsoft Office 2007 – Illustrated Brief
- Microsoft Office 2007 Fundamentals
- Performing with Microsoft Office 2007: Introductory
- Practical Office 2007
- Microsoft Certified Application Specialist: Office 2007 Edition
- The Business of Technology: DigiTools – Technology Application Tools, 3e
- Integrated Computer Applications, 5e
- Microsoft Office 2007 Fundamentals Project Binder
- Performing the Projects for the Entrepreneur: Microsoft Office 2007

For more solutions and to chat with fellow teachers, visit [cengage.com/school](http://cengage.com/school)
Microsoft® Office 2010 – A New Way to Create, Connect, and Collaborate

Microsoft® Office 2010 gives people new powerful ways to create and share their best work, whether they are on a computer, Web browser, or Smartphone. Streamlined document tools, customizable templates, and cutting-edge photo and video editing capabilities allow people to create inspiring documents and presentations. New co-authoring capabilities allow multiple users to work and collaborate from different locations at the same time. Enhancements and new features to the Office Suite make everyday actions easier than ever, and with more ways to access and edit files, putting you more in control.

Cengage Learning: Your Source for Office 2010

As the leader in information technology education, Course Technology is gearing up for the arrival of Microsoft® Office 2010. The new Office suite promises to further change the way people create, connect and collaborate. Our solutions will help you teach your students how to use the latest technologies to enhance their productivity and success.

Unparalleled Professional Development

On top of developing new courseware solutions for Office 2010, we also want to provide you with timely professional development opportunities so that you can stay up-to-date on the latest information regarding new technologies. That is why we take great pride in providing you with a collection of unmatched live and online events that help better prepare you for teaching students. From our annual Conference, to a series of regional one-day Forums, and online Webinars, we have development opportunities for all of your needs.

If you are interested in learning more about Office 2010 and Windows® 7 as well as our solutions for each, visit our community site at www.cengage.com/community/office2010 for more information including videos, reviews, forums, and product information.
Courseware Solutions at a Glance

Pasewark and Pasewark

Make learning enjoyable yet challenging. Provides a thorough introduction of the most important Microsoft Office 2010 skills to beginning computer users. A flexible format makes it ideal for classrooms with students who have varying abilities. Step-by-step exercises, review exercises, case projects, integration lessons, and a Capstone project enhance the student learning experience. Students increase retention and develop skills individually or in a team setting using strong end-of-lesson material and exercises.

Fundamentals

Teach your introductory level class the essentials of the Microsoft Office 2010 software applications. As part of the Origins Series, this text is ideal... text is ideal for inexperienced computer users who need to learn Microsoft Office 2010 skills for everyday life. Although introductory in nature, this text is comprehensive enough to cover the most important features of Word, Excel, PowerPoint, Access, and Publisher with step-by-step exercises, large full-color screenshots, and extensive end-of-lesson materials.

Shelly Cashman Series®

Known for its project-based approach, the Shelly Cashman Series® is perfect for students who want to learn skills in a real-world context. Step-by-step instructions make it nearly impossible for students to lose their way. Full-color screenshots with callouts help students visualize what they should see on their screen as they work through a project. Extensive end-of-chapter exercises provide assessment options while enhancing student retention.

Illustrated Series

Loved by instructors for its visual and flexible way to build computer skills, the Illustrated Series is ideal for teaching both computer rookies and hotshots. Each two-page spread focuses on a single skill, making information easy-to-follow and absorb. Large, full-color illustrations represent how the students' screen should look. Concise text introduces the basic principles of the lesson and integrates a case study for further application.

New Perspectives Series

With the New Perspectives’ critical-thinking, problem-solving approach, students will gain a comprehensive understanding of the software and will learn how to take advantage of the flexibility it offers. Case-based tutorials challenge tutorials challenge students to apply what they are learning to real-life tasks, preparing them to easily transfer skills to new situations. With New Perspectives, students understand why they're learning what they're learning and are better situated to retain skills beyond the classroom.

SAM (Skills Assessment Manager)

SAM has been consistently growing and reinventing itself as the premier testing, training and project-based homework solution since its inception in 1997. Over the years, we have adapted to technology changes — this latest release of Office 2010 is no exception. SAM 2010 will bring you realistic simulations so that you can accurately determine your students’ retention and application of valuable software skills. With over 40 million exams administered, over 3 million projects graded, over 3,000 schools using SAM, and consistently over 60,000 users per day, we offer a technology solution that has gained worldwide acceptance as an accurate method to test and train on software skills.
Microsoft Office 2010: Introductory
Pasewark and Pasewark, Biheller Bunin, Evans, Pinard, Romer

Introduce your students to Microsoft Office 2010 with the books teachers know and trust from the award-winning authors, Pasewark and Pasewark, along with contributing authors Rachel Biheller Bunin, Jessica Evans, Katherine T. Pinard, and Robin M. Romer. This text includes features that make learning easy and enjoyable, yet challenging for learners. Students will be engaged with activities that range from simulations to case studies that challenge and sharpen problem-solving skills.

• Offers a flexible format making this book ideal for classrooms with students who have varying abilities.
• Provides numerous step-by-step exercises, review exercises, case projects, integration lessons, and a Capstone project to enhance students’ learning experiences.
• Helps students develop skills individually or in a team setting using strong end-of-lesson material, including Command Skills, Concepts Skills, Concepts Review, and On-the-job simulations.
• Gives students additional information and guidance through Did You Know? boxes, Net Tips boxes, and Important boxes.
• Increases student’s retention of skills through end-of-lesson exercises including lesson summary, vocabulary, and review questions.
• Includes an Online Companion Web site with exercises and hands-on labs for additional student learning.

Microsoft Office 2010: Introductory
Pasewark and Pasewark, Biheller Bunin, Evans, Pinard, Romer
Copyright 2011
Hardcover, 4-color, 950 pages
Completion Time: 70+ hours

NEW!

Microsoft Office 2010: Introductory
Pasewark and Pasewark, Biheller Bunin, Evans, Pinard, Romer

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Microsoft Office 2010: Introductory

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For more information, up-to-date prices, or to order, call 800.354.9706
For more solutions and to chat with fellow teachers, visit cengage.com/school

Microsoft Office 2010

Microsoft Office 2010 Fundamentals
Walls, Story
Copyright 2011
Hardcover, 4-color, 544 pages
Completion Time: 70+ hours

- Covers the primary features and commands of each application in self-contained units, which are comprised of multiple lessons.
- Emphasizes learning-by-doing with step-by-step exercises that allow students to apply the skills covered in that lesson.
- Illustrates concepts with large, full-color screen shots that will help students visualize each step.
- Comes with extensive end-of-lesson material such as multiple-choice exercises, individual and teamwork projects, and Critical Thinking activities, which are designed to give students extra practice on skills and concepts covered in that lesson.

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1. Understanding Integration Basics

Appendices
A: Windows 7 Basics
B: Outlook Basics

Practical Microsoft Office 2010
Parsons, Oja
Copyright 2011
Softcover, 4-color, 232 pages

- Contains an interactive BookOnCD featuring animations, screen tours, and plenty of hands-on practice activities in a simulated Office 2010 environment.
- Frequently Ask Questions found in each chapter help students focus on what they really need to know in each application.
- A 60-page section of projects at the end of the book offers students the chance to apply their Office 2010 skills using the actual software (Note: Users must have Microsoft Office 2010 software to complete projects.)

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Microsoft Office 2010 Fundamentals

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| Instructor Resources CD      | 978-0-538-47247-0 |
| Review Pack                  | 978-0-538-47209-8 |
Microsoft Office 2010: Introductory

Shelly, Vermaat
Copyright 2011
Hardcover, 4-color, 1432 pages
Completion Time: 60+ hours

• Offers a new Plan Ahead feature which prepares students to create successful projects by encouraging them to think about what they are trying to accomplish before they begin.

• Gives students the information they need to know, when they need to know it, through enhancements to the step-by-step instructions, a new Q&A feature, and improved call-outs on screenshots.

• Increases students’ retention with brand new end-of-chapter exercises, including Make It Right, Extend Your Knowledge, and Make It Personal, which emphasize problem-solving and experimentation.

• The proven Shelly Cashman Series® pedagogy of step-by-step, screen-by-screen instruction with a project orientation to teach introductory Office 2010 skills.

• Gives students an introduction to the core Microsoft Office 2010 applications, computer concepts, Windows 7, Outlook, and integration skills.

• Engages students with new Experimental steps, which encourage them to go beyond step-by-step instructions to take advantage of the features in the Microsoft Office 2010 new user interface.

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C: Microsoft Business Certification Program
Capstone
SAM Projects

ADDITIONAL VERSIONS

INTRODUCTORY: (softcover, spiral-bound) 978-1-4390-7841-9

Microsoft Office 2010: Introductory

Text 978-1-4390-7838-9
Instructor Resources 978-1-4390-7850-1
Online Companion scsite.com/off2010

For more information, up-to-date prices, or to order, call 800.354.9706
A step-by-step, screen-by-screen approach allows students to successfully learn and retain information to be used in their personal and professional lives.

- New opening chapters present essential Office 2010 and Windows® 7 skills preventing repetitive coverage of basic skills in the applications chapters and providing students with a strong base for further learning.
- Expanded coverage of PowerPoint and Outlook provides a thorough introduction to these applications and gives exposure to the numerous enhancements made to Office 2010.

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5. Creating, Sorting, and Querying a Table.
6. Working with Multiple Worksheets and Workbooks.

ACCESS 2010
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OUTLOOK 2010

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C: Saving to the Web Using Windows Live SkyDrive.
Capstones (replaces Integration case studies).

Microsoft Office 2010: Advanced
Text 978-1-4390-7855-6
Instructor Resources 978-1-4390-7850-1
Online Companion scsite.com/off2010

Microsoft Office 2010: Post-Advanced
Text 978-1-4390-7899-0
Instructor Resources 978-1-4390-7850-1
Online Companion scsite.com/off2010
Microsoft Office 2010

Illustrated Series — Microsoft Office 2010
www.cengage.com/ct/illustrated

For both the computer hotshots and computer rookies — Microsoft Office 2010 Illustrated Series appeals to all learners in your classroom, covering the essential information that students need to know now. Our signature two-page spread design has been updated and refreshed to take full advantage of the new features of the Office 2010 software. This practical, easy-to-navigate books provides students with the essential knowledge they need to succeed in both the classroom and beyond.

• Easy-to-follow and easy-to-absorb two-page spread lessons appeal to a wide variety of learning styles.
• Increased coverage of research in Word Unit D gives students hands-on experience crafting research papers, helping students to retain and apply skills outside of the classroom.
• End-of-chapter Independent Challenges and Visual Workshops make concepts relevant for users and easier to understand through hands-on applications and detailed explanations.
• Quick Tips and Trouble boxes within the step-by-step instructions help students avoid typical errors and pitfalls.
• Clues to Use boxes offer concise information that expands on the lesson skill or describes a related task, adding context to skills and concepts.

Microsoft Office 2010—
Illustrated Introductory, First Course
Beskeen, Cram, Duffy, Friedrichsen, Eisner Redding
Copyright 2011
Hardcover, spiral-bound,
4-color, 680 pages
Completion Time: 75+ hours

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A. Getting Started with E-Mail
B. Managing Information Using Outlook

Appendix: Working with SkyDrive and Office Web Apps
Microsoft Office 2010—Illustrated Second Course
Beskeen, Cram, Dufy, Friedrichsen, Wermers
Copyright 2011
Softcover, 4-color, 488 pages
Completion Time: 60+ hours

• Builds upon the Microsoft Office 2010 - Illustrated Introductory, First Course text, providing coverage of more advanced skills for Office 2010 applications.
• Includes an appendix on Windows SkyDrive and Cloud Computing.
• Easy-to-follow and easy-to-absorb two-page spread lessons appeal to a wide variety of learning styles.
• End-of-chapter Independent Challenges and Visual Workshops make concepts relevant for users and easier to understand through hands-on applications and detailed explanations.
• Quick Tips and Trouble boxes within the step-by-step instructions help students avoid typical errors and pitfalls.
• Clues to Use boxes offer concise information that expands on the lesson skill or describes a related task, adding context to skills and concepts.

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Microsoft Office 2010—Illustrated Third Course
Text 978-0-538-74815-5
Instructor Resources 978-0-538-74816-2

For more solutions and to chat with fellow teachers, visit cengage.com/school
• SkyDrive appendix covers how to store and share files with almost anyone anywhere!
• Easy-to-follow and easy-to-absorb two-page spread lessons appeal to a wide variety of learning styles.
• End-of-chapter Independent Challenges and Visual Workshops make concepts relevant for users and easier to understand through hands-on applications and detailed explanations.
• Quick Tips and Trouble boxes within the step-by-step instructions help students avoid typical errors and pitfalls.
• Clues to Use boxes offer concise information that expands on the lesson skill or describes a related task, adding context to skills and concepts.

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Appendix: Working With SkyDrive

Microsoft Office 2010—Illustrated Fundamentals
Hunt, Waxer
Copyright 2011
Softcover, 4-color, 424 pages
Completion Time: 45+ hours

An Upgrading Task Reference shows comparisons between commands in Office 2007 and Office 2010 to help students make the transition.
• Tightly integrated with SAM 2007 v6.0 to provide assessment and training opportunities on Office 2010 tasks.
• Easy-to-follow and easy-to-absorb two-page spread lessons appeal to a wide variety of learning styles.
• End-of-chapter Independent Challenges and Visual Workshops make concepts relevant for users and easier to understand through hands-on applications and detailed explanations.
• Quick Tips and Trouble boxes within the step-by-step instructions help students avoid typical errors and pitfalls.
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B: Working with SkyDrive and Office Web Apps

Upgrading to Microsoft Office 2010
Cozzola, Clemens, Waxer
Copyright 2011
Softcover, 4-color, 62 pages
Completion Time: 12+ hours

For more information, up-to-date prices, or to order, call 800.354.9706
New Perspectives Series — Microsoft Office 2010
www.cengage.com/ct/newperspectives

Prepare your students to master the unprecedented capabilities of Microsoft Office 2010 with the New Perspectives Series! With our critical thinking, problem-solving approach, students will gain a comprehensive understanding of the software and will learn how to capitalize on the flexibility it offers. The case-based tutorials challenge students to apply what they are learning to real-life tasks, preparing them to easily transfer skills to new situations. With the New Perspectives Series approach, students understand why they’re learning what they’re learning, and are better situated to retain skills beyond the classroom.

New Perspectives on Microsoft Office 2010, First Course,
Shaffer, Carey, Parsons, Oja, Finnegan
Copyright 2011
Softcover, 4-color, 1032 pages
Completion Time: 65+ hours

- New business case scenarios keep students engaged throughout the tutorials, providing a real-world context in which they can apply the concepts and skills presented.
- A two-page spread at the start of each tutorial – gives a visual look at the tasks and elements covered in the tutorial and can be used as a study guide before quizzes and tests.
- ProSkills Boxes tie Office 2010 concepts with career relevancy by providing guidance on how to use the software in professional situations.
- ProSkills Exercises integrate technology skills with professional skills, further grounding concepts in reality. ProSkills exercises include topics such as teamwork, written communication, verbal communication, problem solving, and decision making.
- Key Steps highlight important points to help students pay close attention to completing the step correctly and avoiding time-consuming rework.

New Perspectives Series — Microsoft Office 2010
www.cengage.com/ct/newperspectives

Prepare your students to master the unprecedented capabilities of Microsoft Office 2010 with the New Perspectives Series! With our critical thinking, problem-solving approach, students will gain a comprehensive understanding of the software and will learn how to capitalize on the flexibility it offers. The case-based tutorials challenge students to apply what they are learning to real-life tasks, preparing them to easily transfer skills to new situations. With the New Perspectives Series approach, students understand why they’re learning what they’re learning, and are better situated to retain skills beyond the classroom.

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- Key Steps highlight important points to help students pay close attention to completing the step correctly and avoiding time-consuming rework.

New Perspectives on Microsoft Office 2010, First Course
Text 978-0-538-74653-3
Instructor Resources 978-0-538-74310-5

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New Perspectives on Microsoft Office 2010, Brief
Shaffer, Carey, Finneghan, Adamski, Zimmerman
Copyright 2011
Softcover, 4-color, 88 pages
Completion Time: 10+ hours

• New business case scenarios keep students engaged throughout the tutorials, providing a real-world context in which they can apply the concepts and skills presented.
• A two-page spread at the start of each tutorial – gives a visual look at the tasks and elements covered in the tutorial and can be used as a study guide before quizzes and tests.
• ProSkills Boxes tie Office 2010 concepts with career relevancy by providing guidance on how to use the software in professional situations.
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New Perspectives of Microsoft Office 2010, Second Course
Text 978-0-538-74309-9
Instructor Resources 978-0-538-74312-9

• Business case scenarios keep students engaged throughout the tutorials, providing a real-world context in which they can apply the concepts and skills presented.
• A two-page spread at the start of each tutorial – gives a visual look at the tasks and elements covered in the tutorial and can be used as a study guide before quizzes and tests.
• ProSkills Boxes tie Office 2010 concepts with career relevancy by providing guidance on how to use the software in professional situations.
• ProSkills Exercises integrate technology skills with professional skills, further grounding concepts in reality. ProSkills exercises include topics such as teamwork, written communication, verbal communication, problem solving, and decision making.

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New Perspectives of Microsoft Office 2010, Second Course
Text 978-0-538-74309-9
Instructor Resources 978-0-538-74312-9

For more information, up-to-date prices, or to order, call 800.354.9706
Microsoft Office 2010 Projects

Microsoft Office 2010 Fundamentals Projects Binder

Story, Walls
Copyright 2011
3-ring binder, 228 pages
Completion Time: 40+ hours

- Offers 150 cross-curricular projects on Microsoft Office Word, Excel, Access, PowerPoint, Publisher, and Integration.
- Consists of non-series specific projects so the binder can be used in conjunction with any Microsoft Office 2007 textbook.
- Provides step-by-step instructions so students can easily follow along throughout each project.
- Allows students to practically apply skills they have learned with hands-on projects that encourage critical-thinking.
- Serves as a helpful learning tool when used as a homework assignment, test-prep, or quiz.

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Front Matter
Word Projects
Excel Projects
PowerPoint Projects
Access Projects
Publisher Projects
Integration Projects
End Matter

DigiTools: Communication, Information, and Technology Skills, 3e

Barksdale
Copyright 2012
Hardcover, 4-color, 624 pages
Completion Time: 75+ hours

- Provides a thorough introduction to Microsoft Office 2007 and 2010.
- Teaches the proper way to key and format documents using proven instructional methods, while also emphasizing computer applications, such as word processing, presentations, spreadsheets, and database.
- Living in the Digital World feature covers online safety, social and professional networking, and cloud computing.
- Offers a full unit on keyboarding that includes instruction on new-key learning as well as skill building to build this important skill.
- Prepares students for life beyond high school with focused and comprehensive career planning and career portfolio building materials.

WHAT’S NEW!

- All activities now cover both Microsoft Office 2010 and 2007 for Windows 7!
- Google Doc applications provide alternative application.
- Offers critical thinking questions for discussion and collaboration.
- New end-of-chapter activities provide academic connections to math, communications/language arts, and career clusters topics.
- Ethics feature engages students with current, relevant questions for ethical decision making.
- Updated The Corporate View website, www.corporateview.com offers additional application of skills.

Microsoft Office 2010 Fundamentals Projects Binder

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DigiTools: Communication, Information, and Technology Skills, 3e

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Web site www.cengage.com/school/keyboarding/digitools
Microsoft Office 2007

**Pasewark and Pasewark**

- **Microsoft Office 2007: Introductory**
  - Instructor Resources: 978-1-4239-0401-4
  - Pasewark and Pasewark, Biheller Bunin, Evans, Pinard, Romer, Fisher, Wexer
  - Copyright 2008
  - Hardcover, 4-color, 952 pages
  - Completion Time: 70+ hours

**Illustrated Series**

- **Microsoft Office 2007—Illustrated Introductory, Windows Vista Edition**
  - ISBN: 978-1-4239-0514-1
  - Instructor Resources: 978-1-4239-0562-2
  - Beskeen, Cram, Duffy, Friedrichsen, Eisner Reding
  - Copyright 2008
  - Hardcover, spiral-bound, 4-color, 694 pages
  - Completion Time: 75+ hours

- **Microsoft Office 2007—Illustrated Introductory, Windows XP Edition**
  - Instructor Resources: 978-1-4188-6048-6
  - Beskeen, Cram, Duffy, Friedrichsen, Eisner Reding
  - Copyright 2008
  - Softcover, 4-color, 678 pages
  - Completion Time: 75+ hours

- **Microsoft Office 2007—Illustrated Introductory Video Companion**
  - ISBN: 978-1-4239-9954-6
  - Beskeen, Cram, Duffy, Friedrichsen, Eisner Reding
  - Copyright 2009
  - CD-ROM
  - Completion Time: 10+ hours

**Shelly Cashman Series®**

  - ISBN: 978-1-4239-2713-6
  - Instructor Resources: 978-1-4239-1226-2
  - Shelly, Cashman, Vermaat
  - Copyright 2008
  - Hardcover, 4-color, 1216 pages
  - Completion Time: 60+ hours

  - ISBN: 978-1-4188-4327-4
  - Instructor Resources: 978-1-4239-1225-5
  - Shelly, Cashman, Vermaat
  - Copyright 2008
  - Hardcover, 4-color, 1226 pages
  - Completion Time: 60+ hours

- **Microsoft Office 2007: Advanced Concepts and Techniques**
  - Instructor Resources: 978-1-4239-1226-2
  - Shelly, Cashman, Vermaat
  - Copyright 2008
  - Hardcover, spiral-bound, 4-color, 1120 pages
  - Completion Time: 60+ hours

- **Microsoft Office 2007: Post-Advanced Concepts and Techniques**
  - Instructor Resources: 978-1-4239-1226-2
  - Shelly, Cashman, Vermaat
  - Copyright 2008
  - Softcover, 4-color, 1064 pages
  - Completion Time: 55+ hours

**INDIVIDUAL APPLICATION VIDEO COMPANIONS**

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  - Introductory 978-0-324-78514-2

- **EXCEL:**
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  - Introductory 978-0-324-78513-5

- **POWERPOINT:**
  - Brief 978-0-324-78517-3
  - Introductory 978-0-324-78515-9

- **ACCESS:**
  - Brief 978-0-324-78551-7
  - Introductory 978-0-324-78515-9

**Microsoft Office 2007—Illustrated Second Course**

- ISBN: 978-1-4239-0513-4
  - Instructor Resources: 978-1-4239-2552-1
  - Beskeen, Cram, Duffy, Friedrichsen, Wermers
  - Copyright 2008
  - Hardcover, 4-color, 640 pages
  - Completion Time: 65+ hours

For more information, up-to-date prices, or to order, call 800.354.9706
Microsoft Office 2007

**Illustrated Series**

**Microsoft Office 2007—Illustrated Brief**
Instructor Resources: 978-1-4239-2554-5
Hunt, Waxer
Copyright 2008
Softcover, spiral-bound, 4-color, 346 pages
Completion Time: 45+ hours

**Upgrading to Microsoft Office 2007—Illustrated Brief**
ISBN: 978-1-4239-2566-8
Instructor Resources: 978-1-4239-2574-3
Cazzola, Clemens, Waxer
Copyright 2008
Softcover, 4-color, 144 pages
Completion Time: 15+ hours

**New Perspectives Series**

**New Perspectives of Microsoft Office 2007, First Course, Windows Vista Edition**
Instructor Resources: 978-1-4239-0633-9
Shaffer, Carey, Finnegan, Adamski, Ageloff, Zimmerman, Zimmerman
Copyright 2008
Softcover, 4-color, 992 pages
Completion Time: 65+ hours

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ISBN: 978-1-4239-0577-6
Instructor Resources: 978-1-4239-0633-9
Shaffer, Carey, Finnegan, Adamski, Ageloff, Zimmerman, Zimmerman
Copyright 2008
Softcover, 4-color, 1032 pages
Completion Time: 65+ hours

**Fundamentals Series**

**Microsoft Office 2007 Fundamentals**
ISBN: 978-0-324-78311-7
Instructor Resources: 978-0-324-78327-8
Walls, Story
Copyright 2010
Hardcover, 4-color, 400 pages
Completion Time: 70+ hours

**Performing Series**

**Performing with Microsoft Office 2007: Introductory**
Instructor Resources: 978-1-4239-0424-3
Blanc, Vento
Copyright 2008
Hardcover, 4-color, 1100 pages
Completion Time: 35+ hours

**New Perspectives of Microsoft Office 2007, First Course, Windows Vista Edition**
Instructor Resources: 978-1-4239-2554-5
Hunt, Waxer
Copyright 2008
Softcover, spiral-bound, 4-color, 346 pages
Completion Time: 45+ hours

**Microsoft Certified Application Specialist: Office 2007 Edition**
ISBN: 978-1-4239-0439-7
Instructor Resources: 978-0-324-59843-8
Bunin, Campbell, Clemens, Conrad, Ruffolo
Copyright 2008
Hardcover, spiral-bound, 2-color, 576 pages

**The Business of Technology: DigiTools—Technology Application Tools, 3e**
Instructor Resources: 978-0-538-73160-7
Barksdale
Copyright 2012
Hardcover, 4-color, 624 pages
Completion Time: 75+ hours

For more solutions and to chat with fellow teachers, visit cengage.com/school
Microsoft Office 2007 Projects

Integrated Computer Applications, 5e
ISBN: 978-0-538-73039-6
Instructor Resources: 978-0-538-73040-2
VanHuss, Forde, Woo
Copyright 2009
Softcover, top-spiral,
4-color, 688 pages
Completion Time: 75+ hours

Microsoft Office 2007 Fundamentals
Project Binder
ISBN: 978-0-538-45160-4
Instructor Resources: 978-0-538-45204-5
Story, Walls
Copyright 2010
3-ring binder, 256 pages
Completion Time: 40+ hours

Performing with Projects for the
Entrepreneur: Microsoft Office 2007
ISBN: 978-1-4239-0422-9
Instructor Resources: 978-1-4239-0423-6
Blanc, Vento
Copyright 2009
Spiral-bound, 4-color, 592 pages
# Office Applications

## Microsoft Word 2010
- Microsoft Word 2010: Introductory
- Microsoft Word 2010: Comprehensive Concepts and Techniques
- Microsoft Word 2010—Illustrated Complete
- New Perspectives on Microsoft Word 2010, Comprehensive

## Microsoft Excel 2010
- Microsoft Excel 2010: Introductory
- Microsoft Excel 2010: Comprehensive
- Microsoft Excel 2010—Illustrated Complete
- New Perspectives on Microsoft Excel 2010, Comprehensive

## Microsoft PowerPoint 2010
- Microsoft PowerPoint 2010: Introductory
- Microsoft PowerPoint 2010: Comprehensive
- Microsoft PowerPoint 2010—Illustrated Introductory
- New Perspectives on Microsoft PowerPoint 2010, Comprehensive

## Microsoft Access 2010
- Microsoft Access 2010: Introductory
- Microsoft Access 2010: Comprehensive
- Microsoft Access 2010—Illustrated Complete
- New Perspectives on Microsoft Access 2010, Comprehensive

## Microsoft Outlook 2010
- Microsoft Outlook 2010: Introductory Concepts and Techniques
- Microsoft Outlook 2010—Illustrated Essentials

## Microsoft Office 2007 Applications
- Microsoft Office 2007 Applications Solutions

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**NO ROOM TO LIST ALL OF 2007**
Microsoft Word 2010

Microsoft Word 2010: Introductory
Pasewark and Pasewark, Pinard
Copyright 2011
Softcover, spiral-bound, 4-color, 312 pages
Completion Time: 15+ hours

- Offers a flexible format making this book ideal for classrooms with students who have varying abilities.
- Provides numerous step-by-step exercises, review exercises, and case projects to enhance students’ learning experiences.
- Helps students develop skills individually or in a team setting using strong end-of-lesson material, including Concepts Review projects and Critical Thinking activities.
- Gives students additional information and guidance through Did You Know? boxes, Net Tips boxes, and Important boxes.
- Increases students’ retention of skills through end-of-lesson exercises including lesson summary, vocabulary, and review questions.
- Includes an Online Companion site with PowerPoint presentations, key terms, and more for additional student learning.

TABLE OF CONTENTS

Introduction
1. Office 2010 Basics and the Internet
2. Windows 7 Basics

Microsoft Word 2010
1. Word Basics
2. Basic Editing
3. Helpful Word Features
4. Formatting Text
5. Formatting Paragraphs and Documents
6. Working with Graphics
7. Working with Documents
8. Increasing Efficiency Using Word

Appendices
A: Computer Concepts
B: Keyboarding

Microsoft Word 2010: Comprehensive
Concepts and Techniques
Shelly, Vermaat
Copyright 2011
Softcover, 4-color, 888 pages
Completion Time: 45+ hours

- An introductory presentation of Word 2010 gives students instruction on such topics as formatting and editing a Word document with pictures and creating a research paper and business letter.
- New opening chapter presents essential Office 2010 and Windows 7 skills preventing repetitive coverage of basic skills in the applications chapters and providing students with a strong base for further learning.
- Chapter topic redistribution offers concise chapters that ensure complete skill coverage and lead to more manageable chapters.
- New pedagogical elements enrich material and create an accessible and user-friendly approach allowing easy navigation through the skills in each chapter.
- A new appendix provides students with an APA version of the research paper created in Chapter 2, illustrating the steps required to create the research paper following APA documentation style and providing versatility for students who need coverage of both MLA and APA documentation styles.

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Introduction to Windows 7 and Microsoft Office 2010.
2. Creating a Research Paper with Citations and References.
3. Creating a Business Letter with a Letterhead and Table.
4. Creating a Document with a Title Page, Table, and Watermark.
5. Using a Template to Create a Resume and Sharing the Finished Document.
6. Generating Form Letters, Mailing Labels, and a Directory for a Cover Letter.

Web Apps for Word.

Appendices.
A: Project Planning Guidelines.
B: Publishing Office 2010 Web Pages to a Web Server.
C: Microsoft Business Certification Program.

ADDITIONAL VERSIONS

INTRODUCTORY:
Chapters 1–3; 1 Special Feature; Appendices
978-1-4390-7845-7

COMPLETE:
Chapters 1–6; 2 Special Feature; Appendices
978-0-538-74390-7

Microsoft Word 2010: Comprehensive
Text
978-1-4390-7900-3

Instructor Resources
978-1-4390-7850-1

Online Companion
scsite.com/wd2010
New Perspectives on Microsoft Word 2010, Comprehensive
Zimmerman, Zimmerman, Shaffer, Pinard
Copyright 2011
Softcover, 4-color, XXX pages
Completion Time: XX+ hours

- Business case scenarios keep students engaged throughout the tutorials, providing a real-world context in which they can apply the concepts and skills presented.
- A two-page spread at the start of each session – gives a preview of the topics and terms covered in the session and can be used as a study guide before quizzes and tests.
- ProSkills Boxes tie Word 2010 concepts and skills with career relevancy by providing guidance for using the software in professional situations.
- ProSkills Exercises integrate the technology skills students learn with one or more of today’s necessary professional skills, such as teamwork, written communication, verbal communication, problem solving and decision making.
- Key Steps highlight important steps to help students pay close attention to completing the step correctly and avoid time-consuming rework.

T A B L E  O F  C O N T E N T S
Getting Started with Office 2010
1. Creating a Document
2. Editing and Formatting a Document
3. Creating a Multi-Page Report
4. Desktop Publishing and Mail Merge
5. Working with Templates, Themes, and Styles
6. Using Mail Merge
7. Collaborating with Others and Creating Web Pages
8. Customizing Word and Automating Your Work
9. Creating On-Screen Forms Using Advanced Table Techniques
10. Managing Long Documents

ADDITIONAL VERSIONS
BRIEF:
Getting Started with Microsoft Office 2010; Tutorials 1–4
978-0-538-74896-4
INTRODUCTORY:
Getting Started with Microsoft Office 2010; Tutorials 1–7
978-0-538-74894-0

New Perspectives on Microsoft Word 2010, Comprehensive
Text
978-0-538-74892-6
Instructor Resources
978-0-538-74895-7

SkyDrive appendix covers how to store and share files with almost anyone anywhere!

- Easy-to-follow and easy-to-absorb two-page spread lessons appeal to a wide variety of learning styles.
- End-of-chapter Independent Challenges and Visual Workshops make concepts relevant and easier to understand through hands-on applications and detailed explanations.
- Quick Tips and Trouble boxes within the step-by-step instructions help students avoid typical errors and pitfalls.
- Clues to Use boxes offer concise information that expands on the lesson skill or describes a related task, adding context to skills and concepts.

T A B L E  O F  C O N T E N T S
Windows 7 Unit A: Getting Started with Windows 7
Windows 7 Unit B: Understanding File Management
Getting Started with Office 2010
A. Creating Documents with Word 2010
B. Editing Documents
C. Formatting Text and Paragraphs
D. Formatting Documents
E. Creating and Formatting Tables
F. Illustrating Documents with Graphics
G. Working with Themes and Building Blocks
H. Merging Word Documents
I. Working with Styles and Templates
J. Developing Multipage Documents
K. Working with References
L. Integrating Word with Other Programs
M. Exploring Advanced Graphics
N. Building Forms
O. Collaborating with Co-Workers
P. Customizing Word
Appendix: Working with SkyDrive

ADDITIONAL VERSIONS
BRIEF:
Getting Started with Office 2010; Units A–D
978-0-538-74822-3
INTRODUCTORY:
Getting Started with Office 2010; Units A–H; Appendix
978-0-538-74821-6

Microsoft Word 2010—Illustrated Complete
Text
978-0-538-74714-1
Instructor Resources
978-0-538-74823-0
• Offers a flexible format making this book ideal for classrooms with students who have varying abilities.
• Provides numerous step-by-step exercises, review exercises, and case projects to enhance students’ learning experiences.
• Helps students develop skills individually or in a team setting using strong end-of-lesson material, including Concepts Review projects and Critical Thinking activities.
• Gives students additional information and guidance through Did You Know? boxes, Net Tips boxes, and Important boxes.
• Increases students’ retention of skills through end-of-lesson exercises including lesson summary, vocabulary, and review questions.
• Includes an Online Companion site with PowerPoint presentations, key terms, and more for additional student learning.

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Introduction
1. Office 2010 Basics and the Internet
2. Windows 7 Basics
Microsoft Excel 2010
1. Excel Basics
2. Changing the Appearance of a Worksheet
3. Organizing the Worksheet
4. Entering Worksheet Formulas
5. Using Functions
6. Enhancing a Worksheet
7. Working with Multiple Worksheets and Workbooks
8. Working with Charts
Appendices
A: Computer Concepts
B: Keyboarding

ADDITIONAL VERSIONS

Microsoft Excel 2010: Introductory
Text 978-0-538-47521-1
Instructor Resources 978-0-538-47523-5
Review Pack 978-0-538-47524-2

Microsoft Excel 2010: Comprehensive
Text 978-1-4390-7901-0
Instructor Resources 978-1-4390-7850-1
Online Companion scsite.com/ex2010

Office 2010 and Windows 7: Essential Concepts and Skills
1. Creating a Worksheet and an Embedded Chart
2. Formulas, Functions, and Formatting
3. What-If Analysis, Charting, and Working with Large Worksheets
4. Financial Functions, Data Tables, and Amortization Schedules
5. Creating, Sorting, and Querying a Table
6. Working with Multiple Worksheets and Workbooks
7. Creating Templates, Importing Data, and Working with SmartArt, Images, and Screen Shots
8. PivotTables, PivotCharts, and Trendlines
9. Formula Auditing, Data Validation, and Complex Problem Solving
10. Using Macros and Visual Basic for Applications in Excel
11. External Data, Web Queries, and Collaboration
Appendices
A: Project Planning Guidelines
B: Publishing Office 2010 Web Pages Online
C: Saving to the Web Using Windows Live SkyDrive
For more solutions and to chat with fellow teachers, visit cengage.com/school
Microsoft PowerPoint 2010: Introductory
Pasewark and Pasewark, Biheller Bunin
Copyright 2011
Softcover, spiral-bound, 4-color, 253 pages
Completion Time: 9+ hours

- Offers a flexible format making this book ideal for classrooms with students who have varying abilities.
- Provides numerous step-by-step exercises, review exercises, and case projects to enhance students’ learning experiences.
- Helps students develop skills individually or in a team setting using strong end-of-lesson material, including Concepts Review projects and Critical Thinking activities.
- Gives students additional information and guidance through Did You Know? boxes, Net Tips boxes, and Important boxes.
- Increases students’ retention of skills through end-of-lesson exercises including lesson summary, vocabulary, and review questions.
- Includes an Online Companion site with PowerPoint presentations, key terms, and more for additional student learning.

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Introduction
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2. Windows 7 Basics
Microsoft PowerPoint 2010
1. PowerPoint Basics
2. Creating and Enhancing PowerPoint Presentations
3. Working with Visual Elements
4. Expanding on PowerPoint Basics
Appendices
A: Computer Concepts
B: Keyboarding

Microsoft PowerPoint 2010: Comprehensive
Shelly, Sebok
Copyright 2011
Softcover, 4-color, 888 pages
Completion Time: 30+ hours

- A step-by-step, screen-by-screen approach allows students to successfully learn and retain information to be used in their personal and professional lives.
- Increases students’ retention with brand new end-of-chapter exercises, including Make It Right, Extend Your Knowledge, and Make It Personal, which emphasize problem-solving and experimentation.

TABLE OF CONTENTS

1. Creating and Editing a Basic Presentation
2. Enhancing a Presentation with Pictures and Shapes
3. Reusing a Presentation and Adding Multimedia
4. Working with Information Graphics
5. Delivering and Collaborating on Presentations
6. Adding Emphasis with Text Boxes
7. Creating a Self-Running Presentation Containing Animation
8. Enhancing Presentations with Hyperlinks and Action Buttons
9. Developing a Presentation from an Outline
10. Creating a Photo Album Presentation with Shapes
11. Customizing a Template and Handouts Using Masters
Appendices
A: Project Planning Guidelines
B: Publishing Office 2010 Web Pages Online
C: Saving to the Web Using Windows Live SkyDrive

ADDITIONAL VERSIONS

INTRODUCTORY:
Chapters 1–2; 1 Special Feature; Appendices 978-1-4390-7848-8

COMPLETE:
Chapters 1–4; 2 Special Feature; Appendices 978-1-4390-7893-8

Microsoft PowerPoint 2010: Comprehensive Concepts and Techniques
Text 978-1-4390-7903-4
Instructor Resources 978-1-4390-7850-1
Online Companion scsite.com/ppt2010

For more information, up-to-date prices, or to order, call 800.354.9706
New Perspectives on Microsoft PowerPoint 2010, Comprehensive
Zimmerman, Zimmerman
Copyright 2011
Softcover, 4-color, 528 pages
Completion Time: 25+ hours

- Business case scenarios keeps students engaged throughout the tutorials, providing a real-world context in which they can apply the concepts and skills presented.
- A two-page spread at the start of each session gives a preview of the topics and terms covered in the session and can be used as a study guide before quizzes and tests.
- ProSkills Boxes tie PowerPoint 2010 concepts and skills with career relevancy by providing guidance for using the software in professional situations.
- ProSkills Exercises integrate the technology skills students learn with one or more of today’s necessary professional skills, such as teamwork, written communication, verbal communication, problem solving, and decision making.
- Key Steps highlight important steps to help students pay close attention to completing the step correctly and avoid time-consuming rework.

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Getting Started with Microsoft Office 2010
A. Creating a Presentation in PowerPoint 2010
B. Modifying a Presentation
C. Inserting Objects into a Presentation
D. Finishing a Presentation
E. Working with Advanced Tools and Masters
F. Enhancing Charts
G. Inserting Illustrations, Objects, and Media Clips
H. Using Advanced Features
Appendix: Working with SkyDrive and Office Web Apps

ADDITIONAL VERSIONS
BRIEF:
Getting Started with Microsoft Office 2010; Tutorials 1–2 978-0-538-75374-6
Microsoft PowerPoint 2010—Illustrated Introductory
Text 978-0-538-74716-5
Instructor Resources 978-0-538-74831-5

For more solutions and to chat with fellow teachers, visit cengage.com/school
Microsoft Access 2010: Introductory
Pasewark and Pasewark, Evans
Copyright 2011
Softcover, spiral-bound, 4-color, 279 pages
Completion Time: 11+ hours

• Offers a flexible format making this book ideal for classrooms with students who have varying abilities.
• Provides numerous step-by-step exercises, review exercises, and case projects to enhance students’ learning experiences.
• Helps students develop skills individually or in a team setting using strong end-of-lesson material, including Concepts Review projects and Critical Thinking activities.
• Gives students additional information and guidance through Did You Know? boxes, Net Tips boxes, and Important boxes.
• Increases students’ retention of skills through end-of-lesson exercises including lesson summary, vocabulary, and review questions.
• Includes an Online Companion site with PowerPoint presentations, key terms, and more for additional student learning.

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Introduction
1. Office 2010 Basics and the Internet
2. Windows 7 Basics
Microsoft Access 2010
1. Access Basics
2. Creating a Database
3. Creating Queries
4. Creating and Modifying Forms
5. Creating and Modifying Reports
6. Integrating Access
Appendices
A: Computer Concepts
B: Keyboarding

NEW!

Microsoft Access 2010: Comprehensive
Shelly, Pratt, Last
Copyright 2011
Softcover, 4-color, XXX pages
Completion Time: 45+ hours

• A step-by-step, screen-by-screen approach allows students to successfully learn and retain information to be used in their personal and professional lives
• Increases students’ retention with brand new end-of-chapter exercises, including Make It Right, Extend Your Knowledge, and Make It Personal, which emphasize problem-solving and experimentation.

TABLE OF CONTENTS
1. Databases and Database Objects: An Introduction.
2. Querying a Database.
3. Maintaining a Database.
5. Multi-Table Forms.
8. Advanced Form Techniques.
9. Administering a Database System.
10. Using SQL.
11. Database Design.
Appendices
A: Project Planning Guidelines.
B: Publishing Office 2010 Web Pages Online.

ADDITIONAL VERSIONS
INTRODUCTORY: Chapters 1–3; 1 Special Feature; Appendices 978-1-4390-7847-1
COMPLETE: Chapters 1–6; 2 Special Feature; Appendices 978-0-538-74862-9

Microsoft Access 2010: Comprehensive
Text 978-1-4390-7902-7
Instructor Resources 978-1-4390-7850-1
Online Companion scsite.com/ac2010
• SkyDrive appendix covers how to store and share files with almost anyone anywhere!
• Easy-to-follow and easy-to-absorb two-page spread lessons appeal to a wide variety of learning styles.
• End-of-chapter Independent Challenges and Visual Workshops make concepts relevant and easier to understand through hands-on applications and detailed explanations.
• Quick Tips and Trouble boxes within the step-by-step instructions help students avoid typical errors and pitfalls.
• Clues to Use boxes offer concise information that expands on the lesson skill or describes a related task, adding context to skills and concepts.

TABLE OF CONTENTS
Windows 7 Unit A: Getting Started with Windows 7
Getting Started with Office 2010
A. Building and Using Access Tables
B. Building and Using Queries
C. Creating and Using Forms
D. Creating and Using Reports
E. Modifying the Database Structure
F. Creating Multiple Table Queries
G. Enhancing Forms
H. Analyzing Data with Reports
I. Importing and Exporting Data
J. Analyzing Database Design Using Northwind
K. Creating Advanced Queries
L. Creating Advanced Reports
M. Building a Database Interface
N. Creating Macros
O. Creating Modules and VBA
P. Maintaining the Database
Appendix: Working with SkyDrive and Office Web Apps

ADDITIONAL VERSIONS
BRIEF: Getting Started with Office 2010; Units A–D; Appendix
978-0-538-74830-8
INTRODUCTORY: Getting Started with Office 2010; Units A–H; Appendix
978-0-538-74826-1

Microsoft Access 2010—Illustrated Complete
Text 978-0-538-74717-2
Instructor Resources 978-0-538-74828-5

Additional Versions
BRIEF: Getting Started with Microsoft Office 2010; Tutorials 1–4
978-0-538-79849-5
INTRODUCTORY: Getting Started with Microsoft Office 2010; Tutorials 1–8; Additional Cases
978-0-538-79848-8

New Perspectives on Microsoft Access 2010, Comprehensive
Text 978-0-538-79847-1
Instructor Resources 978-0-538-79850-1

For more solutions and to chat with fellow teachers, visit cengage.com/school
• Chapter topics redistribution offers concise chapters that ensure complete skill coverage and lead to more manageable chapters.
• New pedagogical elements enrich material and create an accessible and user-friendly approach allowing easy navigation through the skills in each chapter.
• New opening chapter presents essential Office 2010 and Windows® 7 skills, preventing repetitive coverage of basic skills in the applications chapters and providing students with a strong base for further learning.

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Outlook Common Elements
1. Using Email and Working with Messages
2. Managing Your Time Using Calendar
3. Managing Contacts and Personal Information
4. Learning Task Basics and Creating Notes
5. Organizing Information
6. Using Outlook with Other Office 2010 Applications

Outlook Apps for Word

Appendices
A: Project Planning Guidelines
B: Publishing Office 2010 Web Pages to a Web Server
C: Microsoft Business Certification Program

Microsoft Outlook 2010: Complete Concepts and Techniques

Text 978-0-538-47530-3
Instructor Resources 978-1-4390-7850-1
Online Companion scsite.com/out2010

Microsoft Outlook 2010—Illustrated Essentials

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Instructor Resources XXXXXXXXXXXXXXXX

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• Easy-to-follow and easy-to-absorb two-page spread lessons appeal to a wide variety of learning styles.
• End-of-chapter Independent Challenges and Visual Workshops make concepts relevant and easier to understand through hands-on applications and detailed explanations.
• Quick Tips and Trouble boxes within the step-by-step instructions help students avoid typical errors and pitfalls.
• Clues to Use boxes offer concise information that expands on the lesson skill or describes a related task, adding context to skills and concepts.

TABLE OF CONTENTS

Getting Started with Office 2010
Getting Started with E-Mail
Managing Information Using Outlook
Working with SkyDrive

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Microsoft Office 2007 Applications

Pasewark and Pasewark

Microsoft Office Word 2007: Introductory
ISBN: 978-1-4239-0410-6
Instructor Resources: 978-1-4239-0401-4
Pasewark and Pasewark, Pinard
Copyright 2008
Softcover, spiral-bound, 4-color, 365 pages
Completion Time: 15+ hours

Microsoft Office Word 2007: Comprehensive Concepts and Techniques
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Softcover, 4-color, 576 pages
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INTRODUCTORY ISBN: 978-1-4188-4345-8

Microsoft Office Access 2007: Introductory
ISBN: 978-1-4239-0412-0
Instructor Resources: 978-1-4239-0401-4
Pasewark and Pasewark, Evans
Copyright 2008
Softcover, spiral-bound, 4-color, 279 pages
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Microsoft Office Access 2007: Comprehensive Concepts and Techniques
ISBN: 978-1-4188-4341-0
Instructor Resources: 978-1-4239-1226-2
Shelly, Cashman, Pratt, Last
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Softcover, 4-color, 792 pages
Completion Time: 45+ hours
INTRODUCTORY ISBN: 978-1-4188-4339-7

Microsoft Office Outlook 2007: Introductory Concepts and Techniques
ISBN: 978-1-4188-5978-7
Instructor Resources: 978-1-4239-1226-2
Shelly, Cashman, Webb
Copyright 2008
Softcover, 4-color, 216 pages
Completion Time: 10+ hours

All of the Microsoft Office 2007 applications textbooks have content available in SAM 2007.

For more solutions and to chat with fellow teachers, visit cengage.com/school
Illustrated Series

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Duffy, Cram
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Softcover, 4-color, 480 pages
Completion Time: 48+ hours
INTRODUCTORY ISBN: 978-1-4239-0526-4
BRIEF ISBN: 978-1-4239-0525-7

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Instructor Resources: 978-1-4239-0572-1
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New Perspectives Series

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Instructor Resources: 978-0-538-47595-2
Zimmerman, Zimmerman, Shaffer, Pinard
Copyright 2011
Softcover, 4-color, 752 pages
Completion Time: 40+ hours
INTRODUCTORY ISBN: 978-0-538-47593-8

New Perspectives on Microsoft Office Excel 2007, Comprehensive, Premium Video Edition
ISBN: 978-0-538-47559-4
Instructor Resources: 978-0-538-47569-3
Jamrich Parsons, Oja, Ageloff, Carey
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Softcover, 4-color, 952 pages
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INTRODUCTORY ISBN: 978-0-538-47560-0
BRIEF ISBN: 978-0-538-47561-7

New Perspectives on Microsoft Office PowerPoint 2007, Comprehensive, Premium Video Edition
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Instructor Resources: 978-1-1111-8664-7
Zimmerman, Zimmerman
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Softcover, 4-color, 600 pages
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ISBN: 978-0-538-47528-0
Instructor Resources: 978-0-538-47574-7
Adamski, Finnegan
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Softcover, 4-color, 856 pages
Completion Time: 45+ hours
INTRODUCTORY ISBN: 978-0-538-47526-6
SAM (Skills Assessment Manager)

**SAM for Office 2010**
Skills Assessment Manager (SAM 2010) Site Licenses XXX

**SAM for Office 2007**
Skills Assessment Manager (SAM 2007) Site Licenses XXX
SAM (Skills Assessment Manager) contains Assessment, Training, and Project-based grading solutions offering a real-world approach to learning and applying important Microsoft Office skills.

This powerful, web-based software is designed to prepare students for real-world use of the most widely-used application software (Office), operating systems (SAM 2007 serves Windows XP, Vista and Windows 7 while SAM 2010 serves Windows 7 only) and browser (Internet Explorer).

SAM combines high-fidelity, multi-pathway simulations and live-in-the-application assignments which complement Course Technology’s market-leading textbooks on a chapter-by-chapter basis.

These assignments may be hands-on in the application or from a bank of tens of thousands of objective-based questions (multiple-choice, true-false, short answer, etc...).

Over 30 million SAM exams have been graded to date, as well as 4.5 million Projects; wouldn’t you like yours graded by SAM too?

SAM is available for Office 2007 or Office 2010.

SAM Assessment is designed to help evaluate students’ proficiency at the latest Microsoft Office software applications. Instructors can build custom exams, making it the product that best addresses how students will use Office beyond the classroom.

SAM Training is a rich, engaging multimedia experience that allows students to learn in the way that works best for them by reading, watching, or receiving guided help. Using narrated training modes, students control the pace of their learning and can move from task to task as they see fit.

SAM Projects is an online, live-in-the-application productivity tool that assesses a student’s ability to use Microsoft Office effectively. These Projects evaluate proficiency at completing Word, Excel, PowerPoint, Access projects to effectively communicate, solve a problem, or make a decision. Instructors save time by not hand-grading projects and SAM also ensures consistency of grading.

SAM Central is the destination for all of your SAM needs. The site incorporates links to training resources, provides current and future product features, links to helpful grids, System Requirements, and much more.

Bookmark it and visit it regularly for the latest SAM info!

www.cengage.com/samcentral
## Operating Systems

### Windows 7

<table>
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<td>Microsoft Windows 7: Comprehensive Concepts and Techniques</td>
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<td>Microsoft Windows 7—Illustrated, Complete</td>
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<td>New Perspectives on Microsoft Windows 7, Comprehensive</td>
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<td>New Perspectives on Microsoft Windows 7, Brief</td>
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Engaging coverage of the latest Windows operating system allows students to master updated applications such as file, document and folder management as well as new Windows 7 features such as Libraries.

Explains new features of Windows 7 Editions and how they can be used in both the students’ personal and professional life.

Updated End-of-Chapter Exercises, including Make It Right, Extend Your Knowledge, and Make It Personal allow students to become more proficient and capable users through extended engagement in the material.

Plan Ahead feature prepares students to create successful projects by encouraging them to think about what they are trying to accomplish before they begin.

Engages students with new Experimental steps, which encourage them to go beyond step-by-step instructions to take advantage of the new features in Microsoft Windows 7.

### TABLE OF CONTENTS
1. Fundamentals of Using Microsoft Windows 7
2. Working on the Windows 7 Desktop
3. File and Folder Management
4. Personal Information Management and Communicating
5. Personalize Your Work Environment
6. Customizing Your Computer Using the Control Panel
7. Advanced File
8. Mastering Digital Pictures and Music
9. Mastering Digital Video

### ADDITIONAL VERSIONS
**INTRODUCTORY:** Chapters 1–3; Appendices

**COMPLETE:** Chapters 1–6; Appendices
Windows 7

**Microsoft Windows 7—Illustrated, Complete**

Johnson
Copyright 2011
Softcover, 4-color, 484 pages
Completion Time: 25+ hours

- Provides in-depth coverage of Windows 7, including all of the most exciting new features such as HomeGroup, Jump Lists, and Libraries.
- Presents lessons in a clean, easy-to-follow, two-page spread that appeals to a wide variety of learning styles.
- Offers clear, step-by-step instructions for completing tasks, with action items in green bold text to keep students on task.
- Incorporates large illustrations of screens so users can compare their results as they complete key steps.

**TABLE OF CONTENTS**

A. Introducing Windows 7  
B. Working with Windows Programs  
C. Managing Files and Folders  
D. Customizing File and Folder Management  
E. Customizing Windows Using the Control Panel  
F. Securing Your Computer  
G. Exploring the Internet  
H. Exchanging Mail and News  
I. Communicating over the Internet  
J. Creating Movies and DVD Videos  
K. Working with Windows Media  
L. Managing Shared Files Using a Network  
M. Going Mobile  
N. Maintaining Your Computer  
O. Backing Up and Restoring Your Files  
P. Managing Hardware  
Appendices  
A: Setting Up Windows 7  
B: Administering Your Computer

**ADDITIONAL VERSIONS**

**INTRODUCTORY:** Units A–H 978-0-538-74905-3

**Microsoft Windows 7—Illustrated, Essentials**

Clemens
Copyright 2011
Softcover, 4-color, 64 pages
Completion Time: 6+ hours

- Features the reader-friendly Illustrated Series’ two-page spread format, which provides succinct lessons with instructions on the left page and large, full-color screenshots on the right page.
- Makes concepts relevant with end-of-chapter Independent Challenges and Visual Workshops.
- Helps students get the most from Windows 7 with the text’s coverage of the newest file and window management features.
- Predicts commonly made mistakes and offers Quick Tips within the step-by-step directions to help students avoid typical errors and pitfalls.
- Makes a great reference for future use, thanks to its concise content and streamlined design.

**TABLE OF CONTENTS**

A. Getting Started with Windows 7  
B. Understanding File Management

**Microsoft Windows 7—Illustrated, Essentials**

Text 978-0-538-75077-6
Instructor Resources 978-0-538-75078-3

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Windows 7

New Perspectives on Microsoft Windows 7, Comprehensive
Parsons, Oja, Ruffolo
Copyright 2011
Softcover, 4-color, 704 pages
Completion Time: 40+ hours

- Coverage of the newest and coolest Windows 7 features including Live TV and Windows Touch.
- A two-page spread at the start of each tutorial – gives students a visual look at the content and can be used as a study guide before quizzes and tests.
- ProSkills Boxes provide information on Professional Skills that relate to that tutorial’s content. Among topics are Teamwork, Verbal and Written Communication, and Problem Solving.
- ProSkills Exercises provide instruction on Professional Skills and then ask students to complete a related activity, further grounding the concepts and skills of that tutorial in reality.
- Uses a case-based, problem-solving approach to teach students essential Windows 7 skills and concepts.

TABLE OF CONTENTS
1. Exploring the Basics.
2. Organizing Files and Folders.
4. Working with the Internet and E-mail.
5. Protecting Your Computer.
7. Managing Multimedia Files.
9. Maintaining Hardware and Software.
10. Improving Your Computer’s Performance.

Appendices
A: Connecting Computers to the Internet.
B: Exploring Additional Windows 7 Tools.

ADDITIONAL VERSIONS
INTRODUCTORY: Chapters 1–6; Appendices 978-0-538-74601-4

New Perspectives on Microsoft Windows 7, Brief
Parsons, Oja, Ruffolo
Copyright 2011
Softcover, 4-color, 112 pages
Completion Time: 8+ hours

- Business case scenarios keep students engaged throughout the tutorials, providing a real-world context in which they can apply the concepts and skills presented.
- A two-page spread at the start of each tutorial – gives students a visual look at the content and can be used as a study guide before quizzes and tests.
- ProSkills Boxes tie Windows 7 concepts and skills with career relevancy by providing guidance for using the software in professional situations.
- ProSkills Exercises integrate the technology skills students learn with one or more of today’s necessary professional skills, such as teamwork, written communication, verbal communication, problem solving, and decision making.
- Key Steps highlight important steps to help students pay close attention to completing the step correctly and avoid time-consuming rework.

TABLE OF CONTENTS
1. Exploring the Basics of Microsoft Windows 7
2. Organizing Files and Folders.

New Perspectives on Microsoft Windows 7, Brief
Text 978-0-538-74602-1
Instructor Resources 978-0-538-74603-8

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Programming/Networking/Information Security/PC Repair

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- Programming Logic and Design, Comprehensive, 6e
- Programming Logic and Design, Introductory, 6e
- Programming BASICS: Using Microsoft Visual Basics, C++, HTML and Java, 2e
- An Object-Oriented Approach to Programming Logic and Design, 3e

Programming – Visual Basic
- Microsoft Visual Basic 2010 for Windows Applications Comprehensive
- Clearly Visual Basic: Programming with Microsoft Visual Basic 2008
- Microsoft Visual Basic 2010: RELOADED, 4e
- Programming with Microsoft Visual Basic 2008, 4e

Programming – C#/C++
- Microsoft Visual C# 2010, 4e
- An Introduction to Programming with C++, 6e
- C++ Programming: From Problem Analysis to Program Design, 5e
- Beginning C++ Programming Through Game Programming, 3e

Programming – Java
- Fundamentals of Java: AP* Computer Science Essentials, 4e
- Java Programming: Guided Learning with Early Objects
- Java Programming: From Problem Analysis to Program Design, 4e

Networking
- Network+ Guide to Networks, 5e

Information Security
- Cyber Safety: EC-Council Press Series
- Wireless Safety: EC-Council Press Series
- Network Safety: EC-Council Press Series
- Security Awareness Applying Practical Security In Your World, 3e

PC Repair
- A+ Guide to Managing and Maintaining Your PC, 7e
- A+ Guide to Software: Managing, Maintaining, and Troubleshooting, 5e
- A+ Guide to Hardware: Managing, Maintaining, and Troubleshooting, 5e

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Updated to reflect the current state of the industry and the learning needs of today’s beginning programmers and offers clearer explanations.

Reorganized to better reflect how programming languages are taught.

Includes increased emphasis on modularity.

Contains two new appendices — Flowchart Symbols and Structures.

Can be packaged with Visual Logic software! Contact your Course Technology sales representative for more information.

### TABLE OF CONTENTS

1. An Overview of Computers and Logic
2. Working with Data, Creating Modules, and Designing Quality Programs
3. Understanding Structure
4. Making Decisions
5. Looping
6. Arrays
7. File Handling
8. Advanced Array Manipulation
9. Advanced Modularization Techniques
10. Object-Oriented Programming
11. Event-Driven Programming with Graphical User Interfaces
12. System Modeling with the UML
13. Using Relational Databases
14. Recursion

**Appendices**

A: Flowchart Symbols
B: Structures
C: Understanding Numbering Systems and Computer Codes
D: Solving Difficult Structuring Problems
E: Creating Print Charts

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For more information, up-to-date prices, or to order, call 800.354.9706
Programming – Concepts

Programming BASICS: Using Microsoft Visual Basics, C++, HTML, and Java, 2e
Knowlton, Barksdale, Turner, Collings, CEP Inc.
Copyright 2011
Hardcover, 4-color, 744 pages

- Provides students with a clear introduction to different key programming languages.
- Includes non-software specific hands-on exercises that work with any standard compiler and appendices for using a PC or Macintosh.
- Focuses on the most important programming concepts including working with objects and event-driven programming.
- Contains text features such as Concept Builders, Did You Know?, Extra Challenges, Hot Tips, Teamwork, and Web Sites to enrich and reinforce learning.

TABLE OF CONTENTS

Introducing Programming Logic and Languages
1. Introducing Programming Logic and Languages

Introduction to Visual Basic
1. A First Look at Microsoft Visual Basic
2. Forms, Controls and Properties Lesson
3. Events and Code Lesson
4. Mathematical Operators Lesson
5. Exponentiation, Order of Operations, and Error Handling Lesson
6. Data Types and Variables Lesson
7. Strings and Decimal Types Lesson
8. If Statements Lesson
9. Loops Lesson
10. Building Programs with Function Lesson
11. Passing Data and Using Library Functions

Introduction to C++
1. Entering, Compiling, and Running a C++ Program Lesson
2. Variables and Constants Lesson
3. Math Operations Lesson
4. How Data Types Affect Calculations Lesson
5. Strings and the String Class Lesson
6. Input and Output Lesson
7. Building Blocks and Decision Making Lesson
8. Selection Structures Lesson
9. Loops Lesson
10. Building Programs with Functions Lesson
11. Passing Data and Using Library Functions

Introduction to Web Programming with HTML and JavaScript
1. Quick HTML Know-How Lesson
2. HTML Organization Techniques Lesson
3. HTML Power Techniques Lesson
4. What is JavaScript?
5. Using Images with JavaScript

Introduction to Java
1. Integrating Applets into Web Pages Lesson
2. Introduction to Java Programming Lesson
3. Data Types and Strings Lesson
4. Math Operations Lesson
5. I/O and Exception Handling Lesson
6. Decision Making in Programs Lesson
7. Loops Lesson
8. Data File Basics Lesson
9. Developing and Inheriting Classes Lesson
10. Arrays and Vectors Lesson
11. Applets

Appendices

Object-oriented programming is stressed more from the start. Classes are used immediately, although in early examples they might have only a main() method.

In addition to the wealth of exercises and review questions that follow each chapter, there are now three running case problems that continue in every chapter throughout the text. These problems require more analysis than the simpler programming problems, and are suited for group or individual student work. With multiple cases, the instructor can choose to assign different ones to different groups in a class, or to assign different ones in subsequent semesters.

The discussion of the details of object-oriented programming such as classes, objects, polymorphism, and inheritance has been expanded, and now covers two chapters (7 and 8) instead of just one.

Although structure is stressed, the low-level details of its format have been moved to an appendix where those instructors who want to cover it can still do so, but more easily move the topic to the location where it is the most appropriate for their classes.

TABLE OF CONTENTS

1. An Overview of Computers and Logic
2. Understanding Structure
3. Making Decisions
4. Looping
5. Using Arrays
6. Using Methods and Parameters
7. Object-Oriented Programming Concepts – Classes, Objects, Behaviors, Attributes
8. Event-Driven Programming With Graphical User Interfaces
10. Understanding Exception Handling
11. System Modeling with the UML
12. Advanced Array Concepts

An Object-Oriented Approach to Programming Logic and Design, 3e
Farrell
Copyright 2011
Softcover, 4-color, 486 pages

NEW!

An Object-Oriented Approach to Programming Logic and Design, 3e
Joyce Farrell
Copyright 2011
Softcover, 4-color, 486 pages

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Coverage of Microsoft® Visual Studio 2010 provides students with the most recent software updates, including the new IntelliSense features and syntax changes.

New pedagogical elements enrich materials and create an accessible and user-friendly approach allowing easy navigation through the skills in each chapter.

An introductory presentation of Visual Basic 2010, including an emphasis on the three-step process to build an application, creating the user interface, setting properties, and writing the code, provides students with the coverage they need to efficiently use the software.

A step-by-step, screen-by-screen approach allows students to successfully learn and retain information to be used in their personal and professional lives.

TABLE OF CONTENTS
1. Introduction to Visual Basic 2010 Programming
2. Program and Graphical User Interface Design
3. Program Design and Coding
4. Variables and Arithmetic Operations’
5. Mobile Applications Using Decision Structures
6. Loop Structures
7. Creating Web Applications with ASP.NET 4.0
8. Using Procedures and Exception Handling
9. Using Arrays and File Handling
10. Incorporating Databases with ADO.NET 4.0
11. Multiple Classes and Inheritance
12. Cell Phone Applications and Web Service

Enrichment Chapter: Visual Studio Tools for Office
Appendices
A: Unicode
B: The My Namespace
C: Naming Conventions
D: Using LINQ with Visual Basic 2010
E: Using Silverlight in Visual Basic 2010

ADDITIONAL VERSIONS
Microsoft Visual Basic 2010 for Windows Applications: Introductory
Chapters 1–6; Appendices A–C 978-0-538-46845-9

Microsoft Visual Basic 2010 for Windows Applications: Complete
Chapters 1–9; Appendices 978-0-538-46848-0

Microsoft Visual Basic 2010 for Windows Applications: Comprehensive
Text 978-0-538-46847-3
Instructor Resources 978-0-538-46876-3

Clearly Visual Basic: Programming with Microsoft Visual Basic 2008
Zak
Copyright 2009
Softcover, 4-color, 550 pages

How To boxes highlight critical concepts and offer additional tips for applying the material that has been learned.

Mini-quizzes encourage readers to master fundamental topics before progressing into more advanced topics, and the answers are provided to give immediate feedback and opportunity for learning.

Appendix offers a summary of the Visual Basic statements covered in the book, including both syntax and a brief explanation.

Take a Look and Want More Info? features direct readers to other resources for further examples, explanations, and information, in both video and PDF formats.

Can be purchased with Visual Basic 2008. Contact your sales representative for more information.
A game application at the end of each chapter, to engage and motivate the reader.

- Exercises and designed as Modify This, Introductory, Intermediate, Advanced, Swat the Bugs, and Discovery.
- Mini-quizzes are strategically placed to test students’ knowledge at various points in each chapter. Answers to the questions are provided in Appendix A.

- Each chapter contains elements designed specifically for the three different learning styles. Videos are provided for visual and auditory learners. Try it! files are provided for kinesthetic, who learn by doing.

**TABLE OF CONTENTS**

1. An Introduction to Visual Basic 2010
2. Creating a User Interface
3. Variables, Constants, and Arithmetic Operators
4. Making Decision in a Program
5. More on the Selection Structure
6. The Do Loop and List Boxes
7. The For...Next Loop
8. Sub and Function Procedures
9. Arrays
10. Structures and Sequential Access Files
11. String Manipulation
12. Creating Classes and Objects
13. Working with Access Databases and LINQ
14. Creating Web Applications

**Appendices**

A: How to Boxes
B: Most Commonly Used Properties of Objects
C: Visual Basic Type Conversion Functions
D: GUI Design Guidelines

**Online Appendices**

E: Creating Menus
F: Collections
G: Adding Printing Capabilities to an Application
H: Locating Syntax and Logic Errors

---

**Microsoft Visual Basic 2010: RELOADED, 4e**

Zak  
Copyright 2011  
Softcover, 4-color, 784 pages  
Completion Time: 75+ hours

**Programming with Microsoft Visual Basic 2010, 4e**

Zak  
Copyright 2011  
Softcover, 4-color, 784 pages

- Updated to reflect the Microsoft Visual Studio 2008.
- Key terms with definitions at the end of each section.
- Applications added to each chapter.
- Covers Access Databases and LINQ in Chapter 12.
- Includes coverage of breakpoints and stepping through code.
- Offers Key Terms section, with definitions, at the end of each lesson.
- Exercises identified as Introductory, Intermediate, Advanced, Discovery, and Debugging.
• This edition is written and tested using the latest edition of C#, Visual C# 2010.
• Each chapter is now supplemented by three or more video lessons produced by the author, available for free download from the book’s companion size.
• Students now have the option of learning to create GUI applications in Chapter 3, though this coverage can also be postponed to later in the text if desired.
• Instruction on using methods has been expanded and divided into two chapters.
• Many chapters have additional exercises that employ string manipulation and enumerations, and gaming exercises have been added to many chapters.

TABLE OF CONTENTS
1. A First Program Using C#
2. Using Data
3. Using GUI Objects and the Visual Studio IDE
4. Making Decisions
5. Looping
6. Using Arrays
7. Introduction to Methods
8. Advanced Method Concepts
9. Using Classes and Objects
10. Introduction to Inheritance
11. Exception Handling
12. Using Controls
13. Handling Events
14. Files and Streams
15. Data Queries and LINQ

Appendices
A: Operator Precedence and Associativity
B: ASCII and Unicode
C: Numbering Systems
D: Creating a Multifile Assembly
E: Using the IDE Editor

Microsoft Visual C# 2010, 4e
Text 978-0-538-47951-6
Instructor Resources 978-0-538-47950-9

• New easier to user format — Concept and Application Lessons have been streamlined and exercises are all at the end of the chapter.
• New exercises, labs, mini-quizzes, and examples throughout the book.
• Programs now include the using namespace std; directive rather than individual directives, such as using std::cout; and using std::cin;
• More IPO charts included in the chapters, with flowcharts available for many of them. Flowcharts can also be found online.
• Two appendices show students how to create and run C++ programs using Microsoft Visual Studio 2010 and Dev C++.
• All exercises are now marked using one of the following designations: Try This, Modify This, Introductory, Intermediate, Advanced, or Swat the Bugs. Answers to Try This exercises are provided at the end of each chapter.
• Can be purchased with Visual Studio 2008. Contact your sales representative for more information.

TABLE OF CONTENTS
1. An Introduction to Programming
2. Beginning the Problem-Solving Process
3. Variables and Constants
4. Completing the Problem-Solving Process
5. The Selection Structure
6. More on the Selection Structure
7. The Repetition Structure
8. More on Repetition Structure
9. Value-Returning Functions
10. Void Functions
11. One-Dimensional Arrays
12. Two-Dimensional Arrays
13. Strings
14. Sequential Access Files

Appendices
A: Answers to Mini-Quizzes and Labs
B: C++ Keywords
C: ASCII Codes
D: How to Use Microsoft Visual C++ 2010
E: How to Use Dev-C++
F: Classes and Objects

An Introduction to Programming With C++, 6e
Text 978-0-538-46652-3
Instructor Resources 978-0-538-46700-1

For more information, up-to-date prices, or to order, call 800.354.9706
C++ Programming: From Problem Analysis to Program Design, 5e
Malik
Copyright 2011
Softcover, 4-color, 1384 pages

- Includes more than 130 new end-of-chapter exercises and 45 updated programming exercises throughout the text that offer students extensive hands-on projects.
- Adds new debugging sections to each chapter that teach students how to debug, understand, and fix syntax and logical errors.
- Includes a Complete Program Listing and programming examples that accurately outline the concrete stages of Input, Output, Problem Analysis, and Algorithm Design.
- Displays precise C++ code and comments of full-color pages.
- Illuminates difficult concepts through more than 300 visual diagrams.
- Provides a separate manual of additional exercises and labs that correlate directly to the text.

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9. Arrays
10. Applications of Arrays and the Class Vector
11. Structs
12. Classes and Data Abstraction
13. Inheritance and Composition
14. Pointers, Classes, and Virtual Functions
15. Operator Overloading
16. Exception Handling
17. Recursion
18. Linked Lists
19. Stacks and Queues
Appendices

Beginning C++ Through Game Programming, 3e
Dawson
Copyright 2011
Softcover, 4-color, 352 pages

- Written for the beginner, this book assumes no previous programming experience.
- Approaches learning C++ from a unique and fun perspective.
- Features helpful questions, extensive end-of-chapter exercises, and web downloads to reinforce self-practice and learning.

TABLE OF CONTENTS
1. Types, Variables, and Standard I/O: Lost Fortune
2. Truth, Branching, and the Game Loop: Guess My Number
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5. Functions: Mad-Lib
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7. Pointers: Tic-Tac-Toe 2.0
8. Classes: Critter Caretaker
9. Advanced Classes and Dynamic Memory: Game Lobby
10. Inheritance and Polymorphism: Blackjack
Appendices
A: Your First C++
B: Operator Precedence
C: Keywords
D: ASCII Chart
Appendix E: Escape Sequences.

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• Previews advanced topics such as stacks, queues, complexity analysis, graphics, image processing, GUIs, networking, and concurrency.
• Helps develop analytical skills with case studies and lesson projects.

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8. Improving the User Interface
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Arrays, Recursion, and Complexity
10. Introduction to Arrays
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12. Arrays Continued
13. Recursion, Complexity, and Searching and Sorting

Advanced Topics
14. Introduction to Collections
15. Multithreading, Networks, and Client/Server Programming

Appendices
A: Java Resources
B: Java Language Elements
C: Operator Precedence
D: ASCII Character Set
E: Number Systems
F: Java Exception Handling
G: Java Packaging and Jar Files
H: Files
I: The TurtlePackage Graphics
J: AP Correlations

Java Programming: Guided Learning with Early Objects
Malik, Burton
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Softcover, 4-color, 824 pages

• Intended for a first course in Java programming (CS1); no prior programming experience is required.
• Motivates beginning programmers through an early but gentle introduction of objects.
• Employs classroom-tested pedagogy that emphasizes clear explanation and practice.
• Presents debugging and bug avoidance techniques systematically throughout the text.
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• Programming code used in examples is accompanied by a description of what each line does, leading readers step-by-step through the programming process.
• Contains a free CD that includes JDK 6.0, jGRASP, Eclipse, additional text content, and source code files.
Java Programming: From Problem Analysis To Program Design, 4e
Malik
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Softcover, 4-color, 1016 pages

- Four-color interior design displays accurate Java code and comments.
- More than 240 visual diagrams clearly illustrate difficult concepts.
- Programming code used in examples is accompanied by a description of what each line in the code does, leading readers step-by-step through the programming process.
- Extensive programming examples demonstrate the accurate, concrete stages of Input, Output, Program Analysis and Algorithm Design, and a Complete Program Listing, which challenge readers to write Java programs with a specified outcome.
- Accompanying CD contains JDK 6.0, jGRASP, and the Eclipse IDE.

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3. Introduction to Objects and Input/Output
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5. Control Structures II (Repetition)
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7. User-Defined Methods
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10. Inheritance and Polymorphism
11. Handling Exceptions and Events
12. Advanced GUI and Graphics
13. Recursion
14. Searching and Sorting Algorithms

Appendices
- Java Reserved Words
- Operator Precedence
- Character Sets
- Additional Java Topics
- Enumeration Types
- Answers to Odd Numbered Exercises

Network+ Guide to Networks, 5e
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- Introduces the fundamental building blocks that form a modern network, such as protocols, topologies, hardware, and network operating systems, then provides in-depth coverage of the most important concepts in contemporary networking, such as TCP/IP, Ethernet, wireless transmission, and security.
- Provides the skills to build a network from scratch and maintain, upgrade, and troubleshoot an existing network.
- Full color content maps completely to the 2009 CompTIA Network+ Certification Exam, with in-depth coverage of all objectives.
- On The Job stories at the beginning of each chapter provide a real-world context for the technology and concepts presented.
- Network+ certification icons in the margins highlight all the materials related to the exam.
- Features extensive learning tools, including Review Questions, Hands-On Projects, and Case Projects, which allow students to practice skills as they are learned.

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4. Introduction to TCP/IP
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6. Network Hardware
7. WANs and Remote Connectivity
8. Wireless Networking
9. Network Operating Systems
10. In-Depth TCP/IP Networking
11. Voice, Video, and Data Convergence
12. Network Security
13. Troubleshooting Network Problems
14. Ensuring Integrity and Availability
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- A: Network+ Examination Objectives
- B: Network+ Practice Exam
- C: Visual Guide to Connectors

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6. Wireless Network
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Jean Andrews has more than 30 years experience in the computer industry, including more than 13 years in the college classroom, and has written numerous books on software, hardware and the Internet.

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