

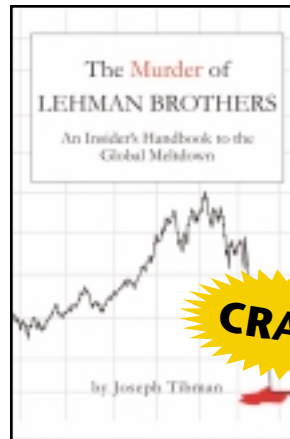


Heaven and Earth

Global Warming, the Missing Science

Ian Plimer

In this controversial new book Australia's leading geologist makes the case that carbon dioxide is just one of many factors that drive climate—and a relatively insignificant one at that. *Heaven and Earth* engagingly and comprehensively synthesizes what we know—or think we know—about the sun, earth, ice, water, and air. *Heaven and Earth* is a powerful argument against many of the punitive—and expensive—laws that are now being passed to “protect” our environment. Remember the great Alar scare of 1989? Remember when we were headed toward a New Ice Age? Remember when the Arctic was melting but the Antarctic was not? And when ethanol was the answer to everything? Ian Plimer's *Heaven and Earth* blows away the smoke and let's us look directly into the flame.

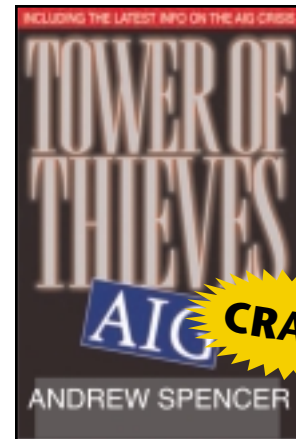


The Murder of Lehman Brothers

An Insider's Handbook to the Global Meltdown

Joseph Tibman

The Murder of Lehman Brothers sheds light on the perfect, complex storm that led to Lehman's collapse and the ensuing global consequences. It includes a brief history of Lehman, highlighting certain notable events, including a previous near collapse, the rise of Richard Fuld and the “one-firm” culture, the repeated mistakes made by providers of credit, inventing new financings—rationalizing that while profitable, these risky endeavors are actually not risky, more specifically subprime mortgages and Lehman's role, as well as an internal battle over Lehman's embrace of a massive real estate book, the emergence of Lehman as a top tier firm, the unraveling that began with the subprime meltdown, and gained vigor with the fall of Bear, and the consequences of Lehman's fall.



Tower of Thieves

Inside AIG's Culture of Corporate Greed

Andrew Spencer

Foreword by Mrs. John Falcetta

This is a true story of personal greed and downfall, corporate greed fueled with economic and social treachery, shareholder waste and discrimination at AIG, 70 Pine Street in the heart of the financial district. This address is known as the AIG Tower, hence the title *Tower of Thieves*. The central character is a man with a wife, a family, who has cheated his way to the top by doing good. He is responsible for leading a 60 billion dollar organization with over 40,000 employees worldwide at one of the largest companies in the world. What he sees and what he does validates what unchecked power on Wall Street will do to a man and what it has done to an entire company and country. The events at AIG lead right to the CEO and Senior Vice Chairman and how our guy fights an entire corrupt organization and how he became one of those he despised.

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BRICK TOWER BOOKS

October, 2009 • Current Issues
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Anarchism

Beginner's Guide

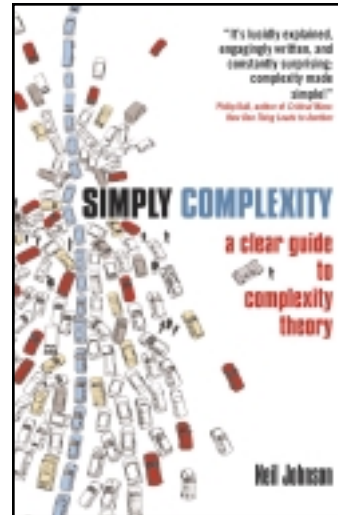
Ruth Kinna

What do anarchists stand for? In this clear and penetrating study, Ruth Kinna goes directly to the heart of this controversial ideology, explaining the influences that have shaped anarchism and the different tactics and strategies that have been used by anarchists throughout history to achieve their ends. Kinna covers themes both historical and acutely contemporary, including: Could anarchy ever really be a viable alternative to the state? Can anarchist ideals ever be consistent with the justification of violence? How has anarchism influenced the anti-globalization movement?

Ruth Kinna is Lecturer in Politics at Loughborough University, UK.

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October, 2009 • Current Events/Politics
192 pages • 5 1/6 x 7 3/4 • Carton qty: tbd
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1851687173 • \$14.95 pb. • [T]



Simply Complexity

A Clear Guide to Complexity Theory

Neil Johnson

What do traffic jams, stock market crashes, and wars have in common? They are all explained using complexity, an unsolved puzzle that many researchers believe is the key to predicting – and ultimately solving—everything from terrorist attacks and pandemic viruses right down to rush hour traffic congestion.

Complexity is considered by many to be the single most important scientific development since general relativity and it promises to make sense of no less than the very heart of the Universe.

Neil Johnson is the head of a new inter-disciplinary research group in Complexity at University of Miami in Florida. Previously he was Professor of Physics and co-director of research collaboration into Complexity at Oxford University.

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ONEWORLD PUBLICATIONS



The Wonderful Wizard of Oz

Frank Baum

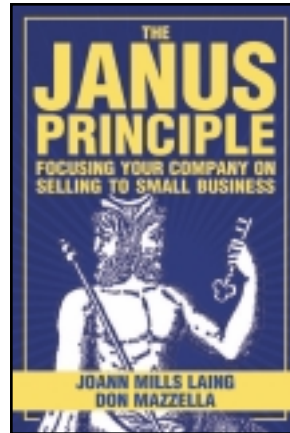
The complete text of America's first original fairy tale. The famous story in a fresh new edition.

Looking for magic, Dorothy and her friends find wisdom instead, as the Wizard of Oz tells them: "A baby has brains, but it doesn't know much. Experience is the only thing that brings knowledge." And he tells the weary Lion: "You have plenty of courage, I am sure. All you need is confidence in yourself." To the Tinman he replies: "I think you are wrong to want a heart. It makes most people unhappy."

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INTERNATIONAL PUBLISHING



The Janus Principle

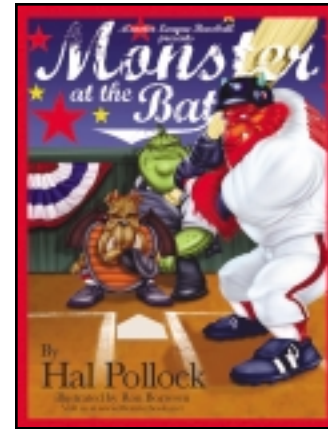
Focusing Your Company on Selling to Small Business

Joann Mills Laing and Don Mazzella

The *Janus Principle* offers solutions to the often vexing task of organizing a large organization (and even small firms) into an effective marketing engine to profitably sell into the small business marketplace. Addressing the rapidly expanding role of the Internet and other electronic gateways, the authors also demonstrate how to more effectively use traditional sales tools in an integrated marketing effort. The authors have distilled 20+ years of experience advising Fortune 100 corporations as well as researching the small business marketplace into a concept that large and small organizations can adopt and use.

September, 2009 • Business
250 pages • 6 x 9
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BRICK TOWER BOOKS



Monster at the Bat

Hal Pollock

Illustrated by Ron Borresen

It was early one clear morning When I looked up in the sky, And I could swear I saw A tiny baseball whizzing by. "Can't be," I said to no one there, "A ball in outer space?" Then I recalled the legend And a smile came to my face. In the ancient town of Monster-ville, You'll hear it constantly; The story of the greatest game In monster history.

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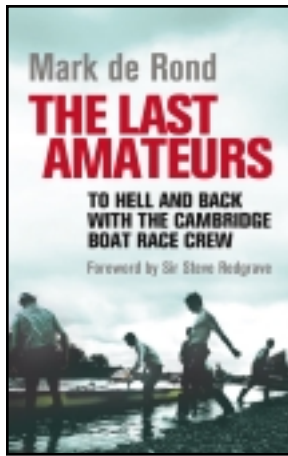
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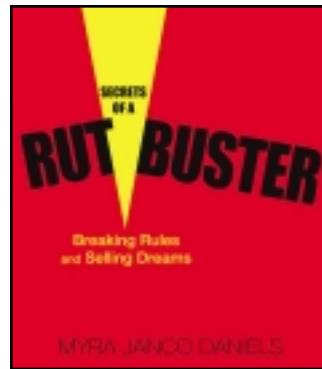
The Last Amateurs

To Hell and Back with the Cambridge Boat Race Crew
Mark de Rond

As the Cambridge University Boat Club prepared for the 2007 Boat Race, Mark de Rond—a Cambridge don and fellow of Darwin College—spent a year libing the blood, sweat and tears of the 39 students risking all for a chance to challenge Oxford. *The Last Amateurs* is de Rond's intense and deeply personal account of freezing early-morning training sessions, booze-fuelled crew "formals," the tenderness of camaraderie, the pain of self-doubt, and the tantrums and testosterone of crew members, each set on becoming a Cambridge "Blue." So what does it take to row in a Boat Race? In this thrilling book, de Rond delves into the depths of what it means to be a man and the primeval desire to compete. Told chronologically and driven by the pursuit of the final victory, the result is a breathtaking portrait of a deeply historical race marked by sharp contrasts—and one in which every sportsperson will recognize at least a little of themselves.

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TOTEM BOOKS



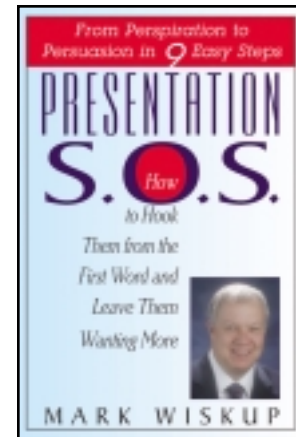
Secrets of a Rutbuster

Breaking Rules and Selling Dreams
Myra Janco Daniels

The main reason people fail to achieve their goals is that they get stuck—in their routines, thought patterns, social circles, doubts and fears. Many don't even recognize the ruts that prevent them from reaching their potentials. Daniels discloses her own eight "secrets" to breaking out of these ruts, based on her own experiences in business, academia, as the first woman advertising agency owner, and as founder of the Philharmonic Center in Naples, Florida.

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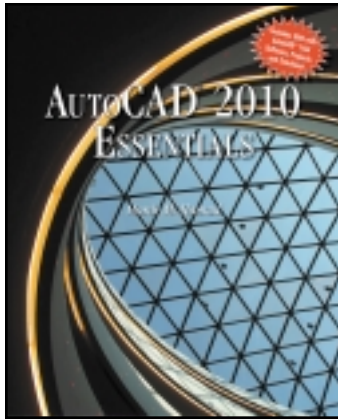
Presentation S.O.S.

Persuasion in 9 Easy Steps
Mark Wiskup

Creating a powerful connection with an audience is one of the most guilt-free, indulgent pleasures that the professional world has to offer. It can be satisfying and mood elevating, as well as a career-enhancing experience, to create a strong connection with the audience. I'm going to give you instructions that are easy to follow, show examples of how to make them work, and offer lots of encouragement along the way. My goal is to move you from the feelings of dread, if that's where you are, to feelings of excited anticipation for your next presentation. I've based all of these lessons, tips, and examples on my experiences as a broadcast journalist, media production company entrepreneur, and presentation skills coach. No research, studies, or data were harmed or even consulted in the creation of this book. I'm going to tell you exactly what I see working successfully with my clients every day.

September, 2009 • Business
 275 pages • 6 x 9
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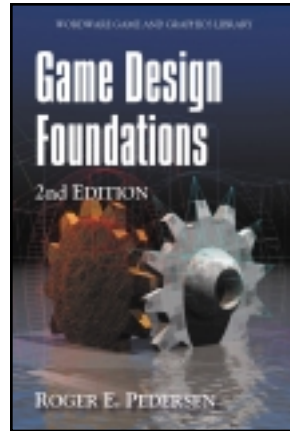
BRICK TOWER
 BOOKS



AutoCAD 2010 Essentials

Munir Al-Hamad

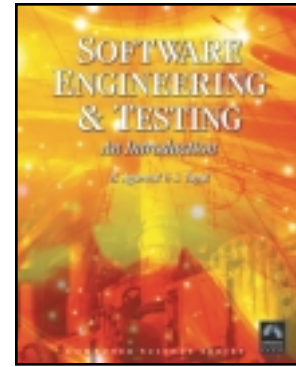
Unlike many AutoCAD competitors, this book covers only the basics and uses mixed units inches, meters, feet, kilometers, etc., to illustrate the myriad drawing and editing tools for this popular application. *AutoCAD 2010 Essentials* includes 21 workshops, that complete small projects from concept through actual plotting. Solving all of the workshops will simulate the creation of a real life project from beginning to end, without overlooking any of the basic commands and functions in AutoCAD 2010.



Game Design Foundations, Second Edition

Roger Pedersen

Game Design Foundations, Second Edition covers how to design the game from the important opening sentence, the One Pager document, the Executive Summary and Game Proposal, the Character Document to the Game Design Document. The book describes game genres, where game ideas come from, game research, innovation in gaming, important gaming principles such as game mechanics, game balancing, AI, path finding and game tiers. The basics of programming, level designing, and film scriptwriting are explained by example. The designers understanding of the entire development team and the outlets for even the smallest development team to create fun content is highlighted. Each chapter has exercises to hone in on the newly learned designer skills that will display your work as a game designer and knowledge in the game industry.



Software Engineering and Testing

B. Agarwal & S. Tayal

Designed for an introductory software engineering course or as a reference for programmers, this up to date text uses both theory and applications to design reliable, error-free software. Starting with an introduction to the various types of software, the book moves through life-cycle models, software specifications, testing techniques, computer-aided software engineering and writing effective source code. A chapter on applications covers software development techniques used in various applications including VisualBasic, Oracle, SQLServer, and CrystalReports. A CD-ROM with source code and third-party software engineering applications accompanies the book.

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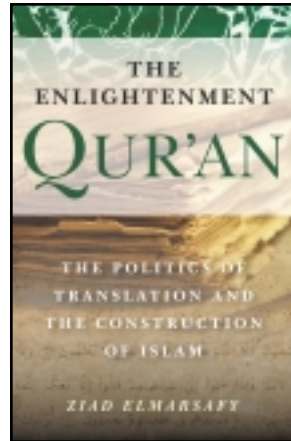
Financial Fiasco
How America's Infatuation with Home Ownership and Easy Money Created the Economic Crisis

Johan Norberg

Financial Fiasco digs deep into the foundation of the economic meltdown, revealing how it was the product of conscious actions by decision makers in companies, government agencies, political institutions, and consumers. An easily accessible work written for general readers, *Financial Fiasco* tells the compelling story of how rate cutting by the Federal Reserve inflated the real estate market and fueled increased risk-taking in the financial markets; how new government policies to promote home ownership blasted air into the credit bubble; how new financial instruments, credit-rating requirements, and accounting rules intended to prevent cheating backfired; and much more. *Financial Fiasco* guides readers through a world of irresponsible behavior, warns that many of the "solutions" being implemented are repeating the mistakes that caused the crisis, and offers guidance on how to move forward.

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The Enlightenment Qur'an

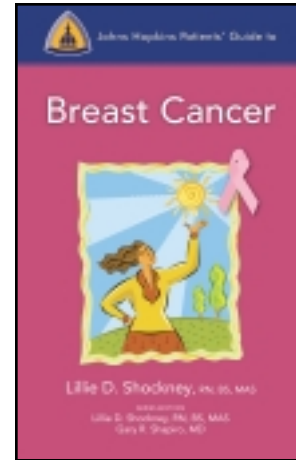
The Politics of Translation and the Construction of Islam

Ziad Elmarsafy

Charting the history of Qur'anic translations in Europe during the 18th and early 19th Centuries, Elmarsafy shows that a number of key Enlightenment figures—including Voltaire, Rousseau, Goethe, and Napoleon—drew both inspiration and ideas from the Qur'an. Controversially placing Islam at the heart of the European Enlightenment, this lucid and well-argued work is a valuable window into the interaction of East and West during this pivotal epoch in human history.

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ONEWORLD PUBLICATIONS



Johns Hopkins Patients' Guide to Breast Cancer

Lillie Shockney

Johns Hopkins Patients' Guide to Breast Cancer is a concise, easy-to-follow how to guide that puts you on a path to wellness by explaining breast cancer treatment from start to finish. It guides you through the overwhelming maze of treatment decisions, simplifies the complicated schedule that lies ahead, and performs the task of putting together your plan of care in layman's terms. Empower yourself with accurate, understandable information that will give you the ability to confidently participate in the decision making about your care and treatment.

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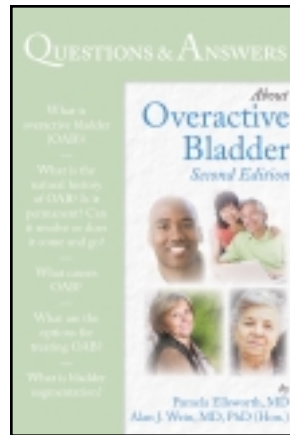


100 Questions & Answers About Aging Skin

Robert Norman

100 Questions & Answers About Your Aging Skin is a comprehensive guide to understanding how to improve your general skin health. Amidst a wave of new techniques and products, this book offers authoritative, practical answers to your questions about advancements in the dermatologic industry the best products to use to reverse the effects of aging skin. There are social, psychological, cultural, environmental and genetic aspects that affect your skin, and this resource explains what medications, procedures, and activities will help you maintain your youthful glow. Written by an expert Dermatologist with extensive clinical experience, as well as commentary from actual patients, *100 Questions & Answers About Aging Skin* will help you keep your skin looking at its best.

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109 pages • 6 x 9
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Questions & Answers About Overactive Bladder, Second Edition

Pamela Ellsworth

Overactive bladder and urinary incontinence affect over 30 million men and women in the United States alone. Despite this high prevalence, incidents are largely undiagnosed and untreated, mainly because patients hold misconceptions or are too embarrassed to talk about it. If you suffer from the discomfort, inconvenience, and embarrassment of overactive bladder or urinary incontinence, or have a friend or relative who does, this book offers help. The only book to provide the doctor's and patient's view, *Questions & Answers About Overactive Bladder* gives you authoritative, practical answers to your questions about treatment options, coping strategies, sources of support, and much more. Written by two prominent urologists, with insider advice from actual patients, this book is an invaluable resource for anyone coping with the physical and emotional turmoil of these sometimes debilitating conditions.

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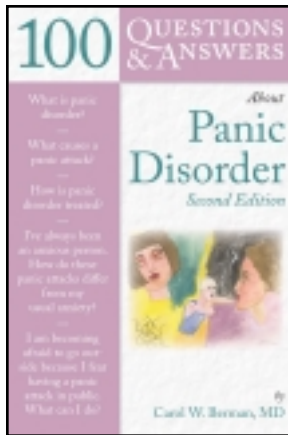
100 Questions & Answers About Mesothelioma, Second Edition

Harvey I. Pass

Whether you're a newly diagnosed Mesothelioma patient, a survivor, or a friend or relative of either, this book offers help. Completely revised and updated for this second edition, this is the only book to provide the doctor's and patient's views. *100 Questions & Answers About Mesothelioma, Second Edition* gives you authoritative, practical answers to your questions about treatment options, post-treatment quality of life, sources of support, legal options, and much more. This outstanding team of authors—led by a world-class lung disease expert and including an insider's comments from the wife and caregiver of a patient, provides an invaluable resource for anyone coping with the physical and emotional turmoil of this frightening disease.

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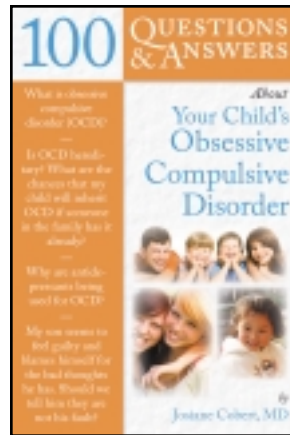


100 Questions & Answers About Panic Disorder, Second Edition

Carol Berman

If you or a loved one suffers from panic attacks, this book offers help. The only text to provide both the doctor's and patient's point of view, *100 Questions & Answers About Panic Disorder* gives you authoritative, practical answers to your questions about the causes and treatment of panic disorder, as well as advice on coping with panic attacks, sources of support, and much more. Written by Carol W. Berman, MD, a prominent psychiatrist specializing in the treatment of panic disorder, with commentary from a patient, this book is an invaluable resource for understanding and coping with the medical, psychological, and emotional turmoil of this frightening and often debilitating condition.

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100 Questions & Answers About Your Child's Obsessive Compulsive Disorder

Josiane Cobert

Obsessive Compulsive Disorder (OCD) can be a devastating problem not just for children but also for parents, families, and friends. *100 Questions & Answers About Your Child's Obsessive Compulsive Disorder* is a user-friendly guide that will enhance your knowledge of the disease and answer your questions about diagnosis, cause, treatment, and prognosis for children with OCD. Written by an expert psychologist, along with contributions from actual parents, this book is an excellent resource for learning and coping with the medical and emotional effects on a child with OCD.

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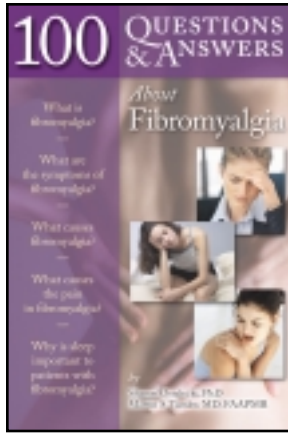
100 Questions & Answers About Your Child's Depression or Bi-Polar Disorder

Linda Chokroverty

Over 2 million children of all ages suffer from depression; ranging from mild and chronic to significant impairment which can present a huge challenge to parents and other loved ones. *100 Questions & Answers About Your Child's Depression or Bi-Polar Disorder* answers the most common questions posed by parents of kids with depression (or suspected depression). This title includes expert advice on highly controversial subjects including drug treatment of children and adolescents, suicide, and other issues of acute importance to parents

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100 Questions & Answers About Fibromyalgia

Sharon Ostalecki

Whether you're a newly diagnosed patient, or a friend or relative of someone suffering with Fibromyalgia, this book offers help. *100 Questions & Answers About Fibromyalgia* provides authoritative, practical answers to common questions about this condition to help patients and families achieve a greater understanding of all aspects of dealing with fibromyalgia including treatment options, sources of support, and much more. This book is an invaluable resource for anyone coping with the physical and emotional turmoil of this disease.

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DBA Name:	Owner's Name:		
Billing Address:	City:	State:	Zip:
Shipping Address:	City:	State:	Zip:
Telephone Number:	Fax Number:	A/P Manager:	A/P Manager's Number:
Check where applicable: <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Sole Ownership		Federal Tax I.D. Number: –or–	Social Security Number:

ACCOUNT INFORMATION

When did this business begin?	What type of business is this?	Do shipments require P.O. number? <input type="checkbox"/> Yes <input type="checkbox"/> No	Do shipments require dept. number? <input type="checkbox"/> Yes <input type="checkbox"/> No
Is this a change of ownership? <input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, list former business name:		Account number (if applicable):

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Address:	City:	State:	Zip:

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Address:	City:	State:	Zip:
Name:	Account #:	Fax #:	Telephone #:
Address:	City:	State:	Zip:
Name:	Account #:	Fax #:	Telephone #:
Address:	City:	State:	Zip:

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2			
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