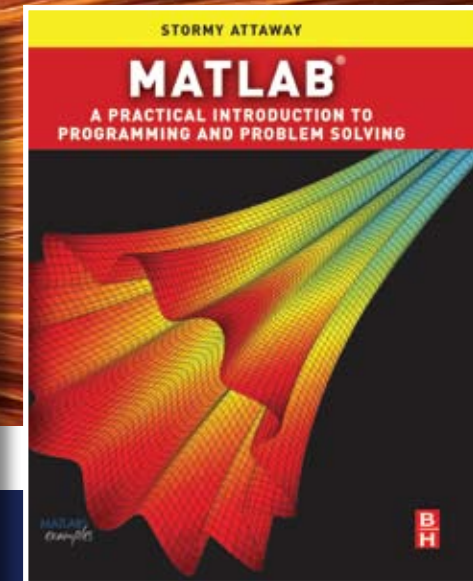
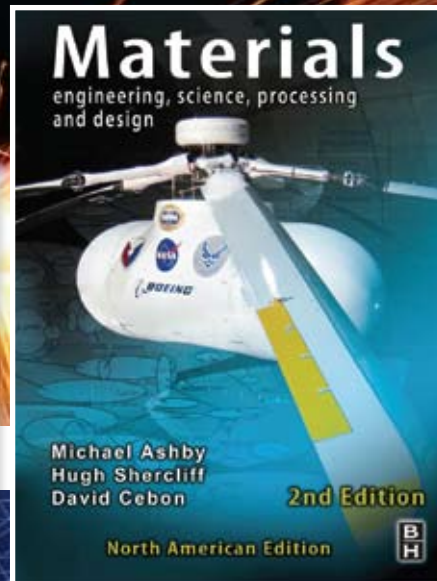


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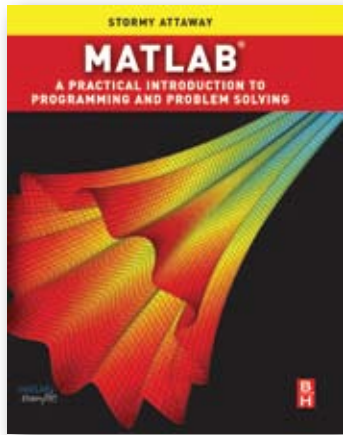




## TABLE OF CONTENTS

General.....	3
Aerospace.....	7
Biomedical .....	9
Chemical & Nuclear.....	12
Civil & Environmental.....	14
Electrical .....	16
Materials Science .....	20
Mechanical.....	25





## MATLAB: A Practical Introduction to Programming and Problem Solving

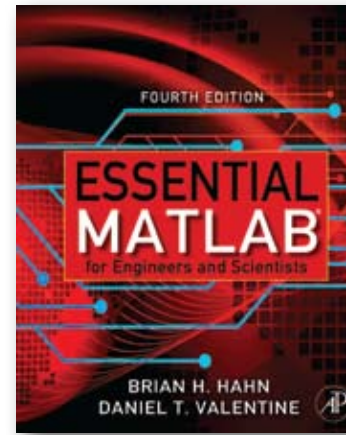
Stormy Attaway

This book takes a hybrid approach, introducing both the programming and the efficient uses of MATLAB®. We believe the best approach for beginning students is to give them both—the programming concepts and the efficient built-in functions.

*"This is the only MATLAB textbook that I have come across that teaches the concept of programming so readers can pick up the basics and start writing their own scripts. Many MATLAB textbooks only teach how to use certain functions/features but fail terribly to impart the fundamentals of MATLAB—something that students really need to know so they can use MATLAB efficiently for their homework/projects/etc." —E. Tan, Amazon.com review*

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Feb 2009 | Paperback | 480 pp | \$44.95 | €29.95 | £27.99 | AUD 74 | ISBN: 978-0-7506-8762-1



## Essential MATLAB for Engineers and Scientists, 4th Edition

Brian Hahn and Dan Valentine

*"I adopted this book because I like it stylistically as well as its range of topics. Other books tend to neglect teaching how to program at the expense of laying out the usage of MATLAB, or else not cover enough of relevance to engineering students." —Peter Bernard, Professor at UMD*

- New chapters on Symbolic Math and SIMULINK provide complete coverage of all the functions available in the student edition of MATLAB.
- More exercises and examples, including new examples of beam bending, flow over an airfoil, and other physics-based problems
- Bibliography provides sources for the engineering problems and examples discussed in the text
- Companion website for students providing M-files used within the book

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## Exploring Engineering, 2nd Edition

Philip Kosky, Robert T. Balmer, William D. Keat and  
George Wise

In this text we have tried to provide an exciting introduction to the engineering profession. You will find material on classical engineering fields as well as introductory material leading to emerging 21st century engineering fields such as bioengineering, nanotechnology, and mechatronics.

This text is divided into two parts: Part 1: Minds-on and Part 2: Hands-on. Most chapters in Part 1 are organized around just one or two principles and have several worked examples and exercises with an increasing level of complexity at the end of the chapter. Answers are given to selected exercises to encourage students to work toward self-proficiency.

Part 2 provides the content for a Design Studio, and is associated with the design of engineering systems. This Hands-on section is just as essential and challenging as the minds-on aspects covered in Part 1.

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## Technology Entrepreneurship

Thomas N. Duening, Robert A. Hisrich and  
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*Technology Entrepreneurship* is organized around the central concept of "value." The authors have attempted to create a flow and structure that encapsulates creating, capturing, and protecting value. One of the key innovations in this text is the sequence in which the material is presented. Most entrepreneurship textbooks begin with value creation and move on to value protection and value capture. They have inverted that logic in this

text based on their experience in teaching entrepreneurship to technology students as well as forming new technology ventures.

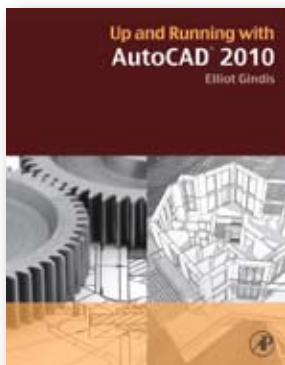
A solutions manual, set of PowerPoint lecture slides, and additional questions/exercises will be available by registering at [www.textbooks.elsevier.com](http://www.textbooks.elsevier.com). Additional learning resources for students will be posted from time to time at the book web site, [www.elsevierdirect.com/9780123745026](http://www.elsevierdirect.com/9780123745026).

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## Up and Running with AutoCAD 2010

Elliot Gindis

Coming in August,  
AutoCAD 2011

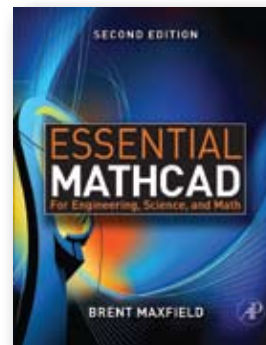
Strips away complexities, both real and perceived, and reduces AutoCAD to easy-to-understand basic concepts

Explains the why and how of AutoCAD commands: all concepts are explained first in theory, and only then is AutoCAD introduced and the actual button pushing discussed.

All basic commands are documented step-by-step, meaning that what the reader needs to type in and how AutoCAD responds is all spelled out in discrete and clear steps with screen shots added as needed.

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## Essential Mathcad for Engineering, Science, and Math w/CD, 2nd Edition

Brent Maxfield

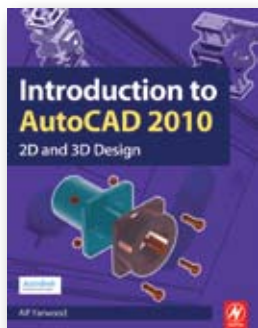
- Many more applied examples and exercises from a wide variety of engineering, science, and math fields
- New: more thorough discussions of differential equations, 3D plotting, and curve fitting, reading from files and writing to files
- Full non-expiring version of Mathcad 14 software included on CD-ROM (North America only). The included software is for educational purposes only
- New: A new chapter 1 introduces many basics of Mathcad, allowing the reader to begin using the program in less time
- A step-by-step approach enables easy learning for professionals and students alike

**Essential Mathcad** introduces the most powerful functions and features of the software and teaches students how to apply these to create comprehensive calculations for any quantitative subject. Examples from a variety of fields demonstrate the power and utility of Mathcad's tools, while also demonstrating how other software, such as Excel spreadsheets, can be incorporated effectively.

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## Introduction to AutoCAD 2010

Alf Yarwood

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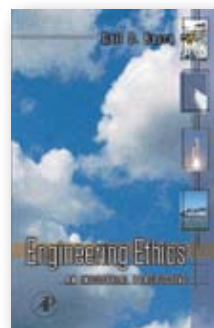


## A Guide to Microsoft Excel 2007 for Scientists and Engineers

Bernard Liengme

This text provides a straightforward guide to using these functions of Microsoft Excel, guiding the student from basic principles to more complicated areas such as formulae, charts, curve-fitting, equation solving, integration, macros, statistical functions, and presenting quantitative data. [Click here to read chapter 1 now.](#)

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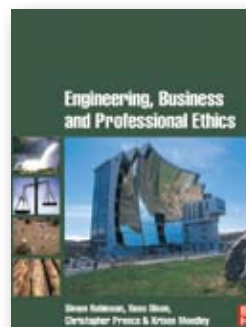


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Gail Dawn Baura

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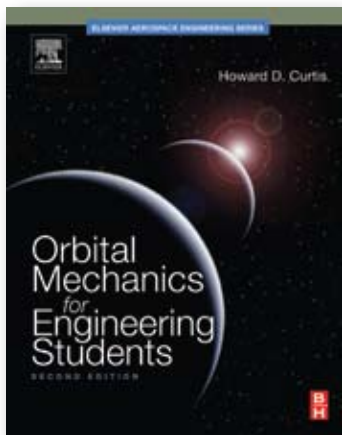
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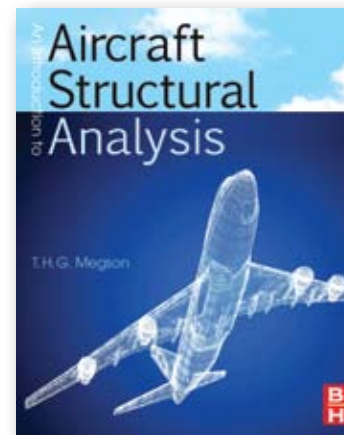
Howard Curtis

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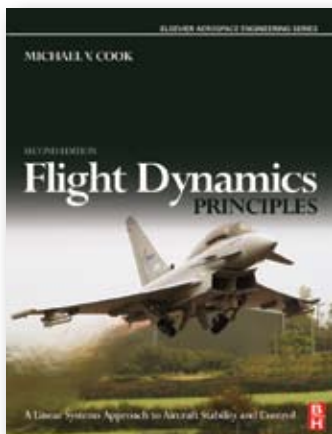
- Coverage of elasticity, energy methods and virtual work set the stage for discussions of airworthiness/airframe loads and stress analysis of aircraft components
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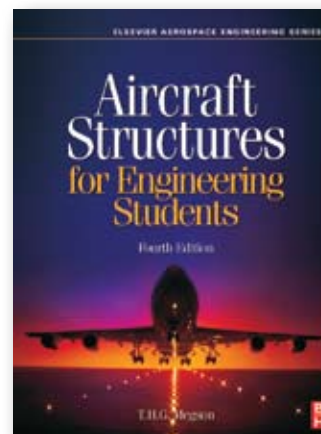
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Michael Cook

- Suitable as a complete first course text, it provides a secure foundation from which to move on to more advanced topics such as non-linear flight dynamics, simulation and advanced flight control
- End of chapter exercises, detailed worked examples, and case studies aid understanding and relate concepts to real world applications
- Covers key contemporary topics including all aspects of optimization, emissions, regulation and automatic flight control and UAVs

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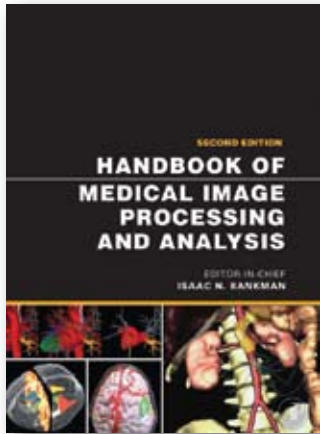
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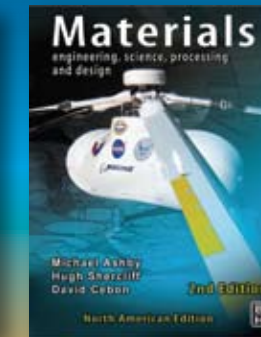
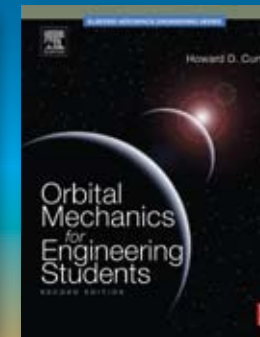
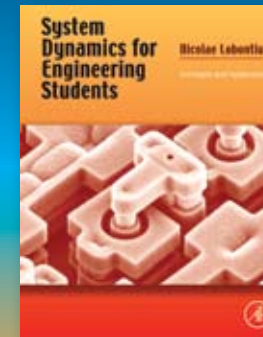
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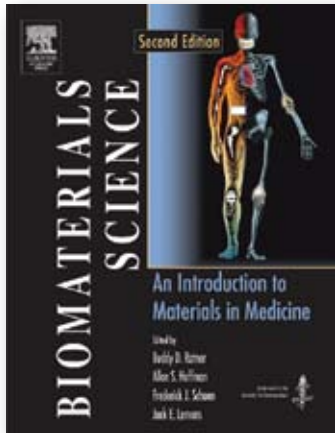
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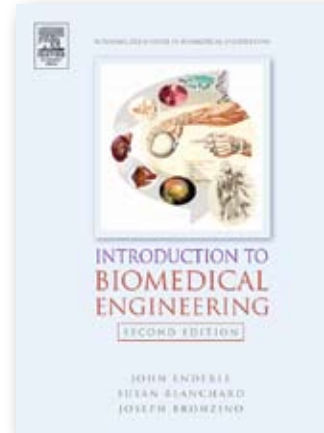
Dr. Buddy D. Ratner, Allan S. Hoffman, Frederick J. Schoen and Jack E. Lemons

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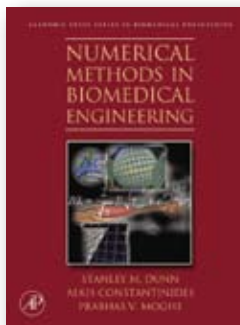


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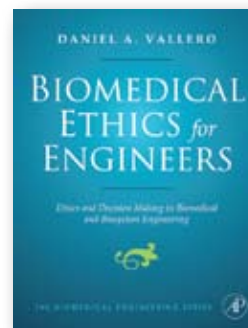


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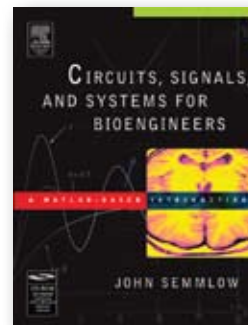


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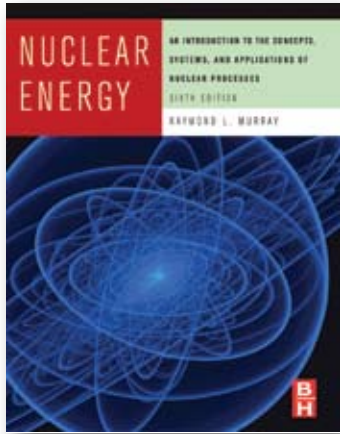
John Semmlow

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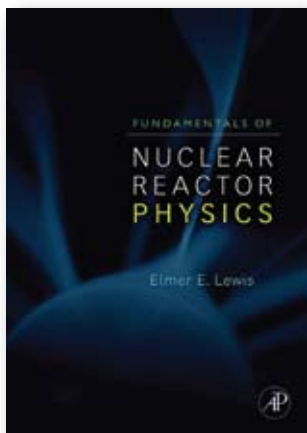
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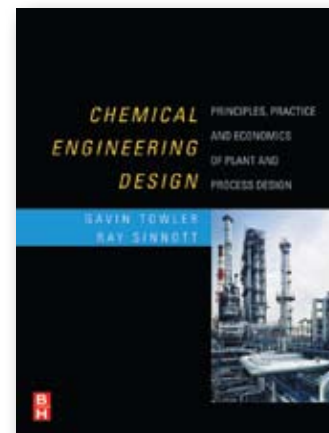
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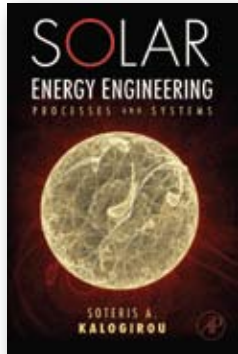
- Provides students with a text of unmatched relevance for the Senior Design Course and Introductory Chemical Engineering Courses
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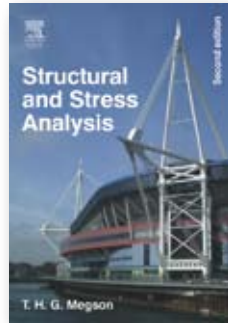
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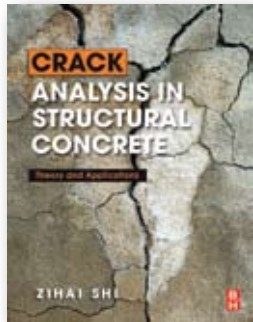
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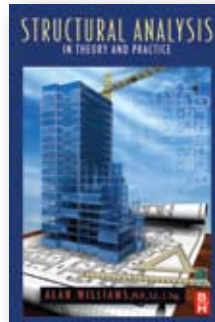
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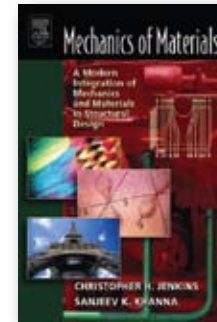
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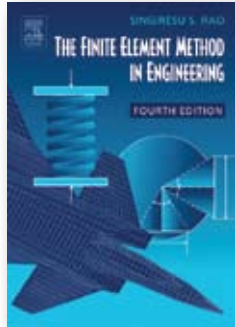
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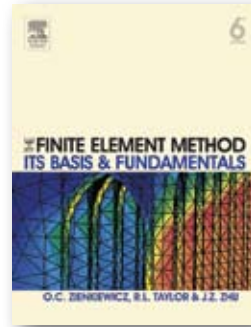


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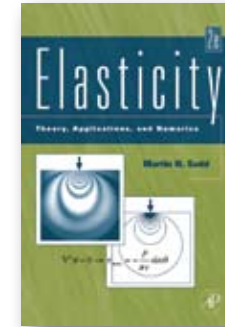
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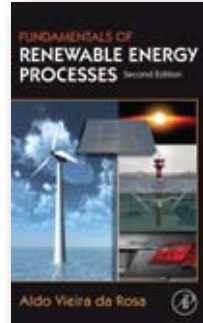
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## Open Channel Hydraulics

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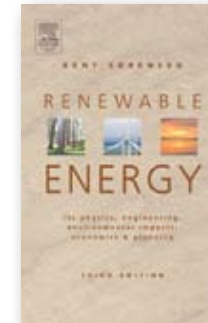
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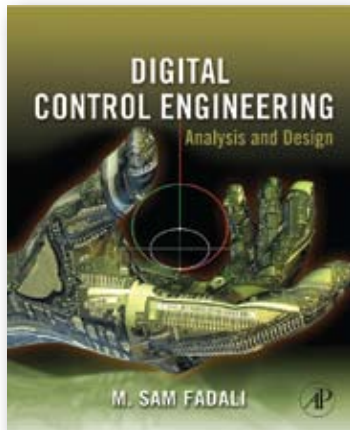


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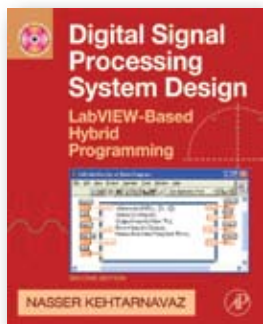
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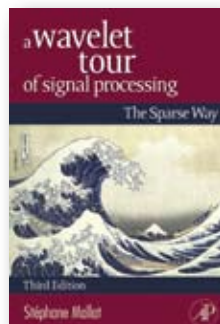
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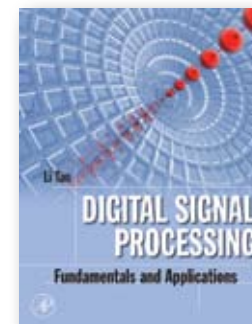
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Stephane Mallat

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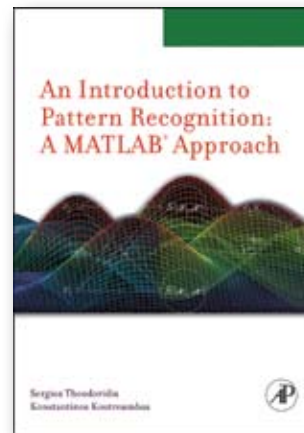
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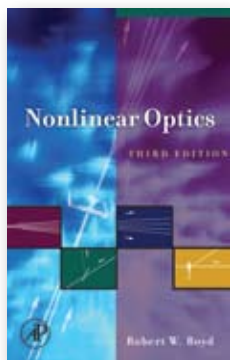
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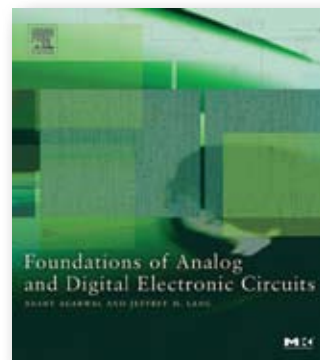
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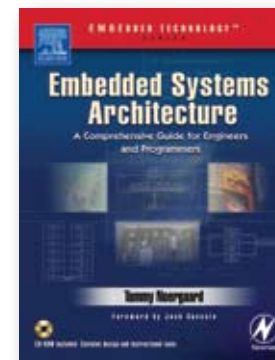


## Foundations of Analog and Digital Electronic Circuits

Anant Agarwal and  
Jeffrey Lang

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Tammy Noergaard

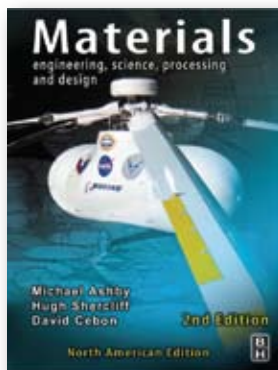
This comprehensive textbook provides a broad and in-depth overview of embedded systems architecture for

engineering students and embedded systems professionals. The book is well suited for undergraduate embedded systems courses in electronics/electrical engineering and engineering technology (EET) departments in universities and colleges, as well as for corporate training of employees.

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AUD 131 | ISBN: 978-0-7506-7792-9



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## Materials, 2nd Edition: Engineering, Science, Processing and Design

Michael F. Ashby

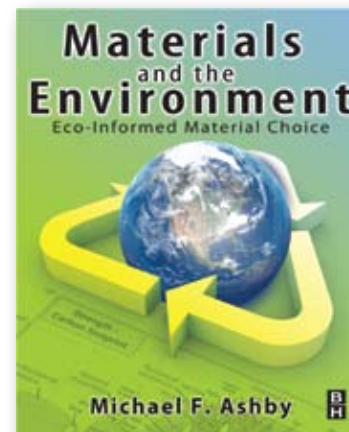
- “Guided Learning” sections on crystallography, phase diagrams and phase transformations enhance students’ learning of these key foundation topics
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Book + Elsevier online testing | US ISBN: 978-1-85617-893-8 | Price: \$119.95



## Materials and the Environment

Michael F. Ashby

- The first book devoted solely to the environmental aspects of materials and their selection, production, use and disposal, by noted materials authority Mike Ashby
- Introduces methods and tools for thinking about and designing with materials within the context of their role in products and the environmental consequences
- Contains numerous case studies showing how the methods discussed in the book can be applied to real-world situations

As concern for the environment grows, there is a corresponding trend among colleges and universities worldwide to incorporate sustainability into engineering education. Addressing this growing trend this book is devoted exclusively to the environmental aspects of materials, a core subject area for undergraduate students in several engineering disciplines, including mechanical, materials, civil, aerospace, manufacturing and design.

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## Materials and Design, 2nd Edition

Michael F. Ashby and Kara Johnson

- The best guide ever published on the role of materials, now with even better photos and drawings on the Design Process
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- Enhanced materials profiles, with addition of new materials types like nanomaterials, advanced plastics and bio-based materials

This renowned book explores the role of materials and materials processing in product design, with a particular emphasis on creating both desired aesthetics and functionality. The new edition will feature even more of the highly useful “materials profiles” that give critical design, processing, performance and applications criteria for each material in question.

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## Engineering Materials 1: An Introduction to Properties, Applications and Design, 3rd Edition

Michael Ashby and D. R. H. Jones

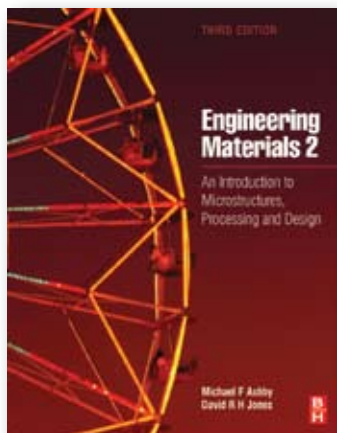
- One of the best-selling materials properties texts; well known, well established and well liked
- New student friendly format, with enhanced pedagogy including many more case studies, worked examples, student questions, full instructor's manual and online tutorial material for adopting tutors
- World-renowned author team

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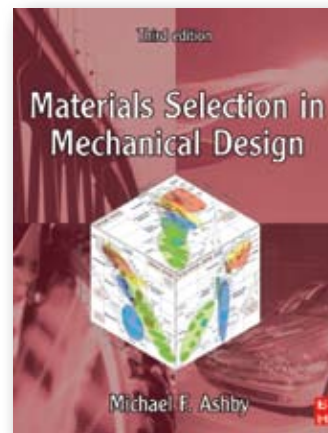
## Engineering Materials 2: An Introduction to Microstructures, Processing and Design, 3rd Edition

Michael Ashby and D. R. H. Jones

- One of the best-selling materials properties texts; companion text to Ashby & Jones *Engineering Materials 1: An Introduction to their Properties and Applications*
- New student-friendly format, with enhanced pedagogy including more case studies, worked examples, student questions and a full instructor's manual
- One of the leading self-contained course texts for more advanced students of materials science and mechanical engineering

This book provides a detailed understanding of the fundamental properties of engineering materials: how they are controlled by processing, then formed, joined and finished, and how all of these factors influence the selection and design of materials in real-world engineering applications.

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## Materials Selection in Mechanical Design, 3rd Edition

Michael Ashby

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- Improved tutor resources, plus supporting online materials and Instructor's Manual

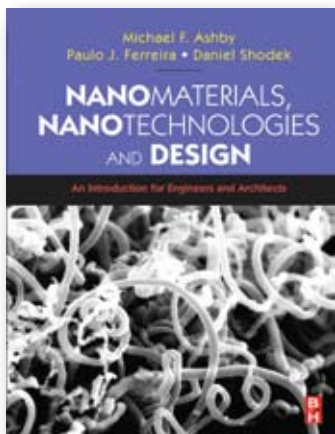
Understanding materials, their properties and behavior is fundamental to engineering design, and a key application of materials science. Written for all students of engineering, materials science and design, this book describes the procedures for material selection in mechanical design in order to ensure that the most suitable materials for a given application are identified from the full range of materials and section shapes available.

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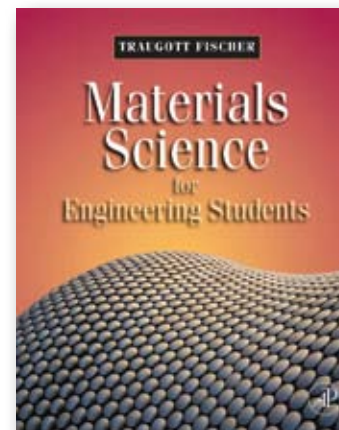
Daniel L. Schodek, Paulo Ferreira and Michael F. Ashby

- World-renowned author team address the hot-topic of nanotechnology
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## Materials Science for Engineering Students

Traugott Fischer

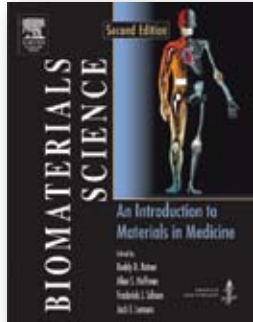
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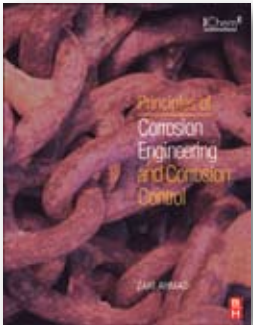
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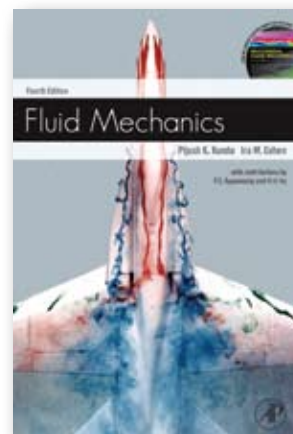
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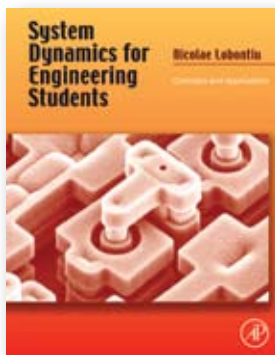
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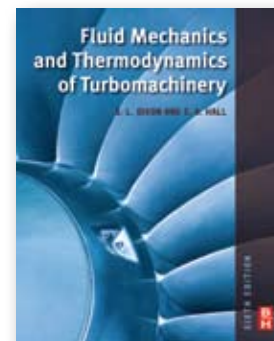
Nicolae Lobontiu

*System Dynamics for Engineering Students*, takes the classical approach to system dynamics, rearranges it into a more logical teaching progression, provides a more balanced coverage of the main field systems (mechanical, electrical/electromagnetic, thermal and fluid/pneumatic), and is the first system dynamics

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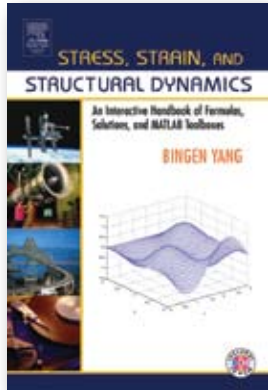
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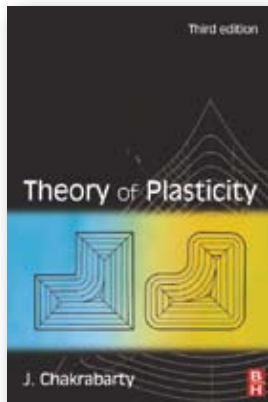


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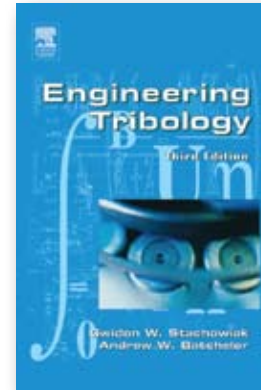


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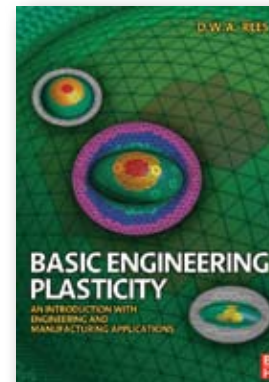


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