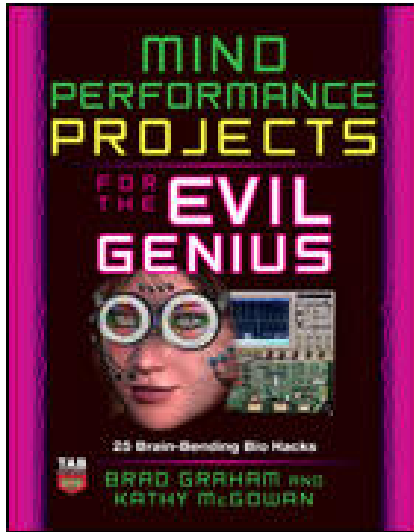


Mind Performance Projects for the Evil Genius

Brad Graham & Kathy McGowan

Imprint: McGraw-Hill Professional



Pub Date: October 2009
ISBN: 9780071623926
Format: Softcover
Subject Area: Technology & Engineering
Pages: 224- Illustrations: 75
Photos: 125
Trim: 27.6 x 21.6cm

Price: AUS \$39.95 / NZ \$45.00

PUBLICITY HIGHLIGHTS:
Media campaign to target all major computing and science & technology related publications.

Description

Normally when we think of hacking, we assume that some machine, computer, or software will be the target of manipulation, enhancement or improvement, but in true Evil Genius form, we boldly go where no hacker has gone before - into the human mind. Every project will be perfectly safe, easy to build, and will explore cutting-edge technologies, such as brain wave mapping, lucid dream control, alpha meditation, bio feedback, sleep learning, hypnosis, subliminal messages, heart rate and body temperature monitoring, and even real control of mechanical devices using brain waves.

Even though the projects will be easy to build, and some may be simply for entertainment, a lot of useful information can be learned in this field and directly applied real-world medical disciplines, such as sleep science, cardio-therapy, psychology, and rehabilitation. Readers will have fun attempting to send subliminal messages to their friends, trying to accelerate their grades by learning while they sleep, taking control over their health with biofeedback, or mixing

and matching many of the projects to invent their own Evil Genius ideas.

Key Features

- Uses easy-to-find parts and tools that every Evil Genius can scrounge inexpensively on the Internet or at local hardware or electronics stores
- Leads readers step-by-step through the building process for 25 effective and entertaining projects
- Readers can mix and match the circuits and devices to create their new, customized gadgets
- No dangerous technologies used--no need to become a Borg to experiment

Market

Electronics enthusiasts; technical engineers; biomechanical engineers; those interested in parapsychology, biofeedback and sleep.

Author Biography

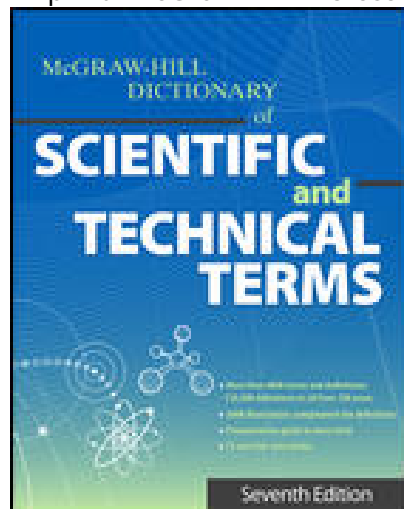
Brad Graham is founder and host of the ATOMICZOMBIE.com Website, dedicated to his flamboyant bicycles, robots, and inventions. In 2003, he received a Guinness World Record for building and riding the World's Tallest Ridable Bicycle. He is a Network Engineer, Electronics Technician, Welder, Web Developer, Robotics Developer, Computer Programmer and Inventor. Brad is co-author of *Atomic Zombie's Bicycle Builder's Bonanza*, *Build Your Own All-Terrain Robot*, *101 Spy Gadgets for the Evil Genius*, *51 High-Tech Practical Jokes for the Evil Genius* and *Bike, Scooter, and Chopper Projects for the Evil Genius*.

Kathy McGowan is also a bicycle, robotics, and electronics enthusiast. She coordinates all of Brad's publishing projects while managing the daily operations of a high-tech company. Kathy is also Development Manager of numerous Websites and forums, including ATOMICZOMBIE.com.

The McGraw-Hill Dictionary of Scientific and Technical Terms, Seventh Edition

McGraw-Hill

Imprint: McGraw-Hill Professional



Pub Date: October 2009
ISBN: 9780071608992
Format: Hardcover
Subject Area: Reference
Pages: 2500 - Illustrations: 3000
Trim: 15.2 x 22.9cm

Pre-Pub Offer
AUS \$480.00 / NZ \$500.00
Until 31st October 2009

At 1st November 2009, the RRP will be
AUS \$520.00 / NZ \$540.00

Description

For more than 35 years, the *McGraw-Hill Dictionary of Scientific and Technical Terms* has been the number one source for the terminology of science and technology, with definitions in more than 100 fields from acoustics to zoology. Now, following an extensive revision to its content, this classic is offered in a fresh new look with more 75 full color plates complementing the text.

Key Features

- More than 110,000 entries
- Extensively updated with numerous new definitions and revisions to existing terms reflecting advances in science and technology
- All entries accompanied by a pronunciation guide
- More than 3,000 illustrations accompanying the entries
- 75 full color plates complement the text
- Entries reviewed and recommended by an expert board of consulting editors

- Helpful guides for using the Dictionary and accessing definitions
- Appendices provide useful scientific symbols, mathematical symbols and notation; chemical nomenclature, a guide to the elementary particles, schematic electronic symbols; the geologic time scale, the periodic table of the elements; a classification of living organisms, conversion tables; and a biographical listing of famous scientists

Market

The Dictionary of Scientific and Technical Terms, 7th edition, is an essential reference for all readers and writers in science and technology: students, professionals in a wide variety of field, journalists, and general readers. The Dictionary is part of the core science collection in school, academic, and public libraries as well as in governmental and non-governmental agencies and company libraries.

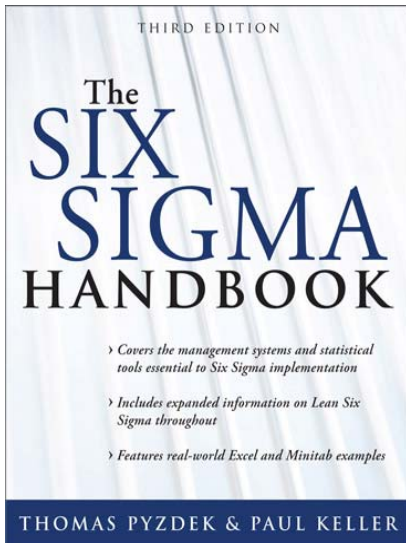
Author Biography

The McGraw-Hill Science Editorial Staff are also responsible for the *McGraw-Hill Encyclopedia of Science & Technology*, the world's premier science reference.

The Six Sigma Handbook, 3/e

Thomas Pysdek, Paul Keller

Imprint: McGraw-Hill Professional



Pub Date: October 2009

ISBN: 9780071623384

Previous Edition ISBN:

9780071410151

Format: Hardback

Subject Area: General

Engineering

Pages: 608 - Illustrations: 75

Trim: 18.7 x 23.5cm

Price: AUS \$160.00 / NZ \$170.00

Description

A complete overhaul to a true classic and sales powerhouse. This edition includes much more information on Lean Six Sigma and the most current statistical software tools, in a much more 'lean' package.

Six Sigma has helped organisations of all types and sizes improve the quality of processes and products, while also increasing customer satisfaction and saving money. *The Six Sigma Handbook, Third Edition* covers the management systems and statistical tools that are the foundation of this approach.

The book's presentation is based on the DMAIC (Define, Measure, Analyse, Improve and Control) implementation strategy for Six Sigma, with focus on the management responsibilities and problem-solving methodologies. Unlike other books on Six Sigma, *The Six Sigma Handbook* teaches these concepts and then puts them in the context of on-the-job situations so practitioners can actually execute their projects on Monday morning. Screen shots of Minitab and Excel, the most widely used software programs for doing statistics

with Six Sigma, this book an even more useful and interactive resource for those learning new concepts.

Key Features

- Integrates Lean Six Sigma (the most prevalent trend within Six Sigma over the past five years) throughout the book, rather than simply including information in one chapter
- Revision of all sections to relate more to project objectives, rather than to simply present a collection of tools and techniques, resulting in an improved content flow

Market

A growing majority of Fortune 500 Companies who have adopted the Six Sigma approach, as well as many Small and Mid-Sized Organisations, Executive Management, Operational-Level Practitioners such as Six Sigma Black Belts, Green Belts, or those who aspire to those positions.

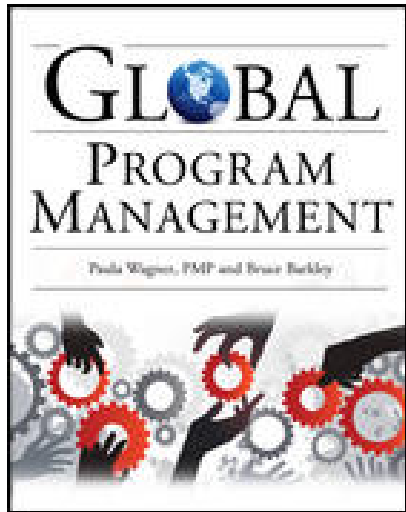
Author Biography

Thomas Pysdek is a Six Sigma consultant to Ford, McDonald's, Intuit, Avon Products and many other companies. He has more than 30 years of experience in the quality field. Pysdek is a fellow of the American Society for Quality (ASQ) and recipient of the ASQ Edwards Medal for outstanding contributions to the practice of quality management.

Paul Keller is a Vice President and Senior Consultant with Quality America, a Six Sigma Training company. He has developed and implemented successful Six Sigma and quality improvement programs in service and manufacturing applications. His Six Sigma Instructor Training Materials have been licensed to over 50 corporations, academic institutions and consultants throughout the world. Keller's online and on-site Six Sigma training has been used by nearly 3000 students to date to achieve Six Sigma Green Belt and Black Belt certifications. Keller has developed and led well received training and consulting programs in Six Sigma and related topics.

Global Program Management

Paula Wagner & Bruce T. Barkley



Imprint: McGraw-Hill Professional

Pub Date: October 2009

ISBN: 9780071621830

Format: Softcover

Subject Area: Mechanical

Pages: 352 Illustrations: 50

Trim: 23.5 x 18.7cm

Price: AUS \$95.00 / NZ \$105.00

Description

The subject of program management covers a multitude of management and systems issues associated with major, complex initiatives involving many interrelated projects. Typically these programs are focused on major outcomes, e.g. new systems, services, technology developments, and community improvements that involve multiple projects and interfaces and many different organisations. These programs are typically designed to change things dramatically. That is the focus of this book.

Programs are typically designed to effect major change in the way businesses and government agencies do business and their clientele. And many programs involve the public sector simply because of the large costs and core resources necessary to effect fundamental change in major private and public systems. For instance, the move to broadband has involved major program management changes involving both private and public activity, as has the investment in mobile telecommunications technology, the Internet, transportation and automobile technology, manufacturing processes, and television and entertainment.

Key Features

- Utilises a top-down approach, starting with business plans, strategies, and objectives, and working down into major program areas.
- Explains program management in terms of an organisation, various systems, and organisational change.
- Discusses the role of the program managers in context of the entire program management process.
- Uses technical case studies to show successful program management scenarios.
- Covers PMI's standards on program management, including the PgMP exam.
- The only book on the market to discuss program risk management, as well as the role of program management in new product development.

Market

Business, MBA, and undergraduate students; global researchers in organisational change, PMP and PgMP candidates, and other PMI members.

Author Biography

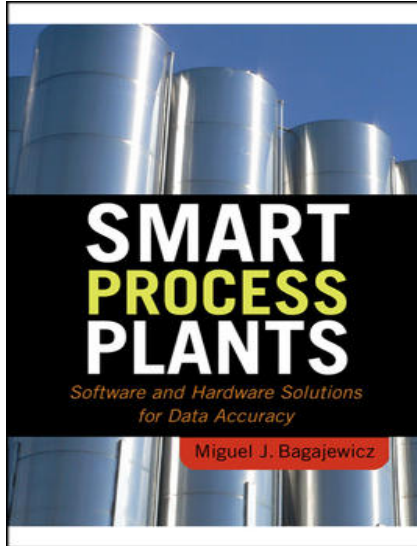
Paula Wagner, PMP, is a Strategic Leader, Communication Expert, Process Engineer, and Innovation Agent. She is Senior Project Manager/Senior Business Manager (Director Level Position) - CNN Broadcast Engineering System Technology at Turner Broadcasting Systems. Since 2004, Paula has taught Project and Program Management at the DeVry/Keller Graduate School of Management.

Bruce Barkley is a former Federal Senior Executive, Executive Office of The President of the United States and Several Cabinet Agencies, Washington DC, Former VP for Business Consulting Firm, with top secret clearance, and former project management analyst, Program Management Office (PMO) Director, Universal Avionics, Inc. Bruce is currently Senior Faculty, U. of Maryland and DeVry/Keller Graduate School of Management. He is the author of the following titles for McGraw-Hill: *Customer-Driven Project Management* (2001), *Project Risk Management* (2004), *Integrated Project Management* (2005), and *Project Management in New Product Development* (2007).

Smart Process Plants: Software and Hardware Solutions for Data Accuracy

Miguel J. Bagajewicz

Imprint: McGraw-Hill Professional



Pub Date: October 2009

ISBN: 9780071604710

Format: Hardback

Subject Area:

Industrial/Manufacturing
Engineering

Pages: 480 - Illustrations: 60

Trim: 15.2 x 22.9cm

Price: AUS \$220.00 / NZ \$230.00

Description

An essential title for process plant engineers from an introductory tutorial to discussions of new and critical material, including data accuracy and error-free process.

Data reconciliation, gross error detection and instrumentation upgrade are at the center of bias-free accurate estimates of process flow rates, temperatures and process parameters. They are essential tools that provide proactive feedback not only to achieve error-free process plant environments, but also to improve economic factors, the environment and health and safety performance. They feed fault detection algorithms, controllers and production accounting as well as on-line optimisation algorithms. *Smart Plant Instrumentation* utilises a less mathematically-intimidating approach in order to educate process plant operation management as well as process engineers.

Key Features

- Includes introductory mathematical material
- Contains novel and critical material that is not available in competing titles
- Features downloadable software for data reconciliation practice
- Includes worked-out examples and exercises that are easily performed

Market

Industrial Engineers, Industrial Mathematicians, Chemical Engineers, Industrial Process Engineers and Industrial Statistical Analysts.

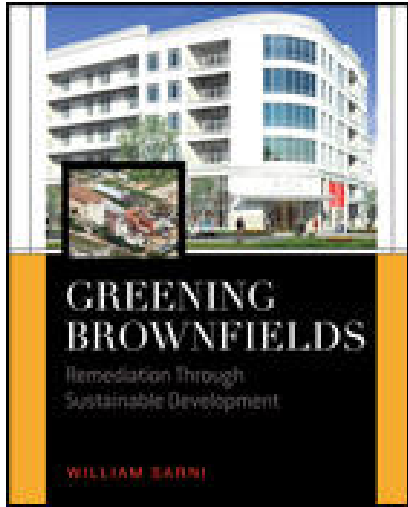
Author Biography

Miguel J. Bagajewicz is the Sam Wilson Professor of Chemical Engineering at the University of Oklahoma. His research is in the fields of design, operation, simulation and optimisation of process plants and product design. In addition, Bagajewicz specialises in financial risk, environmentally benign processes and micro-economics as applied to product design.

Greening Brownfields

William Sarni

Imprint: McGraw-Hill Professional



Pub Date: October 2009
ISBN: 9780071609098
Format: Hardback
Subject Area: Environmental
Conservation & Protection
Pages: 400 Illustrations: 100
Trim: 23.5 x 18.7cm

Price: AUS \$145.00 / NZ \$155.00

- Outlines strategies to create value from brownfield sites through green development
- Outlines all state brownfield remediation incentive programs
- Presents the United States Green Building Council (USGBC)/Leadership in Energy and Environmental Design (LEED) guideless regarding brownfield redevelopment
- Presents best practices
- Case studies - U.S. and international

Market

Land developers & land planners

Author Biography

William Sarni is founder and CEO of Domani Sustainability Consulting, LLC, a consulting firm that provides innovative business and technical sustainability solutions to firms committed to increasing revenue, mitigating risk, and improving operating efficiency. For over 30 years, he has provided sustainability and environmental consulting services to private and public sector enterprises. Sarni has managed a wide range of complex sustainability and environmental programs throughout the U.S., Europe, and Asia. He is a member of the Environmental Compliance Committee of the Chicago Climate Exchange and the Urban Land Institute. Sarni frequently speaks on a range of sustainability issues and authors editorial columns on sustainability issues in both *Venture* magazine and the Sustainable Life Media's *Climate Management Weekly*.

Description

More than 50 percent of the world's population and approximately 65 percent of the U.S. population now lives in an urban setting. The convergence of issues such as scarcity of resources (water, energy, land) and climate change present significant opportunities to take a holistic approach to urban property redevelopment. Concepts such as sustainable remediation of brownfield sites, sustainable land use and water management, green building/carbon neutral buildings, and off-grid development can create tangible and intangible value if approached proactively. *Greening Brownfields* is a forward-looking reference that explains how to increase value created by the convergence of brownfield redevelopment and sustainable development practices. It presents best practices and creative thinking on how to increase property value by viewing contaminated properties as an opportunity rather than as a liability.

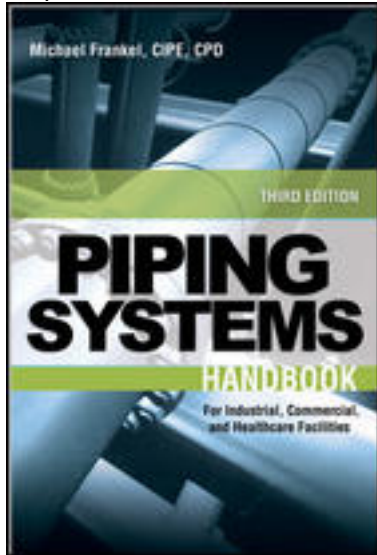
Key Features

- Clearly outlines the global trends and business drivers related to brownfields and green development

Piping Systems Handbook

Michael L. Frankel

Imprint: McGraw-Hill Professional



Pub Date: October 2009
ISBN: 9780071597210
Format: Hardback
Subject Area: Technology & Engineering
Pages: 1200
Trim: 15.2 x 22.9cm

Price: AUS \$265.00 / NZ \$280.00

Description

This comprehensive resource covers piping systems normally installed in facilities of all types including: Industrial, commercial, institutional--healthcare, chemical, pharmaceutical, nuclear, and government facilities. Includes all utility piping, such as plumbing, steam, water, air and vacuum systems. This is a practical book, discussing the "how" rather than the "why".

Key Features

- Design specifications up-date throughout
- Added chapter on swimming pools
- Performance and usage of systems updated
- Updated plumbing systems data and codes
- Site utility systems expanded
- New advancements in water treatment and membranes
- Alternative drainage systems added
- SI unit included

Market

The book is a working guide and reference for engineers, plumbing system designers, plumbing officials, architects, plant engineers, inspectors, journeymen, students, contractors, builders, and all those associated with the construction industry. It provides important technical information in an easy-to-understand format. A guide for plumbing engineers and designers who are responsible for the engineering, design, and construction of a secure and safe facility. Engineers, building owners, architects, designers, and contractors all carry the responsibility for the health, safety, and welfare of the general public and especially the workers in the facility and all will benefit from the information in this book. The records show that a strong foreign readership exists and the demand for this book will continue in the future.

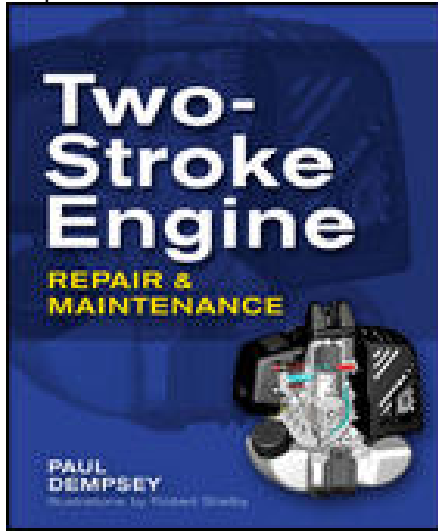
Author Biography

Mike Frankel, CIPE, CPD, is president of Utility Systems Consultants. He has more than 35 years of experience in the plumbing industry and engineering and design profession. Mr. Frankel is a prolific author with numerous magazine articles and books to his credit including *Facility Piping Systems Handbook*, *Pharmaceutical Facilities Plumbing Systems* published by The American Society of Plumbing Engineers as well as the plumbing sections of the *Architectural Graphic Standards* and the *Piping Handbook*. He has been a principal voting member of the Technical Committee on piping for NFPA 99 and is an active member of ASPE. Some of Mr. Frankel's notable projects include NASA's Vehicle Assembly Building at Cape Canaveral and the Shrine of the Book in Israel.

Two-Stroke Engine Repair and Maintenance

Paul K. Dempsey

Imprint: McGraw-Hill Professional



Pub Date: October 2009

ISBN: 9780071625395

Format: Softcover

Subject Area: Mechanical

Pages: 240 - Illustrations: 150

Photos: 100

Trim: 15.2 x 22.9cm

Price: AUS \$42.95 / NZ \$48.00

Description

This book describes maintenance and repair procedures for handheld outdoor equipment powered by two-stroke engines. Tens of millions of weed trimmers, edgers, leaf blowers, hedge trimmers, portable pumps, and small generators run on two-stroke engines. Because of the scarcity of factory service information and the temperamental nature of two-stroke engines, these devices are a source of constant frustration.

Walk through any residential neighborhood on a Saturday morning and observe the cranking and fuming as owners try to get their weed-eaters started. Because of high labor charges--some small engine shops now get \$70/hr - repairs are expensive. But, once demystified, two-stroke engines are simple devices and well within the technological range and capabilities of non-professionals to service. This book will show readers exactly how with detailed pictures and clear, concise, no-nonsense text.

Key Features

- The only up-to-date book on the market to show exactly how to repair and maintain equipment with two-stroke engine.
- Emphasis is placed on step-by-step repair, complete with clear, detailed photographs.
- Describes the operation, architecture, and design features of two-stroke engines, together with the equipment that these engines power.
- Cross-lists all manufacturers--for example, some Ryobi string trimmers have been sold under Sears, Turf Power, Singer, Servistar, Supreme, and Ryan labels.

Market

Anyone who owns equipment run by a two-stroke engine (check out the Ryobi forum - Ryobi is the largest manufacturer of two-stroke engine items; Husqvarna products require a CD from Sweden), vocational educators and students, working mechanics.

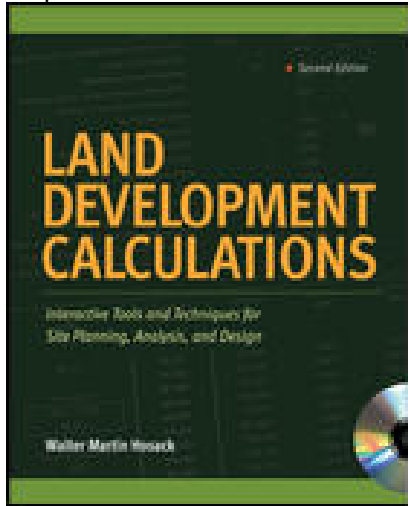
Author Biography

Paul Dempsey is a Master Mechanic and former editor of *World Oil* magazine. He is the author of more than 20 technical books, including *Small Engine Repair*, *How to Repair Briggs & Stratton Engines*, and *Troubleshooting and Repairing Diesel Engines*.

Land Development Calculations

Walter Martin Hosack

Imprint: McGraw-Hill Professional



Pub Date: October 2009
ISBN: 9780071603218
Format: Hardback
Subject Area: Technology & Engineering
Pages: 576
Trim: 23.5 x 18.7cm

Price: AUS \$220.00 / NZ \$230.00

Description

In today's sustainable environment, if the business of building aims to consider the surrounding environment and the preservation of open space, careful consideration must be given to the land available for a building's footprint so that we don't pave the planet.

Land Development Calculations, Second Edition explains the information fields on the 41 interactive spreadsheets on the accompanying CD-ROM that forecast the development capacity of vacant land based on data entered in the design specification panel of one or more spreadsheets for three categories of shelter - residential, non-residential, and mixed use. The book includes new and updated chapters covering the additional information that can be forecast for the various categories of shelter - the development capacity of land with existing structures and construction costs.

Key Features

- Two new forecast modules - one that forecasts development capacity remaining after the accommodation of existing

conditions and another that forecasts budgets for each capacity option

- A new chapter on the mathematical relationship between development cover, open space, and building height
- A new chapter on simplifying the zoning process
- Updated chapters that explain the two new forecast modules
- New exhibits
- Updated glossary

Market

Architects, Civil engineers, Land developers, Real estate developers, Urban planners, City planners

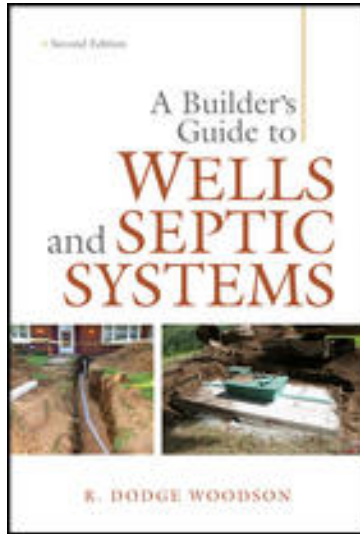
Author Biography

Walter Martin Hosack is a retired architect and city planner. He has leadership, management, design, and production experience in architecture, engineering, urban design, city planning, building regulation, code compliance, and zoning administration. Over the past 40 years, he has planned, designed, produced, and managed projects—from residences to \$100 million commercial projects. Hosack has participated in and led development efforts at both the state and local levels of government.

A Builder's Guide to Wells and Septic Systems, Second Edition

R. Dodge Woodson

Imprint: McGraw-Hill Professional



Pub Date: October 2009

ISBN: 9780071625975

Format: Softcover

Subject Area: Reference

Pages: 304 - Illustrations: 100

Trim: 15.2 x 22.9cm

Price: AUS \$65.00 / NZ \$75.00

- Updated illustrations
- Information on green products for construction
- Updated chapters that reflect current labor techniques
- "Tip" boxes that put key information at the user's fingertips

Market

Plumbers, Builders; Remodelers; Plumbing Inspectors; Installers

Author Biography

R. Dodge Woodson has over 30 years of experience as a licensed plumber. Woodson, the author of numerous books relating to the plumbing and construction trades, has owned and operated construction companies in Virginia and Maine, and has served as an adjunct faculty member for the Central Maine Technical College.

Description

Builder's Guide to Wells and Septic Systems provides both novice contractors and contractors who regularly deal with installations of wells and septic systems on rural properties with the critical information needed for successful construction and installation. Master plumber R. Dodge Woodson, who, in addition to working with wells and septic systems, has built numerous homes served by wells and septic systems. This edition:

- Presents updated illustrations of modern products
- Provides information on green materials used in septic system construction
- Updates chapters to reflect the 2009 code requirements, product changes, and current labor techniques

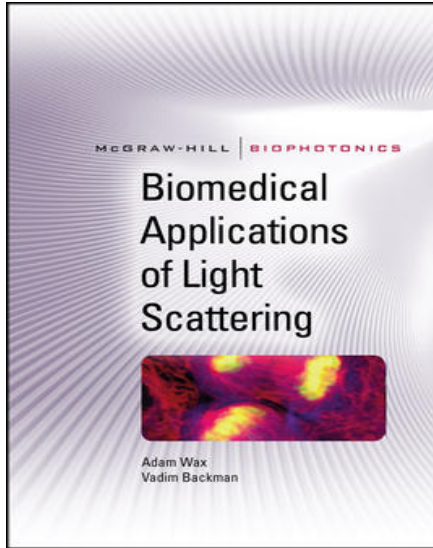
Key Features

- New chapter on green sewage systems
- "Code Considerations" boxes that outline ICC International Private Sewage Disposal Code requirements

Biomedical Applications of Light Scattering

Adam Wax, Vadim Backman

Imprint: McGraw-Hill Professional



Pub Date: October 2009

ISBN: 9780071598804

Format: Hardback

Subject Area: Electrical and Electronic Engineering

Pages: 416 - Illustrations: 100

Trim: 15.2 x 22.9cm

Price: AUS \$265.00 / NZ \$280.00

Description

This book provides a comprehensive overview of light-scattering techniques and will be the first to discuss in-depth their growing use in biomedical applications.

Light-scattering techniques, because of their ability to accurately and precisely determine structures within biological samples, increasingly are being developed as biomedical diagnostics. Clinical applications include: detecting pre-cancerous and cancerous tissue states both in vivo and with ex vivo biopsy samples, characterising the mechanical properties of cells and tissues for identifying disease and assessing the presence and concentration of biochemical's for diagnostic purposes. The development of these clinical modalities relies upon implementing light-scattering instruments, creating models of light scattering by normal and diseased tissues and devising new analysis methods. In addition, light scattering has also been employed in pre-clinical cell biology studies that seek to detect structural changes of sub-cellular components such as mitochondria and cell nuclei. These pre-clinical studies in developing new clinical modalities have improved understanding of the relationship between light-scattering

signals and underlying morphological changes. Recently, the increasing use of light-scattering techniques for biomedical applications has led to a significant interest at recent conferences and journal publications. This book will present and discuss these recent trends in the biomedical applications of light scattering.

Key Features

- Will provide researchers in the field of biophotonics with a compact summary of the field of light-scattering for biomedical applications
- Features some colour figures and illustrations
- Chapter contributors are leading international biophotonics researchers

Market

Biomedical Engineers, Optical Engineers, Medical Doctors, Physicians, Biophotonics Specialists and Chemical Engineers.

Author Biography

Adam Wax, Ph.D. is an assistant professor of biomedical engineering at Duke University.

Vadim Backman, Ph.D. is a professor of biomedical engineering at North-western University, where he specialises in optical imaging.