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## KEY=CHEGG - KAYLYN TRAVIS

### SOFTWARE ENGINEERING: A PRACTITIONER'S APPROACH

McGraw-Hill Science, Engineering & Mathematics For over 20 years, this has been the best-selling guide to software engineering for students and industry professionals alike. This seventh edition features a new part four on web engineering, which presents a complete engineering approach for the analysis, design and testing of web applications.

### THERMODYNAMICS

#### AN ENGINEERING APPROACH

McGraw-Hill Education Limited "Thermodynamics, An Engineering Approach," eighth edition, covers the basic principles of thermodynamics while presenting a wealth of real-world engineering examples so students get a feel for how thermodynamics is applied in engineering practice. This text helps students develop an intuitive understanding by emphasizing the physics and physical arguments. Cengel and Boles explore the various facets of thermodynamics through careful explanations of concepts and use of numerous practical examples and figures, having students develop necessary skills to bridge the gap between knowledge and the confidence to properly apply their knowledge. McGraw-Hill is proud to offer "Connect" with the eighth edition of Cengel/Boles, "Thermodynamics, An Engineering Approach." This innovative and powerful new system helps your students learn more efficiently and gives you the ability to assign homework problems simply and easily. Problems are graded automatically, and the results are recorded immediately. Track individual student performance - bt question, assignment, or in realtion to the class overall with detailed grade reports. ConnectPlus provides students with all the advantages of Connect, plus 24/7 access to an eBook. Cengel's "Thermodynamics," eighth edition, includes the power of McGraw-Hill's "LearnSmart" a proven adaptive learning system that helps students learn faster, study more efficiently, and retain more knowledge through a series of adaptive questions. This innovative study tool pinpoints concepts the student does not understand and maps out a personalized plan for success.

#### NISE'S CONTROL SYSTEMS ENGINEERING

#### CONSTRUCTION PLANNING, EQUIPMENT, AND METHODS

#### DESIGN OF HIGHWAY BRIDGES

#### AN LRFD APPROACH

John Wiley & Sons Up-to-date coverage of bridge design and analysis—revised to reflect the fifth edition of the AASHTO LRFD specifications Design of Highway Bridges, Third Edition offers detailed coverage of engineering basics for the design of short- and medium-span bridges. Revised to conform with the latest fifth edition of the American Association of State Highway and Transportation Officials (AASHTO) LRFD Bridge Design Specifications, it is an excellent engineering resource for both professionals and students. This updated edition has been reorganized throughout, spreading the material into twenty shorter, more focused chapters that make information even easier to find and navigate. It also features: Expanded coverage of computer modeling, calibration of service limit states, rigid method system analysis, and concrete shear Information on key bridge types, selection principles, and aesthetic issues Dozens of worked problems that allow techniques to be applied to real-world problems and design specifications A new color insert of bridge photographs, including examples of historical and aesthetic significance New coverage of the "green" aspects of recycled steel Selected references for further study From gaining a quick familiarity with the AASHTO LRFD specifications to seeking broader guidance on highway bridge design—Design of Highway Bridges is the one-stop, ready reference that puts information at your fingertips, while also serving as an excellent study guide and reference for the U.S. Professional Engineering Examination.

#### INTRODUCTION TO FINITE ELEMENT ANALYSIS AND DESIGN

John Wiley & Sons Introduces the basic concepts of FEM in an easy-to-use format so that students and professionals can use the method efficiently and interpret results properly Finite element method (FEM) is a powerful tool for solving engineering problems both in solid structural mechanics and fluid mechanics. This book presents all of the theoretical aspects of FEM that students of engineering will need. It eliminates overlong math equations in favour of basic concepts, and reviews of the mathematics and mechanics of materials in order to illustrate the concepts of FEM. It introduces these concepts by including examples using six different commercial programs online. The all-new, second edition of Introduction to Finite Element Analysis and Design provides many more exercise problems than the first edition. It includes a significant amount of material in modelling issues by using several practical examples from engineering applications. The book features new coverage of buckling of beams and frames and extends heat transfer analyses from 1D (in the previous edition) to 2D. It also covers 3D solid element and its application, as well as 2D. Additionally, readers will find an increase in coverage of finite element analysis of dynamic problems. There is also a companion website with examples that are concurrent with the most recent version of the commercial programs. Offers elaborate explanations of basic finite element procedures Delivers clear explanations of the capabilities and limitations of finite element analysis Includes application examples and tutorials for commercial finite element software, such as MATLAB, ANSYS, ABAQUS and NASTRAN Provides numerous examples and exercise problems Comes with a complete solution manual and results of several engineering design projects Introduction to Finite Element Analysis and Design, 2nd Edition is an excellent text for junior and senior level undergraduate students and beginning graduate students in mechanical, civil, aerospace, biomedical engineering, industrial engineering and engineering mechanics.

#### ENGINEERING DESIGN

#### SOFTWARE ENGINEERING: A PRACTITIONER'S APPROACH

McGraw-Hill Education For almost three decades, Roger Pressman's Software Engineering: A Practitioner's Approach has been the world's leading textbook in software engineering. The new eighth edition represents a major restructuring and update of previous editions, solidifying the book's position as the most comprehensive guide to this important subject. The eighth edition of Software Engineering: A Practitioner's Approach has been designed to consolidate and restructure the content introduced over the past two editions of the book. The chapter structure will return to a more linear presentation of software engineering topics with a direct emphasis on the major activities that are part of a generic software process. Content will focus on widely used software engineering methods and will de-emphasize or completely eliminate discussion of secondary methods, tools and techniques. The intent is to provide a more targeted, prescriptive, and focused approach, while attempting to maintain SEPA's reputation as a comprehensive guide to software engineering. The 39 chapters of the eighth edition are organized into five parts - Process, Modeling, Quality Management, Managing Software Projects, and Advanced Topics. The book has been revised and restructured to improve pedagogical flow and emphasize new and important software engineering processes and practices.

#### ENGINEERING ECONOMY

McGraw-Hill College This student-friendly text on the current economic issues particular to engineering covers the topics needed to analyze engineering alternatives. Students use both hand-worked and spreadsheet solutions of examples, problems and case studies. In this edition the options have been increased with an expanded spreadsheet analysis component, twice the number of case studies, and virtually all new end-of-chapter problems. The chapters on factor derivation and usage, cost estimation, replacement studies, and after-tax evaluation have been heavily revised. New material is included on public sector projects and cost estimation. A reordering of chapters puts the fundamental topics up front in the text. Many chapters include a special set of problems that prepare the students for the Fundamentals of Engineering (FE) exam. This text provides students and practicing professionals with a solid preparation in the financial understanding of engineering problems and projects, as well as the techniques needed for evaluating and making sound economic decisions. Distinguishing characteristics include learning objectives for each chapter, an easy-to-read writing style, many solved examples, integrated spreadsheets, and case studies throughout the text. Graphical cross-referencing between topics and quick-solve spreadsheet solutions are indicated in the margin throughout the text. While the chapters are progressive, over three-quarters can stand alone, allowing instructors flexibility for meeting course needs. A complete online learning center (OLC) offers supplemental practice problems, spreadsheet exercises, and review questions for the the Fundamentals of Engineering (FE) exam.

#### NUMERICAL METHODS FOR ENGINEERS

The fifth edition of Numerical Methods for Engineers with Software and Programming Applications continues its tradition of excellence. The revision retains the successful pedagogy of the prior editions. Chapra and Canale's unique approach opens each part of the text with sections called Motivation, Mathematical Background, and Orientation, preparing the student for what is to come in a motivating and engaging manner. Each part closes with an Epilogue containing sections called Trade-Offs, Important Relationships and Formulas, and Advanced Methods and Additional References. Much more than a summary, the Epilogue deepens understanding of what has been learned and provides a peek into more advanced methods. Users will find use of software packages, specifically MATLAB and Excel with VBA. This includes material on developing MATLAB m-files and VBA macros. Also,

many, many more challenging problems are included. The expanded breadth of engineering disciplines covered is especially evident in the problems, which now cover such areas as biotechnology and biomedical engineering

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### **MACHINE DESIGN: AN INTEGRATED APPROACH, 2/E**

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Pearson Education India

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### **A FIRST COURSE IN THE FINITE ELEMENT METHOD, SI VERSION**

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Cengage Learning **A FIRST COURSE IN THE FINITE ELEMENT METHOD** provides a simple, basic approach to the course material that can be understood by both undergraduate and graduate students without the usual prerequisites (i.e. structural analysis). The book is written primarily as a basic learning tool for the undergraduate student in civil and mechanical engineering whose main interest is in stress analysis and heat transfer. The text is geared toward those who want to apply the finite element method as a tool to solve practical physical problems. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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### **NUMERICAL METHODS IN ENGINEERING WITH PYTHON 3**

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Cambridge University Press Provides an introduction to numerical methods for students in engineering. It uses Python 3, an easy-to-use, high-level programming language.

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### **ELECTRIC MACHINES AND DRIVES**

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Wiley Global Education This book is part of a three-book series. Ned Mohan has been a leader in EES education and research for decades, as author of the best-selling text/reference **Power Electronics**. This book emphasizes applications of electric machines and drives that are essential for wind turbines and electric and hybrid-electric vehicles. The approach taken is unique in the following respects: A systems approach, where Electric Machines are covered in the context of the overall drives with applications that students can appreciate and get enthusiastic about; A fundamental and physics-based approach that not only teaches the analysis of electric machines and drives, but also prepares students for learning how to control them in a graduate level course; Use of the space-vector-theory that is made easy to understand. They are introduced in this book in such a way that students can appreciate their physical basis; A unique way to describe induction machines that clearly shows how they go from the motoring-mode to the generating-mode, for example in wind and electric vehicle applications, and how they ought to be controlled for the most efficient operation.

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### **FUNDAMENTALS OF MATERIALS SCIENCE AND ENGINEERING**

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#### **AN INTEGRATED APPROACH**

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Wiley This text is an unbound, binder-ready edition. Callister and Rethwisch's **Fundamentals of Materials Science and Engineering 4th Edition** continues to take the integrated approach to the organization of topics. That is, one specific structure, characteristic, or property type at a time is discussed for all three basic material types — metals, ceramics, and polymeric materials. This order of presentation allows for the early introduction of non-metals and supports the engineer's role in choosing materials based upon their characteristics. Also discussed are new, cutting-edge materials. Using clear, concise terminology that is familiar to students, **Fundamentals** presents material at an appropriate level for both student comprehension and instructors who may not have a materials background.

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#### **VISUALIZATION, MODELING, AND GRAPHICS FOR ENGINEERING DESIGN**

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Cengage Learning A new book for a new generation of engineering professionals, **Visualization, Modeling, and Graphics for Engineering Design** was written from the ground up to take a brand-new approach to graphic communication within the context of engineering design and creativity. With a blend of modern and traditional topics, this text recognizes how computer modeling techniques have changed the engineering design process. From this new perspective, the text is able to focus on the evolved design process, including the critical phases of creative thinking, product ideation, and advanced analysis techniques. Focusing on design and design communication rather than drafting techniques and standards, it goes beyond the what to explain the why of engineering graphics. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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#### **MAKING SENSE OF STATISTICS**

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##### **A CONCEPTUAL OVERVIEW**

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Taylor & Francis • An overview of descriptive and inferential statistics without formulas and computations. • Clear and to-the-point narrative makes this short book perfect for all courses in which statistics are discussed. • Helps statistics students who are struggling with the concepts. Shows them the meanings of the statistics they are computing. • This book is easy to digest because it is divided into short sections with review questions at the end of each section. • Running sidebars draw students' attention to important concepts.

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#### **FUNDAMENTALS OF APPLIED ELECTROMAGNETICS**

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Prentice Hall CD-ROM contains: Demonstration exercises -- Complete solutions -- Problem statements.

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#### **STATISTICS FOR NURSING**

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Jones & Bartlett Publishers Important Notice: The digital edition of this book is missing some of the images or content found in the physical edition. Professional nurses must be able to critique and understand the strengths and weakness of statistical design and analysis in order to develop evidence-based practices in a clinical setting. **Statistics for Nursing: A Practical Approach** teaches nursing students the selection, application, and evaluation of statistical analysis techniques in addition to how to evaluate and apply the results derived from this analysis. Written in a clear, straightforward manner, this comprehensive text includes chapter objectives, a clinical research focus, a research application box, chapter summaries, key terms for each chapter, review questions, application exercises, and much more.

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#### **GEOLOGY FOR ENGINEERS AND ENVIRONMENTAL SCIENTISTS**

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##### **PEARSON NEW INTERNATIONAL EDITION**

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Pearson For introductory courses in geology for engineers or engineering geology, offered in departments of geology, earth science, and civil engineering. This text provides an introduction to geology for students of engineering and environmental science - with a focus on applications that they are likely to use in their professional careers. It demonstrates the importance of geology to engineers by including introductory mechanics, hydraulics, and case studies that illustrate interactions between geology and engineering; applications involving environmental problems and solutions are given significant coverage as well.

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#### **TECHNICAL DRAWING AND ENGINEERING COMMUNICATION (BOOK ONLY)**

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Delmar Pub

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#### **MATHEMATICAL METHODS FOR PHYSICISTS**

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##### **A COMPREHENSIVE GUIDE**

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Academic Press Providing coverage of the mathematics necessary for advanced study in physics and engineering, this text focuses on problem-solving skills and offers a vast array of exercises, as well as clearly illustrating and proving mathematical relations.

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#### **THE ENGINEERING OF FOUNDATIONS**

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#### **EXPERIMENTAL METHODS FOR ENGINEERS**

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#### **C PROGRAMMING**

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##### **A MODERN APPROACH**

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C++ was written to help professional C# developers learn modern C++ programming. The aim of this book is to leverage your existing C# knowledge in order to expand your skills. Whether you need to use C++ in an upcoming project, or simply want to learn a new language (or acquaint yourself with it), this book will help you learn all of the fundamental pieces of C++ so you can begin writing your own C++ programs. This updated and expanded second edition of **Book** provides a user-friendly introduction to the subject, Taking a clear structural framework, it guides the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts. This succinct and enlightening overview is a required reading for all those interested in the subject. We hope you find this book useful in shaping your future career & Business.

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#### **MICROECONOMICS: AN INTUITIVE APPROACH**

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Cengage Learning Examine microeconomic theory as a way of looking at the world with **MICROECONOMICS: AN INTUITIVE APPROACH, 2E**. Using a conversational writing style,

everyday examples and outstanding graphs, this book sets a new standard for clarity and rigor without requiring any background in calculus. The author builds on the foundation of individual behavior, showing readers the larger context of economic intuition while developing conceptual thinking skills with carefully written analysis. The first chapters establish a set of tools that prepare the reader to understand supply, demand and equilibrium. The text offers unprecedented flexibility in topical coverage with four distinct paths through the topics. Readers can follow a non-game theory path through microeconomics, a path emphasizing game theory, a path emphasizing policy issues or a path focused on business. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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## SYSTEMS ANALYSIS AND DESIGN

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**Wiley Global Education** With the overarching goal of preparing the analysts of tomorrow, Systems Analysis and Design offers students a rigorous hands-on introduction to the field with a project-based approach that mirrors the real-world workflow. Core concepts are presented through running cases and examples, bolstered by in-depth explanations and special features that highlight critical points while emphasizing the process of "doing" alongside "learning." As students apply their own work to real-world cases, they develop the essential skills and knowledge base a professional analyst needs while developing an instinct for approach, tools, and methods. Accessible, engaging, and geared toward active learning, this book conveys both essential knowledge and the experience of developing and analyzing systems; with this strong foundation in SAD concepts and applications, students are equipped with a robust and relevant skill set that maps directly to real-world systems analysis projects.

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## MATERIALS SCIENCE FOR ENGINEERING STUDENTS

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**Academic Press** Materials Science for Engineering Students offers students of introductory materials science and engineering, and their instructors, a fresh perspective on the rapidly evolving world of advanced engineering materials. This new, concise text takes a more contemporary approach to materials science than the more traditional books in this subject, with a special emphasis on using an inductive method to first introduce materials and their particular properties and then to explain the underlying physical and chemical phenomena responsible for those properties. The text pays particular attention to the newer classes of materials, such as ceramics, polymers and composites, and treats them as part of two essential classes - structural materials and functional materials - rather than the traditional method of emphasizing structural materials alone. This book is recommended for second and third year engineering students taking a required one- or two-semester sequence in introductory materials science and engineering as well as graduate-level students in materials, electrical, chemical and manufacturing engineering who need to take this as a core prerequisite. Presents balanced coverage of both structural and functional materials Types of materials are introduced first, followed by explanation of physical and chemical phenomena that drive their specific properties Strong focus on engineering applications of materials The first materials science text to include a whole chapter devoted to batteries Provides clear, mathematically simple explanations of basic chemistry and physics underlying materials properties

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## PYTHON PROGRAMMING

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### AN INTRODUCTION TO COMPUTER SCIENCE

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**Franklin, Beedle & Associates, Inc.** This book is suitable for use in a university-level first course in computing (CS1), as well as the increasingly popular course known as CS0. It is difficult for many students to master basic concepts in computer science and programming. A large portion of the confusion can be blamed on the complexity of the tools and materials that are traditionally used to teach CS1 and CS2. This textbook was written with a single overarching goal: to present the core concepts of computer science as simply as possible without being simplistic.

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## ENGINEERING STATISTICS

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Montgomery, Runger, and Hubele provide modern coverage of engineering statistics, focusing on how statistical tools are integrated into the engineering problem-solving process. All major aspects of engineering statistics are covered, including descriptive statistics, probability and probability distributions, statistical test and confidence intervals for one and two samples, building regression models, designing and analyzing engineering experiments, and statistical process control. Developed with sponsorship from the National Science Foundation, this revision incorporates many insights from the authors' teaching experience along with feedback from numerous adopters of previous editions.

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## MATHEMATICS FOR ELEMENTARY SCHOOL TEACHERS: A PROCESS APPROACH

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**Cengage Learning** Freitag's MATHEMATICS FOR ELEMENTARY SCHOOL TEACHERS: A PROCESS APPROACH was developed using the five Content Standards from the NCTM Principles and Standards for School Mathematics, and the Common Core State Standards for Mathematics. Traditionally, books for pre-service elementary teachers have focused on problem solving. However, problem solving is not the only process through which mathematics is learned. It is also learned through mathematical reasoning, communication, representation, and connections. Recent trends in mathematics education now advocate implementing all five processes as a vital part of learning and doing mathematics. Consequently, you need to have concrete experiences with these processes that you will be required to teach. The goal of this book is to treat each of the processes equitably by using an approach in which the five processes serve as the central pedagogical theme. Most of the examples, exercises, and activities are designed to either model the processes or to directly engage you in working with them. As a result, you will not only come to understand the different processes, but also appreciate them as an integral to learning and doing mathematics. If this broader view can be instilled, you are more likely to give your students a more well-rounded and holistic view of mathematics once you enter the classroom. The content of the book is directly related to the mathematics that is taught in grades K - 8. The purpose is not to reteach elementary mathematics. Rather, the intent is to look at the content from a theoretical or generalized point of view, so that you can better understand the concepts and processes behind the mathematics you will teach. In short, the book focuses on the why behind the mathematics in addition to the how. Available with InfoTrac Student Collections <http://go.cengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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## ESSENTIALS OF CHEMICAL REACTION ENGINEERING

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**Pearson Education** Learn Chemical Reaction Engineering through Reasoning, Not Memorization Essentials of Chemical Reaction Engineering is the complete, modern introduction to chemical reaction engineering for today's undergraduate students. Starting from the strengths of his classic Elements of Chemical Reaction Engineering, Fourth Edition, in this volume H. Scott Fogler added new material and distilled the essentials for undergraduate students. Fogler's unique way of presenting the material helps students gain a deep, intuitive understanding of the field's essentials through reasoning, using a CRE algorithm, not memorization. He especially focuses on important new energy and safety issues, ranging from solar and biomass applications to the avoidance of runaway reactions. Thoroughly classroom tested, this text reflects feedback from hundreds of students at the University of Michigan and other leading universities. It also provides new resources to help students discover how reactors behave in diverse situations-including many realistic, interactive simulations on DVD-ROM. New Coverage Includes Greater emphasis on safety: following the recommendations of the Chemical Safety Board (CSB), discussion of crucial safety topics, including ammonium nitrate CSTR explosions, case studies of the nitroaniline explosion, and the T2 Laboratories batch reactor runaway Solar energy conversions: chemical, thermal, and catalytic water spilling Algae production for biomass Steady-state nonisothermal reactor design: flow reactors with heat exchange Unsteady-state nonisothermal reactor design with case studies of reactor explosions About the DVD-ROM The DVD contains six additional, graduate-level chapters covering catalyst decay, external diffusion effects on heterogeneous reactions, diffusion and reaction, distribution of residence times for reactors, models for non-ideal reactors, and radial and axial temperature variations in tubular reactions. Extensive additional DVD resources include Summary notes, Web modules, additional examples, derivations, audio commentary, and self-tests Interactive computer games that review and apply important chapter concepts Innovative "Living Example Problems" with Polymath code that can be loaded directly from the DVD so students can play with the solution to get an innate feeling of how reactors operate A 15-day trial of Polymath(tm) is included, along with a link to the Fogler Polymath site A complete, new AspenTech tutorial, and four complete example problems Visual Encyclopedia of Equipment, Reactor Lab, and other intuitive tools More than 500 PowerPoint slides of lecture notes Additional updates, applications, and information are available at [www.umich.edu/~essen](http://www.umich.edu/~essen) and [www.essentialsofcre.com](http://www.essentialsofcre.com).

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## FUNDAMENTALS OF TRANSPORTATION ENGINEERING

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### A MULTIMODAL SYSTEMS APPROACH

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**Prentice Hall** "Fundamentals of Transportation Engineering: A Multimodal Systems Approach" is intended for the first course in Transportation Engineering. Combining topics that are essential in an introductory course with information that is of interest to those who want to know why certain things in transportation are the way they are, the text places a strong emphasis on the relationship between the phases of a transportation project. The text familiarizes students with the standard terminology and resources involved in transportation engineering, provides realistic scenarios for students to analyze, and offers numerous examples designed to develop problem-solving skills. Features: Non-automobile modes addressed extensively: Public transit, air transportation, and freight modes. Purposeful, but flexible sequence of topics. Ongoing case study of a single region called "Mythaca," which shows students the interconnections between many transportation issues. Chapter opening scenarios: Each chapter begins with a scenario designed to orient students to a transportation problem that might confront a transportation engineer. Scenarios, examples, and homework problems based on the extensive experience of the authors. Traditional, standard transportation engineering combined with the needs of future transportation engineering. Special Discussion Boxes: "Think About It" boxes provide students with highlighted topics and concepts to reinforce material.

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## STRUCTURAL STEEL DESIGN

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**Mercury Learning and Information** Structural Steel Design, Third Edition is a simple, practical, and concise guide to structural steel design - using the Load and Resistance Factor Design (LRFD) and the Allowable Strength Design (ASD) methods -- that equips the reader with the necessary skills for designing real-world structures. Civil, structural, and architectural engineering students intending to pursue careers in structural design and consulting engineering, and practicing structural engineers will find the text useful because of the holistic, project-based learning approach that bridges the gap between engineering education and professional practice. The design of each building component is presented in a way such that the reader can see how each element fits into the entire building design and construction process. Structural details and practical example exercises that realistically

mirror what obtains in professional design practice are presented. Features: - Includes updated content/example exercises that conform to the current codes (ASCE 7, ANSI/AISC 360-16, and IBC) - Adds coverage to ASD and examples with ASD to parallel those that are done LRFD - Follows a holistic approach to structural steel design that considers the design of individual steel framing members in the context of a complete structure.

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#### **MICROELECTRONIC CIRCUIT DESIGN**

McGraw-Hill College "Microelectronic Circuit Design" is known for being a technically excellent text. The new edition has been revised to make the material more motivating and accessible to students while retaining a student-friendly approach. Jaeger has added more pedagogy and an emphasis on design through the use of design examples and design notes. Some pedagogical elements include chapter opening vignettes, chapter objectives, "Electronics in Action" boxes, a problem solving methodology, and "design note" boxes. The number of examples, including new design examples, has been increased, giving students more opportunity to see problems worked out. Additionally, some of the less fundamental mathematical material has been moved to the ARIS website. In addition this edition comes with a Homework Management System called ARIS, which includes 450 static problems.

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#### **MARKETING**

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##### **THE CORE W/OLC AND PREMIUM CONTENT**

McGraw-Hill Europe **MARKETING: THE CORE**, 2/e by Kerin, Berkowitz, Hartley, and Rudelius continues the tradition of cutting-edge content and student-friendliness set by Marketing 8/e, but in a shorter, more accessible package. The Core distills Marketing's 22 chapters down to 18, leaving instructors just the content they need to cover the essentials of marketing in a single semester. Instructors using The Core also benefit from a full-sized supplements package. The Core is more than just a "baby Kerin"; it combines great writing style, currency, and supplements into the ideal package.

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#### **ENGINEERING ECONOMIC ANALYSIS**

Praised for its accessible tone and extensive problem sets, this trusted text familiarizes students with the universal principles of engineering economics. This essential introduction features a wealth of specific Canadian examples and has been fully updated with new coverage of inflation and environmental stewardship as well as a new chapter on project management.

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#### **OBJECT-ORIENTED DESIGN AND PATTERNS**

John Wiley & Sons Cay Horstmann offers readers an effective means for mastering computing concepts and developing strong design skills. This book introduces object-oriented fundamentals critical to designing software and shows how to implement design techniques. The author's clear, hands-on presentation and outstanding writing style help readers to better understand the material. · A Crash Course in Java · The Object-Oriented Design Process · Guidelines for Class Design · Interface Types and Polymorphism · Patterns and GUI Programming · Inheritance and Abstract Classes · The Java Object Model · Frameworks · Multithreading · More Design Patterns

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#### **AN INTRODUCTION TO STATISTICAL METHODS AND DATA ANALYSIS**

Cengage Learning Ott and Longnecker's **AN INTRODUCTION TO STATISTICAL METHODS AND DATA ANALYSIS**, 6th Edition, International Edition provides a broad overview of statistical methods for advanced undergraduate and graduate students from a variety of disciplines who have little or no prior course work in statistics. The authors teach students to solve problems encountered in research projects, to make decisions based on data in general settings both within and beyond the university setting, and to become critical readers of statistical analyses in research papers and in news reports. The first eleven chapters present material typically covered in an introductory statistics course, as well as case studies and examples that are often encountered in undergraduate capstone courses. The remaining chapters cover regression modeling and design of experiments.

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#### **SURVEYING WITH CONSTRUCTION APPLICATIONS**

Pearson Higher Ed This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Known for its state-of-the-art coverage and clear, concise approach, **Surveying with Construction Applications**, Seventh Edition covers the latest advances and foundational principles of surveying. Emphasizing instrumentation technology, field data capture, and data-processing techniques, this text highlights real-world applications of surveying to the construction and engineering fields. Ideal as a reference in the field, additional complexities in electronic distance measurement and the order of presentation of surveying topics have been revised in this edition. All state Departments of Transportation (DOTs) in the U.S. and the provincial Transportation/Highways Departments in Canada conduct extensive training sessions for their large staffs. This book covers topics that are taught in these training sessions, in addition to all of the introductory topics needed for survey training.